

VICE PRESIDENT FOR STRATEGIC ENROLLMENT SERVICES

Texas Southern University Job Description

| Human Resources

Job Title: Vice President for Strategic Enrollment Services (VPSES)

FLSA: Exempt

Pay Grade: 120

Revised Date: February 2026

JOB SUMMARY:

The Vice President for Strategic Enrollment Services (VPSES) serves as the chief enrollment strategist and provides visionary leadership for developing and executing a comprehensive, data-informed enrollment strategy aligned with the institution's mission and long-term goals. The VPSEM oversees all enrollment management functions, including undergraduate admissions, admissions operations, financial aid recruitment, strategic enrollment marketing functions, and retention initiatives. This executive leader collaborates closely with academic and administrative leadership to drive sustainable enrollment growth and presents and develops a strategic enrollment management plan that optimizes net tuition revenue and enhances student demographics, access, and overall success.

DISTINGUISHING CHARACTERISTICS:

- Strategic Thinking and Planning Skills
- Data-Driven Decision Making
- Financial Planning and Financial Acumen
- Executive Leadership and Change Management
- Collaborative Partnership Building Skills
- Conflict Resolution and Team Building

DUTIES AND RESPONSIBILITIES:

- Focused on the University's mission, vision, and strategic goals, this position will lead the Division of Enrollment Management and cultivate collaborative relationships with university colleagues and external constituencies to ensure consistent strategic enrollment management success.
- Informed by data analytics, will work collaboratively with university administration to develop and execute strategic and operational enrollment management plans that exceed strategic goals while ensuring cohesiveness across the enrollment management continuum from pre-college programs through admissions and graduation.
- Partner with the Business and Finance Office to develop multi-year tuition projections to strategize tuition and fee rates to maintain a competitive advantage while communicating the value proposition of a Texas Southern University education to prospective students and their families, understanding the complexities of resident and non-resident financial aid options.
- Regularly review progress toward the goals of the strategic enrollment plan, ensuring that the division's human and financial resources are developed effectively and efficiently to

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achieve tactical and operational goals; analyze, evaluate, and report data in collaboration with the Office of University Planning and Analytics related to the enrollment plan and initiatives, and adjust strategies based on that analysis; recommend resource allocation strategies to achieve goals.

- Exhibit responsiveness, flexibility, and creativity to ensure the University exceeds enrollment goals in a dynamic, competitive enrollment environment, utilizing resources efficiently to achieve the optimal balance between ongoing goals of increasing quality and the diversity of our students while maximizing net revenue.
- Builds and leads a highly productive enrollment management unit, including overseeing the recruitment, management, training, retention, and evaluation of highly qualified professional and support staff.
- Develop successful pipeline programs that enable the University to meet strategic enrollment goals.
- Create and disseminate a clear and compelling message to prospective students, their families, and key constituencies regarding Texas Southern University to strengthen the marketing activities of the enrollment management division, and to ensure consistency of brand and timeliness of campaigns; effectively balance communications with prospective students to increase yield and minimize fatigue and costs; continue to help refine and automate access and affordability data to be responsive to internal and external constituents need for recurring and ad hoc reports.
- Work with admissions to ensure that the first impressions prospective students have of the University are first-rate and high touch; campus contacts and visits need to be of the highest possible caliber to deliver accurate information, build prospective student attachment, and optimize yield.
- Develops, implements, and increases efficiencies in enrollment and registration policies and procedures, and plays an integral role in the establishment of registration and payment deadlines and communicating information to students.
- Oversee the implementation, upgrades, and compliance with the student technology information system.
- Consistently ensures the delivery of quality and responsive programs and services through effective assessment of enrollment management outcomes.
- Performs other duties as assigned.

MINIMUM REQUIREMENTS:

Education and Experience:

- Master's degree AND ten (10) years of enrollment management experience (admission and/or financial aid, and/or registrar's office).
- Five (5) years of experience implementing and leading a comprehensive enrollment/retention model to enhance student recruitment, enrollment services,

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retention, and student success, including strategic enrollment management theory and practice with demonstrated success leveraging analytics.

- Demonstrated success in strategic enrollment planning and revenue optimization.
- Experience developing strategic enrollment management goals that successfully increased undergraduate enrollment and retention.
- Experience conducting learning, program, and student success outcomes assessment.
- Demonstrated management of financial aid and operational resources within budget.
- Exceptional interpersonal skills and the ability to interact and work effectively with administrators, academic leadership, faculty, students, alumni, donors, community leaders, elected and appointed public officials, and members of the University at large.
- Demonstrated success with contemporary marketing and outreach principles, strategies, and techniques, enrollment management software and systems, as well as external sources.
- Advanced analytical, evaluative, and objective critical thinking skills.
- Experience working with CRM software and a working knowledge of Banner.
- Ability to maintain the security or integrity of critical infrastructure, which may include communications systems, computer networks and systems, cybersecurity systems, electrical grid, hazardous waste treatment, or water treatment systems.

Licenses, Registrations, Certifications, or Special Requirements:

- Demonstrated leadership experience working within Enrollment Management.
- Requires a high degree of independent judgment and problem-solving of complex problems.

Preferred:

- Terminal degree from an accredited institution.
- Familiarity with CRM Systems and enrollment technology platforms/software.
- Experience leading enrollment initiatives in a 4-year institution.
- Experience working with undergraduate admissions, transfer articulation, and dual credit enrollment initiatives.

Knowledge, Skills, and Abilities:

Knowledge of:

- Relevant legal and regulatory requirements, including Federal, State, and Local laws.
- Federal auditing standards in general and particularly as they apply to colleges and universities with federal funds.

Skilled in:

- Communicating with Campus and Community Stakeholders.

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- Management and leadership skills.
- Problem-solving and decision-making.
- Managing a variety of time-sensitive demands.
- Allocating and managing resources
- Using data to evaluate improvements in processes and their impact on student success
- Ability to maintain the security or integrity of critical infrastructure, which may include communications systems, computer networks and systems, cybersecurity systems, electrical grid, hazardous waste treatment or water treatment system.

Ability to:

- Provide innovative, proactive, and visionary leadership
- Build high highly performing, student-oriented team
- Design integrated systems and processes
- Establish successful outreach programs
- Working collaboratively with an emphasis on university-wide approaches to enrollment and student success
- Identify barriers to enrollment and student success and ensure problem resolution.

WORK ENVIRONMENT AND PHYSICAL DEMAND:

- Routine office environment.
- Sitting or standing in one location much of the time.
- Some stooping, lifting, or carrying of light-weight objects may be required.
- Use of a video display terminal.

This job description is intended to be generic and to describe the essential functions of the job. It is not necessarily an exhaustive list of all duties and responsibilities. The essential duties, functions, and responsibilities may vary based on the specific tasks assigned to the position.