

JOB DESCRIPTION AND RESPONSIBILITIES

Vice President for Enrollment Management and Alumni Relations

Reporting to the President, the Vice President for Enrollment Management and Alumni Relations is the senior administrator in the enrollment and student services areas including the comprehensive oversight for planning and implementation of goals, objectives and strategies related to each office in the Enrollment and Student Services Division as well as insuring those goals, objectives and strategies are reflective of the vision and mission of the University of Balamand.

The Vice President for Enrollment Management and Alumni Relations shall:

- provide leadership, supervision and guidance to the offices of: Admissions, Recruitment, Student Activities, Financial Aid, Career Development Center, Counseling, International Student Advising and provide leadership for the Enrollment Management Advisory Committee when and if established.
- provide oversight for the implementation of the short range and long range Enrollment Management Plan.
- coordinate the annual review of the Enrollment Management Plan and implement revisions as needed.
- provide leadership and oversight of student recruitment strategies.
- provide budgetary oversight for all offices in the Enrollment and Student Services Division.
- analyze and evaluate annual strategic and targeted enrollment needs.
- ensure recruitment goals, policies, practices and actions to produce successful student recruitment results, consistent with the University of Balamand mission, Strategic Plan and the Enrollment Management Plan.
- demonstrate effective interpersonal communication skills to competently present the legacy of the University of Balamand to potential students and supporters of the University.
- utilize regional and national data to create predictive models of enrollment trends and results.
- establish, implement and monitor program evaluation systems for all programs and services to assess the effectiveness of the enrollment strategy.
- work closely with the university officers in the development of the marketing efforts.
- work closely with the Provost in the coordination of student academic issues that may affect the enrollment.
- work closely with the Chief Financial and Business Officer in the coordination of student financial issues and budgetary issues.
- participate as a member of the President's Cabinet.
- perform other appropriate duties as assigned by the President.

All the above described duties and assignments will always be decided upon, assessed, modified, and evaluated by the President of the University of Balamand.