

Dean of Enrollment
Glasgow Caledonian New York College
New York, NY

At Glasgow Caledonian New York College (GCNYC), New York City's for the Common Good, we believe innovative business leaders are the vanguard of the Common Good. Our Master of Science degrees explore social impact and sustainability, alongside opportunities to conduct applied research in business and fashion. Offered through evening courses on campus or online, our master's programs focus on driving sustainability-related innovation to accelerate systemic change.

Academics and Applied Research

GCNYC delivers unique Master of Science degrees which can be completed in one year full-time or 16 months part-time at our campus in SoHo in Manhattan as well as online in most other states. Our sustainable impact focus is inspired by Leading-edge systems thinking found in the United Nations Sustainable Development goals.

Job Description

Reporting to the Vice President and Provost, the Dean leads the development and implementation of an enrollment strategy in pursuit of GCNYC's goal to build awareness regionally, nationally, and internationally that will meet and exceed enrollment targets. Using deep knowledge of emerging trends and practices in graduate recruitment, admissions, and marketing, the Dean is responsible for growing a highly qualified student body that aligns with an reflects GCNY's mission for the common good. The Dean of Enrollment works with the college's marketing consultant on the development and execution of a strategic enrollment plan. The individual chosen for this position will play a vital role in the development of articulation agreements with other colleges and universities to provide

their graduates with a seamless transition from the undergraduate studies to enrollment in GCNYC's Master of Science programs. Likewise, the development of MOU agreements with agents and international colleges that provide incentives for student enrollment and scholarship consideration for GCNYC's main campus on online degree programs or certificates.

Job Responsibilities

1 – Networking with business leaders in New York City to:

- Develop Memoranda of Understanding (MOUs) that provide access to employees to study at GCNYC's Master of Science programs. These agreements would consist of incentives for student tuition and the seamless use of any employee education benefits provided by the companies.
- Be a liaison between the businesses and the faculty and leadership at GCNYC in the establishment and maintenance of a Business Advisory Council at GCNYC.

2 – Develop articulation agreements and MOUs to establish collaboration between designated US colleges and universities and GCNYC, to promote degree completion and facilitate the transfer process to provide assurance that students will matriculate into one of GCNYC's Master's of Science programs.

3 – Develop a robust international student recruitment plan that includes:

- Working with reputable international recruitment agencies and agents to find qualified students with the willingness and ability to pay for enrollment at GCNYC's main campus or online degree programs
- Contact leaders at international post-secondary institutions to develop MOUs for articulation agreements and tuition discount

programs as needed for individual students or groups of students for residential or online enrollment

- Collaborate with and leverage CGU international recruitment assets at both the Glasgow and London campuses

4 – Assume leadership role in the development of 5-year strategic enrollment plans and annual recruitment plans

5 – Possess knowledge of the recruitment of online students and the systems that support student needs in this highly competitive and fast-paced environment

6 – Possess and promote an extensive understanding of GCNYC's brand, initiatives, academic programs, and faculty to provide prospective and admitted students with a clear understanding of GCNYC's mission for the common good.

7 – Develop and oversee execution of an effective marketing, recruitment, and admission processes to convert highly qualified prospects to applicants to enrolled students building a distinctive student body and distinguished alumni.

8 – Provide leadership and supervision to the Director of Recruitment and Admissions. Inspire staff to think creatively, adopt best practices and embrace continuous improvement. Address performance issues proactively.

9 – Develop and supervise a program of on- and off-campus events such as recruitment fairs, open houses, yield receptions, etc., to showcase the college, its faculty and alumni and encourage applied and admitted students to enroll at GCNYC.

10 – Maximize the utilization of the College's CRM, Slate.

11 – Develop and deliver a schedule of recruitment and marketing reports to the Vice President and Provost.

12 – Manage and ensure maximum strategic effectiveness of recruitment and marketing budgets.

13 – Monitor the financial aid process to achieve net revenue goals and the adherence to federal and institutional rules, regulations and processes.

14 – Enhance the strategic use of scholarships and financial aid in the recruitment efforts of the College including the explanation of value propositions and net price to students in relation to the College's competitors.

Professional Requirements

1 – A Master's degree from a regionally accredited college or university and experience in graduate recruitment are required.

2 – A minimum of 7 years of related and satisfactory performance in increasingly responsible positions in college recruitment and enrollment with significant experience in financial aid is required.

Expected Skills

1 – Strong problem-solving and analytical skills.

2 – Strong organizational skills and demonstrated ability to work effectively as a member of a team.

3 – Accept responsibility for meeting critical enrollment and net revenue expectations in a fast-paced environment.

4 – Experience with the development of articulation agreements and MOUs to enhance relations with businesses and/or colleges and universities for the enrollment of employees or students in the receiving institution

5 – Extensive experience in the recruitment of international students

6 – Demonstrate the strategic planning skills and show evidence of successful execution

7 – Experience recruiting online students and the standard operating procedures necessary to market synchronous and asynchronous programs, automate systems for rapid response to student inquiries, application submission and admission decisions while maintaining a personalized approach that is important to GCNYC in all student facing interactions

8 – Proficiency with standard productivity software (e.g., MS Office including Word, Excel, PowerPoint, Teams, and Sharepoint).

9 – Experience with Slate or other standard CRM systems is expected.

10 – Experience working with a diverse population of adult students in an educational setting.

11 – Excellent oral, written, and listening skills.

12–Demonstrated ability to develop and maintain productive and construction working relationships with a diverse range of stakeholders across the campus and in the community.

13 – Demonstrated commitment to inclusion and diversity.

14 – Current knowledge of federal and institutional policies and procedures regulating US federal financial aid assistance.

15 – Experience with financial aid leveraging to achieve institutional net revenue targets.