



**ASSISTANT DEAN FOR ENROLLMENT MANAGEMENT
SIMON BUSINESS SCHOOL, UNIVERSITY OF ROCHESTER
ROCHESTER, NEW YORK**

THE SEARCH

Simon Business School ("Simon") at the University of Rochester seeks an innovative, data-driven, and proven enrollment leader to serve as the inaugural Assistant Dean for Enrollment Management ("ADEM"). Reporting directly to the Dean and serving on her senior leadership team as the School's first chief enrollment officer, this is an exciting opportunity for a seasoned, creative, and deeply analytical leader to build a strategic approach to enrollment management within one of the nation's top business schools. This critically important role will be vital to Simon's mission, ensuring that the School continues to attract top students from around the world who will become leaders in business and management.

Founded in 1958, Simon is a top-ranked business school known for its academic rigor and tight-knit, diverse community. Throughout its storied history, Simon has been a leader in the business school arena, including as a first-mover in launching specialized degree programs with an emphasis on analytics. As Simon looks to be on the cutting edge of the next era of business education, the School seeks a strategic enrollment leader who can take its distinctively and celebrated high-touch admissions and financial aid process to the next level.

In the ever shifting and evolving business education landscape, Simon is elevating the enrollment division into the Dean's cabinet and prioritizing the evolution of the division's work. The incoming ADEM will be asked to develop an innovative, sustainable, and data-informed enrollment management strategy to position the School to be nimble and reach its future enrollment goals. The ADEM will inherit and lead a seasoned and dedicated team of admissions professionals and collaborate with senior leaders across the School to implement proactive, innovative, and best-in-class approaches to recruit, evaluate, matriculate, and support a highly talented and diverse student body.

The ideal candidate will bring a demonstrated record of accomplishment in leading data-informed methods for recruitment, market segmentation, distinguishing brand and articulating value propositions, admissions processes, and scholarship distribution. A collaborative leader, this individual will possess a deep understanding of the national trends and issues related to graduate student recruitment and will model and inspire a relentless commitment to innovation and continuous improvement. The Dean and senior team will call on this hire to serve as an informed advisor, helping to assess the School's current array of programs, and help inform where additional academic program development might help shape the composition of the School's student body and help to hit revenue targets. Mission-oriented, dedicated, and with a customer service-driven approach, this incoming leader will inherit a strong operation with an appetite to evolve to meet this challenging moment in business education.

ABOUT THE UNIVERSITY OF ROCHESTER

Founded in 1850, the University of Rochester is one of the nation's leading research universities and is the educational leader for the region. The University of Rochester is listed among the top private research universities by *U.S. News & World Report* and is a member of both the prestigious Association of American Universities and is a founding member of the Consortium of Financing Higher Education (COFHE), a group of 39 leading private institutions in the United States.

Located in the City of Rochester on the southern shore of Lake Ontario and northwest of the picturesque Finger Lakes in New York State, the University of Rochester enrolls more than 12,000 full-time and part-time undergraduate, graduate, and professional students and employs more than 1,500 full-time tenure-track faculty. The University's academic programs are delivered through eight units: the School of Arts & Sciences; the Hajim School of Engineering & Applied Sciences; the Eastman School of Music; the School of Medicine and Dentistry; the School of Nursing; the Eastman Institute for Oral Health; the Simon Business School; and the Warner School of Education. Academic programs are offered within three locations: the River Campus, which houses the School of Arts & Sciences, the Hajim School of Engineering & Applied Sciences, the Simon Business School, and the Warner School of Education; the Medical Center, which is next to the River Campus and houses the School of Medicine and Dentistry, the Eastman Institute for Oral Health, and the School of Nursing; and downtown Rochester, home to the Eastman School of Music.

The University's endowment exceeds \$3B, and its comprehensive annual budget, including the Medical Center and clinical care enterprise, is \$4.6B. Overall, the University and its affiliates employ more than 33,000 people. As the largest private employer in Rochester, the University has a profound impact on the region's cultural, social, educational, clinical, and economic strength. The University and its affiliates continue to expand their economic impact within New York State. In 2023, the University was responsible for directly and indirectly sustaining nearly 60,000 jobs in the state.

Through research and entrepreneurship, the University strives to address the greatest challenges of our time. It sponsors technology transfer efforts that have helped launch more than 60 startup firms over the past 20 years and have led to numerous transformational discoveries, including an algorithm used for image rendering on almost every printer and computer screen; surfactants to boost lung development in premature infants; the *Haemophilus influenzae* type B (Hib) vaccine to prevent meningitis in children; and human papillomavirus (HPV) vaccines that protect against cervical cancer. Total sponsored research funding in each of the past two years has exceeded \$400M.

The University is fortunate to be located in a community rich in history and promise. The Rochester area routinely ranks as one of the most livable cities in the United States and as one of the best places in the country for families, with outstanding schools, housing, and cultural life. Rochester offers its 1.1 million area residents the amenities of a large metropolitan area with a quality of life not available in many areas of comparable or larger size. The University's extensive engagement with the Rochester community spans cultural opportunities provided by the Eastman School of Music and the Memorial Art Gallery, to direct involvement with public institutions.

For more information about the University of Rochester: <https://www.rochester.edu/>

ABOUT THE SIMON BUSINESS SCHOOL

History

The University of Rochester started a small business program in 1958, and awarded its first MBA degree in 1962, but the School's impact in the business world can be traced to a later decision by then University President W. Allen Wallis to create a world-class business school in Rochester. In 1964, he recruited as Dean a visionary who believed in the power of economics to solve a host of problems – William Meckling. Under Meckling, the School quickly built a reputation for making major contributions in finance, accounting, management science, and organizational theory, helping shape the research agenda of a generation of business scholars around the globe, influencing teaching in graduate business programs, and forever changing how many companies and executives in this country and abroad conduct business. In 1986, another milestone in the School's history occurred when the School was renamed the William E. Simon Graduate School of Business Administration. William E. Simon, a financial entrepreneur and former U.S. Treasury Secretary, believed strongly in the principles of free markets and free enterprise, which were energizing ideals of the School. He chaired Simon's Executive Advisory Committee from its inception in 1986 until his death in June 2000.

Over the years, the School has achieved prominence in Finance, Economics, Management Science, and Accounting and developed strengths in other areas such as Marketing, Information Systems & Technology, and Operations Management. It has leveraged University strengths in developing partnerships with other disciplines and has responded to market needs through innovative programs in fields such as Pricing, Systems Consulting, and Business Analytics. The School was a pioneer in executive education and its Executive MBA program prospered due to Rochester's role as a hub for innovation. The School continued to attract quality faculty who were groundbreaking researchers as well as strong leaders following Meckling's retirement in 1983. Its official name was changed to the William E. Simon School of Business and is commonly referred to as the Simon Business School.

Simon Today

Known for its rigorous and analytical approach to business education, Simon emphasizes quantitative skills, data-driven decision-making, and a strong foundation in economics for its students. Its small, close-knit community coupled with its longstanding commitment to diversity and inclusion provides for a supportive environment committed to rigor and excellence. Simon's 73 full-time faculty and 85 full-time staff are dedicated scholars and professionals, committed to producing cutting-edge research and a distinctive experience for students, preparing them for successful careers. The faculty and Simon's alumni are among the most influential scholars in their respective fields.

Simon enrolls approximately 970 students in its full-time, part-time, and executive MBA, MS, and PhD programs. Simon's endowment is approximately \$105M, and the School operates on an annual budget of about \$60M. Like many business schools, Simon faces challenges brought on by a more competitive market in business education and a changing marketplace for graduates. In the face of significant and disruptive change, Simon continues to provide students with a top-quality business education and produce cutting-edge research by an internationally renowned faculty.

In the 2022-2023 application cycle, Simon received 6,200 master's applications and currently hosts 800 master's students across its portfolio of full-time and part-time programs. Full-time programs include the MBA, MS in Accountancy, MS in AI in Business, MS in Finance, MS in Marketing Analytics, and MS in Business Analytics. Part-time programs include the Executive MBA, Professional MBA, Online MS in

Analytics & Applied AI, and MS in Medical Management. The School also offers an undergraduate business program and a PhD program.

The full-time MBA class of 2026 includes 115 students, with 24 students attending through the [Consortium](#), for which Simon was a founding member and remains a critical partner. With a 17 percent admit rate and 21 countries represented, the class is 45 percent female and 35 percent underrepresented U.S. minority students. Simon's full-time MBA program was recently ranked 30th by the *Financial Times* and 32nd by *U.S. News and World Report*, and frequently ranks among the top two most diverse MBA programs within the top 50 business schools by *U.S. News and World Report*.

Simon alumni are managing, leading, and contributing across a wide range of enterprises around the world, with current or recent roles at companies such as Coca-Cola, Citibank, Amazon, Google, Morgan Stanley, L'Oréal, Starbucks, Travelers Insurance, and many other industry leaders. They have founded successful entrepreneurial ventures, led *Fortune 500* corporations, and brought to their careers a distinctly Simon/Rochester way of doing business: hands-on, economics-based, global, and interdisciplinary in perspective. Simon has built tremendous momentum in alumni relations and fundraising in recent years. The School boasts engaged alumni groups around the globe, and its alumni are passionate advocates of Simon's focus on analytics and economics.

Academic Programs

Simon offers a combination of full-time and part-time programs. The full-time programs include an MBA, specialized master's degrees, undergraduate bachelor's, and PhD. The traditional two-year MBA program is a comprehensive, 22-month degree in which students take 68 credit hours, 25.5 of which are in nine core courses and one that is a first-year project course. The program annually enrolls approximately 100 to 120 students who choose from 10 areas of specialization across the areas of Consulting, Finance, and Marketing. All students secure internships and other hands-on learning opportunities that give them valuable practical experience. Simon full-time MBA's have an employment rate of 91 percent three months after graduating. The average salary plus bonus for the class of 2023 is \$179,732. The program also has partnership programs with the medical school (MD/MBA) and Eastman Music School (MA/MBA).

Simon offers five full-time specialized master's programs. The portfolio of MS programs responds to market needs through innovative specialized offerings. Currently, these include MS degrees in Artificial Intelligence in Business, Finance, Business Analytics, Marketing Analytics, and Accountancy. Each of these programs has been redesigned this year to incorporate AI, streamline the program time, increase opportunities for specialization within the programs, and increase the ROI. Simon's MS Finance program is ranked #5 for pre-experience programs in the U.S. by the *Financial Times* and consistently ranks in the top 10. Each of the MS programs now offers concentrations or Advanced Certificates of Achievement that provide further specialization within the degree.

Simon also has a long tradition of training scholars through its PhD program. Simon's consistent quality of teaching and research allows its PhD program to attract students with strong backgrounds in quantitative and technical fields. Thanks to the program's strong reputation and the opportunity to conduct research with faculty at the top of their fields, 69 percent of Simon PhD graduates have academic positions in business schools focusing on research. Most graduates are employed before defending their dissertations. More than 75 percent of graduates are in academic positions. Top placements in the past 10 years include INSEAD, the University of Michigan, MIT, NYU, the University of Virginia, and Washington University. From

the very beginning of their academic training, PhD students build a strong foundation from which new ideas and effective research can grow.

Simon also offers a suite of part-time programs. The School offers a Professional MBA that is a part-time option, allowing students to complete an MBA degree through weekly night classes, while continuing to work. The part-time MBA can be completed in as little as two years with a cohort experience, and also offers flexibility to complete it more slowly, and to start in August or January. The curriculum is tailored to the Professional MBA audience and includes a reduced core and retains much of the variety of electives of the full-time program.

Simon's Executive MBA Program – one of the first of its kind – is designed to help experienced professionals become more confident, innovative, and strategic leaders. Its 15 required courses and three electives mix a weekend and evening weekday delivery with all courses having an online option. Students take the courses over two years as a cohort in a sequence that allows students to progress from analytical foundations to strategic application. More than 3,100 managers around the world have graduated from the program. Rochester also partners with The Rochester-Bern Foundation to offer a concentration of the EMBA for European students. That program is housed in Bern, Switzerland, and those students come to Rochester each summer for a term.

The Part-Time MS in Medical Management (MMM) program is designed to fit the schedules of busy working medical professionals. Students take two courses per term for one year, September through August, followed by a capstone project course in which they apply the learnings from the coursework to a real problem faced by a healthcare institution. The curriculum translates core business material to the healthcare industry. Similar to the EMBA format, one course meets one evening each week and one meets one Saturday per month. The capstone project is on a topic chosen with input from the senior leadership at the team's organization and the Simon program director.

Simon's Online MS in Business Analytics and Applied AI (OMSBAAI) program focuses on helping students strengthen and build their analytical skills while keeping pace with the latest advancements in AI. Students learn to apply analytics to solve complex business problems and create custom business applications powered by AI technologies. This part-time program meets twice per week in the weekday evenings, synchronously, for approximately two hours per session. Instruction includes a balanced approach of synchronous and asynchronous instructional activities that feature a high-touch online program. The program culminates into a practical project implementing AI with a client and a seminar course on policy and ethical issues in AI.

Simon partners with the School of Arts & Sciences to offer undergraduate business majors (Bachelor of Arts and Bachelor of Science options), which have grown dramatically since inception in 2012. With undergraduate admissions operated by the central university, Simon faculty teach courses, and a faculty director and the program's academic advisors are housed in Simon.

For more information about Simon Business School: <https://simon.rochester.edu/>

ROLE OF THE ASSISTANT DEAN FOR ENROLLMENT MANAGEMENT

The Assistant Dean for Enrollment Management will join Simon at an exciting and consequential moment, as Simon seeks a strategic approach to enrollment management to help position the School for the next chapter of business education. In a newly elevated position reporting directly to the Dean and serving on the senior leadership team of the School, this leader will be charged with establishing a data-informed enrollment strategy and operationalizing processes and systems that will support the School's mission and enrollment goals across its diverse portfolio of master's programs. The ADEM will lead a team of 24 enrollment management professionals, including five direct reports (the Director of Admissions Analytics, Director of MBA Admissions, Director of MS Admissions, Director of Admissions Operations, and Department Coordinator). They also will oversee a \$3.4M operational budget and an additional \$17M scholarship budget.

KEY OPPORTUNITIES & CHALLENGES

Develop a sustainable and strategic, data-informed vision and plan for enrollment growth.

As Simon works to build upon its place among the nation's most successful business schools, it faces an increasingly competitive marketplace and a rapidly changing global economy. The ADEM will be responsible for devising a strategic plan to stabilize and grow Simon's enrollment and leverage financial aid successfully across its portfolio of master's programs. This will include assessing recruitment, admissions evaluation, yield, and discounting strategies, processes, and activities historically used by the admissions team and determining which elements remain distinctive and impactful, such as the team's high-touch engagement approach across the funnel, and which activities no longer provide sufficient progress toward enrollment goals. The ADEM will bring a data-informed lens to the development and implementation of this strategic enrollment plan, building forecasting tools to inform the creation of longer-term goals for the team. This will include identifying key markets, domestically and internationally, where the team should sustain momentum or build awareness of Simon. Throughout this work, the ADEM will model a commitment to evaluating processes and outcomes to continuously improve enrollment efforts.

Articulate the value proposition and a distinctive brand for Simon.

Simon enjoys a strong reputation, but it still has the capacity to grow in prominence and recognition. In close partnership with the Dean and the School's marketing team, the ADEM will develop strategies to more effectively market the Simon brand worldwide by highlighting its signature degree programs and its distinct identity as one of the nation's most diverse business schools. To be successful in this work, the ADEM will appropriately tailor marketing messages and drive innovative approaches to recruit students from different backgrounds. Simon has historically been known as a diverse and community-oriented business school, and understanding how to best articulate these highly prized School qualities is an opportunity and challenge. This hire must also consider how to best articulate the value proposition of a Simon education, particularly as competition becomes more intensive and the higher education landscape shifts. If done successfully, the ADEM will help crystallize Simon's distinct identity in a crowded and competitive market and further fine-tune what sets Simon apart from its peers.

Lead and inspire a seasoned, dedicated, and customer service-oriented admissions team.

The ADEM will lead a hardworking and collegial team of enrollment professionals who are customer service focused, immensely dedicated, and highly ethical in their approach to the work. The ADEM will empower the team, offering opportunities for development and inspiring a spirit of collaboration and a

commitment to innovation and excellence. Key to success in supporting and advocating for the team will be assessing the current organizational structure and considering how it helps or hinders the future goals of the enrollment division. As the work shifts, continuing to consider the composition of the team and burgeoning needs of the division will be paramount to hitting enrollment targets, including ambitious tuition revenue goals and student body totals across a diverse array of programs.

Serve as an advisor to the Dean and collaborative member of the School's senior leadership team.

Under the new organizational structure at Simon, the ADEM will report directly to the Dean and serve as a member of the School's senior leadership team. This is an immensely important opportunity for the enrollment division to have a first-time seat at the strategic table with an ability to offer an enrollment perspective on all critical decisions being made at the School. The ADEM will proactively communicate about enrollment goals and progress, while thoughtfully advocating for the enrollment function within the School. Additionally, the ADEM will be a collaborative partner across the School, working alongside leaders of other key departments, including faculty program directors, student engagement, and career services. As Simon considers future academic program building, the ADEM will have an opportunity to help shape the conversation, offering observations on market demand collected in student engagement.

QUALIFICATIONS & CHARACTERISTICS

The following qualifications represent a broad set of skills and attributes deemed important for success as the Assistant Dean for Enrollment Management. While no candidate will embody every quality, the successful candidate will bring many of the following professional and personal assets:

- Significant experience and demonstrated success in enrollment management with deep knowledge of data-driven enrollment management strategies.
- Expertise in translating a vision and strategy into a practical plan with concrete steps and measurable outcomes.
- Access-orientation with a deep understanding of the educational value of a diverse community.
- Strong financial acumen and the ability to steward and allocate budgetary and financial aid resources effectively.
- Strong understanding of national trends and issues related to graduate student recruitment and financial aid in higher education and how these trends specifically impact business education.
- Experience inheriting, building, leading, and inspiring large teams.
- Collaborative leadership style with the ability to advocate, convene, and lead through change.
- Demonstrated ability to set priorities and analyze, summarize, and present highly complex issues and data to different groups for discussion and action; systems thinking capacity from both a detailed and a strategic perspective.
- A student-centric orientation and a genuine interest in meeting and helping students explore the next steps in their education.
- Excellent oral and written communication and organizational and problem-solving skills.
- An effective, energetic, and agile communicator with the ability to work respectfully, creatively, and collaboratively in a highly complex and fast-moving environment.
- Wisdom and judgment; the capacity to make and stand by difficult decisions, always mindful of the need for fairness, consistency, and the potential impact of each decision on individuals and the broader community.
- Strong proficiency with enrollment-related software and workplace collaboration products.

Research shows that people belonging to structurally marginalized groups often only apply to jobs if they meet 100% of the qualifications. As no one ever meets 100% of the qualifications, we encourage you to apply if you feel that most of the above qualifications reflect your experience and expertise.

INQUIRIES, NOMINATIONS, AND APPLICATIONS

Simon Business School has engaged Isaacson, Miller to assist in the search. This role will be based in Rochester, New York, and the target salary range is \$200K to \$250K and will be commensurate with experience. Confidential inquiries, nominations, and applications (including resume and cover letter) should be sent electronically in confidence to:

Carrie Alexander, Micah Pierce, Kelly McLaughlin, and Marlyn Desire
Isaacson, Miller

[Click here to access the application and apply online](#)

The University of Rochester is committed to fostering, cultivating, and preserving a culture of equity, diversity, and inclusion to advance the University's mission to Learn, Discover, Heal, Create – and Make the World Ever Better. In support of our values and those of our society, the University is committed to not discriminating on the basis of age, color, disability, ethnicity, gender identity or expression, genetic information, marital status, military/veteran status, national origin, race, religion/creed, sex, sexual orientation, citizenship status, or any other status protected by law. This commitment extends to the administration of our policies, admissions, employment, access, and recruitment of candidates from underrepresented populations, veterans, and persons with disabilities consistent with these values and government contractor Affirmative Action obligations.