Vice Provost for Enrollment Management
Kansas City University
Kansas City and Joplin, Missouri

THE SEARCH

Kansas City University (KCU) seeks a strategic, data-driven, and proven enrollment leader for the inaugural position of Vice Provost for Enrollment Management (VPEM) to build on its momentum of growth. This role, reporting directly to the Provost, will play a transformative role in shaping and executing enrollment strategies for KCU's thriving campuses in Kansas City and Joplin. With an expanding portfolio of programs, this position is critical to KCU's mission, ensuring that the university continues to attract and enroll high-achieving students who are dedicated to making a profound impact as community-focused healthcare and scientific professionals.

Founded in 1916, KCU has established itself as a leading student and community-centered health-sciences university. With a rich legacy in osteopathic medicine and recent expansions into dental and biosciences programs, along with many new programs on the horizon, the university serves a diverse student body of nearly 2,100 students and strongly emphasizes community well-being and student support services. KCU is committed to producing culturally competent healthcare professionals equipped to provide patient-centered care.

The VPEM will have the opportunity to be transformational by playing a key role in advancing KCU's ambitious vision for the future. As KCU looks to be on the cutting edge of the next era of health sciences education, it seeks a strategic enrollment leader who can elevate its distinctive, high-touch admissions process with data-informed decision-making and innovative recruitment strategies. This leader will have the opportunity to work alongside an innovative and highly collaborative leadership team that is united by a shared commitment to access and excellence and has provided stable leadership for some time. To be successful, the VPEM will need to be relationship-oriented and have a passion for students. They will be expected to develop and implement bold, forward-thinking practices to recruit, evaluate, matriculate, and support a talented, diverse student body inspired by KCU's mission. In doing so, they will ensure KCU's continued growth, lasting impact on the communities it serves, and thoughtful health sciences leadership in the region and beyond.

The ideal candidate will bring a demonstrated record of accomplishment in leading data-informed recruitment methods, preferably within a health sciences institution. Excellent communication skills are essential, as the VPEM will need to articulate KCU's mission in a way that resonates with prospective students and their families. This leader will have a deep understanding of national trends and will model and inspire a relentless commitment to innovation and continuous improvement.

Kansas City University has retained the national search firm Isaacson, Miller to assist in recruiting its new Vice Provost for Enrollment Management. Please direct all inquiries, nominations, and applications to the search firm as indicated at the end of this document.

ABOUT KANSAS CITY UNIVERSITY

Kansas City University boasts a rich legacy in osteopathic medicine. As the oldest medical school in Kansas City and the largest in Missouri, KCU has long been a cornerstone of health sciences education in the region. In the early 2000s, the university expanded its academic offerings to include the College of Biosciences. Continuing its growth, KCU launched a second campus in Joplin, Missouri, in 2017. The Joplin campus was the first medical school to open in Missouri in fifty years and remains the only medical school serving the Southwest region of the state. In 2023, the College of Dental Medicine opened on the Joplin campus, further broadening KCU's impact.

While KCU's appearance and facilities have evolved and expanded dramatically since its humble beginnings in a warehouse in downtown Kansas City, its mission remains steadfast: to provide education that helps ensure a healthier future for all. Today, KCU is home to Colleges of Osteopathic Medicine, Biosciences, and Dental Medicine. The university's two campuses allow KCU to directly address the healthcare needs of both urban and rural communities through education and outreach. The institution is supported by 67 full-time faculty members, 318 adjunct faculty, and 247 full-time staff.

The student body represents a varied range of backgrounds and experiences and KCU's commitment to diversity and inclusivity, with 40% identifying as students of color. Among these students, 7% identify as Hispanic, 25% as Asian, 4% as Black, and 4% as multiracial. Additionally, women comprise approximately 53% of the student body, while men comprise approximately 47%. Students come to KCU from all across the United States and worldwide, with 30% coming from Missouri and 5% from international destinations.

 Notably, 30% of KCU's graduates go on to serve in underserved areas, reflecting the institution's impact and commitment to making a meaningful difference in communities with the greatest need. KCU is deeply committed to the well-being of the communities it serves and ensuring its students' success and well-being. As part of this commitment, all students participate in the THRIVE program, which helps students build a network of support and resiliency to help them navigate the challenges of being healthcare providers in today's world. In addition, KCU offers free on-campus counseling services with licensed psychologists, 24/7 mental health support, a student health insurance plan, and access to an on-campus fitness center or a complimentary membership at a local YMCA.

More information about the Colleges can be found in the Appendix.

ROLE OF THE VICE PROVOST FOR ENROLLMENT MANAGEMENT

Reporting to the Provost, the VPEM is an inaugural role designed to elevate and strengthen the institution's enrollment strategy across its Kansas City and Joplin campuses. The VPEM serves as the senior leader in the KCU Office of Admissions, overseeing the development and implementation of comprehensive, data-informed enrollment strategies. This role oversees recruitment and enrollment management for the College of Osteopathic Medicine, the College of Biosciences (including the Master's in Biosciences and Doctor of Clinical Psychology), the College of Dental Medicine, dual degree programs, and other newly developed academic programs.

Leading a team of 11 enrollment management professionals, including the Director of Admissions as a direct report, the VPEM will build enrollment operations to support institutional growth. They will ensure the strategic allocation of resources to achieve enrollment objectives. The VPEM will collaborate closely with the Vice President of Finance to determine how best to leverage financial aid resources to support the university's enrollment goals. Additionally, they will work in partnership with University Relations to integrate marketing efforts that effectively communicate KCU's value and mission to prospective students. As a key member of the Provost's senior leadership team, the VPEM will also collaborate closely with other senior leaders at KCU to align enrollment strategies with the university's mission and long-term goals.

KEY OPPORTUNITIES AND CHALLENGES

The primary opportunities and challenges for the Vice Provost for Enrollment Management will include the following:

Develop a strategic vision and plan for enrollment management.

The VPEM will join KCU at an exciting moment – this leader will set the foundation for a more cohesive and strategic approach to achieving enrollment goals and cultivate a culture of enrollment management across KCU. Charged with assessing recruitment, admissions evaluation, yield, and discounting strategies, the VPEM will thoughtfully identify which longstanding practices remain distinctive and introduce forward-looking initiatives to enhance outcomes. In doing so, the VPEM will continue to ensure KCU remains on solid financial footing while encouraging some risk. This role represents a unique opportunity to forge a more integrated, data-informed approach to enrollment management, setting KCU up for long-term success in an ever-changing and competitive environment through the use of predictive analytics, evaluating and adapting processes and strategies regularly.

Provide strategic leadership and foster collaboration to achieve strategic goals.

Unifying KCU's admissions team and institutional leaders around shared strategic priorities is a critical opportunity for the VPEM. This leader will be instrumental in building strong partnerships across

departments, ensuring seamless communication and alignment of resources in executing mutually determined enrollment strategies. The VPEM will be an informed advisor, helping to assess KCU's current array of programs and help inform where additional development may help shape the composition of the student body and revenue targets. They will also provide strategic advice to admissions committees. As KCU transitions to Slate, collaboration will be key to educating the university community about its many useful tools and leveraging the platform's capabilities to elevate recruitment efforts, streamline application processes, and enhance student efforts through real-time data. The VPEM will also serve as a leader in strategic planning and decision-making for larger university initiatives, building and fostering critical relationships with colleagues across the university.

Sharpen the school's distinct identity through storytelling in a competitive market.

KCU enjoys a strong and respected reputation and is poised to build on this foundation by exploring innovative strategies to define its brand, tell its story, and effectively convey the value of a KCU education to prospective students. To many in the region, they are a "hidden gem." The VPEM will collaborate closely with the university's marketing team to craft and execute strategic plans that spotlight the value of KCU's programs compared to many competitors in the area. This leader will shape approaches to advertising and outreach, tailoring marketing messages to resonate with students from diverse backgrounds and emphasizing KCU's commitment to student success, well-being, and inclusivity.

As the competitive landscape in higher education continues to shift, the VPEM will critically evaluate and refine the university's branding efforts to ensure they stand out in an increasingly crowded marketplace and create a funnel for prospective students to ensure future growth. Through robust outreach strategies, such as cultivating relationships with undergraduate programs and pre-med advisors, attending career fairs, cultivating KCU's alumni network, and delivering meaningful campus visits, the Office of Admissions and VPEM will establish and maintain vital connections to support enrollment goals. Ultimately, the VPEM will play a key role in articulating KCU's distinctive identity to various audiences, aligning the university's strengths with its mission, and positioning it for continued growth and success.

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

KCU benefits from a group of dedicated enrollment professionals who are integral to the university's daily work. The VPEM will provide collaborative leadership for and empower the admissions team, offering opportunities to ensure their continued professional development around best practices, especially in the use of data and technology. The admissions team currently enjoys a positive culture that this next leader will continue to nurture and build to benefit staff and students. The VPEM will work closely with the team to ensure the appropriate policies, practices, and infrastructure necessary to provide stability through continued growth.

QUALIFICATIONS AND CHARACTERISTICS

The successful candidate will possess the following required qualifications:

- 10 years of leadership experience in enrollment management, preferably within a graduate-level health sciences institution
- Development of data-driven strategies, including prior work with analytical modeling and reporting of a contemporary enrollment management practice
- Ability to analyze data and predict enrollment trends to support decision-making
- Strong verbal communication skills to effectively share key university messages with prospective students, families, and stakeholders
- Commitment to accessibility, inclusion, and fostering a diverse community
- Graduate degree in a related field

While no person will embody every quality, the successful candidate will bring many of the following professional and personal qualifications:

- Experience leading recruitment efforts for new programs and driving program growth
- Experience translating a vision and a strategy into a practical plan with concrete steps toward implementation and measurable outcomes
- Demonstrated ability to set priorities and analyze, summarize, and present complex issues and data to different groups for discussion and action
- Ability to manage multiple projects and meet deadlines under pressure with a focus on achieving positive outcomes
- Commitment to mentorship, professional development, and team building
- Student-focused mindset with a genuine commitment to helping students navigate their next steps in higher education with care and support
- Strong understanding of national trends and legal considerations in higher education and how these trends impact enrollment management
- Ability to assess situations, apply university policies, and determine appropriate solutions
- Proficiency with enrollment-related software and workplace collaboration tools

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.

TWO LOCATIONS

The VPEM can choose to live in either location with the expectation of travel to both campuses.

About Kansas City

At the confluence of the Kaw and Missouri Rivers, the growing Kansas City metropolitan area encompasses a 16-county metropolitan statistical area of approximately 2.3 million residents. The region is home to the second-largest Somali and Sudanese populations in the United States, and the metro area continues to grow with new and first-generation residents. Kansas City is home to a recently constructed international

airport (not to mention recently made fare-free public transportation), as well as a plethora of internationally recognized and ranked cultural institutions, sports franchises, and food traditions.

The city has a rich tapestry of more than 240 unique neighborhoods, each with its own personality and vibe. Kansas City offers abundant green spaces, earning the distinction of being one of the top ten cities with the most green space per capita. The region is renowned for its music, BBQ, and craft breweries. Kansas City is a center of ambition, creativity, and entrepreneurial thinking, where civic leaders like to explain life is focused on 'less pretense, more passion. Less ego, more effort. Less imitation, more innovation.'

About Joplin

Nestled in the scenic foothills of the Ozarks, Joplin combines small-town charm with the energy of a growing city. With a population of more than 50,000, the city serves as a hub for commerce, education, and healthcare in the Southwest region of Missouri. Known for its rich mining history, Joplin played a key role in the lead and zinc boom of the late 19th and early 20th centuries, a legacy celebrated in its museums and historical landmarks. The city offers a mix of outdoor adventures, from exploring the stunning waterfalls at Grand Falls to enjoying scenic trails at Wildcat Glades Conservation & Audubon Center. The vibrant downtown, intersected by historic Route 66, boasts local shops, art galleries, and a lively dining scene with cuisine that reflects its diverse and welcoming community. With its warm, community-oriented atmosphere, Joplin has a storied past and a promising future.

APPLICATIONS, INQUIRIES, AND NOMINATIONS

Kansas City University has retained Isaacson, Miller to assist in this search. Screening of complete applications will begin immediately and continue until the search process is completed. Inquiries, nominations, referrals, and resumes/CVs with cover letters should be sent via the search portal on the Isaacson, Miller website.

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APPENDIX

College of Osteopathic Medicine

One medical school, two exceptional campuses: with more than 10,000 physician alumni worldwide, the College of Osteopathic Medicine is the leading producer of physicians in the state of Missouri. KCU student doctors engage in cutting-edge simulated clinical experiences, which include high-fidelity medical manikin training and simulated patient encounters to hone their skills in delivering exceptional care. Additionally, students dedicate themselves to public and population health initiatives, equipping them to address the health disparities patients face in marginalized communities. This comprehensive approach shapes culturally competent physicians who deliver care with excellence, compassion, and empathy.

KCU's commitment to top-notch education has yielded a 99% average residency placement rate over the past five years. Students can also enrich their education through several advanced study opportunities, including tracks in global health, military medicine, behavioral medicine, leadership, and rural health.

College of Dental Medicine

A new, cutting-edge college dedicated to shaping future leaders in dentistry, the College of Dental Medicine introduces students to the latest advancements in dental technology. Located on the KCU Farber-McIntire campus in Joplin, Missouri, the college boasts two state-of-the-art facilities: the Dental Education Center and the Oral Health Center. The latter features an active community clinic with dental operatories, imaging rooms, dental simulation labs, 3D printing, digital milling technology, wet labs, clinical collaboration rooms, and offices for faculty and clinic administration.

More than 46 million people in the United States live in areas with dental health professional shortages and lack access to essential dental care. This issue affects nearly all counties within a 125-mile radius of KCU's Joplin College of Dental Medicine. KCU dentists play a crucial role in addressing this urgent need, both within the region and nationwide.

College of Biosciences

The College of Biosciences offers three programs: a Doctor of Clinical Psychology (PsyD), a Master of Science in Biomedical Sciences, and a Master of Science in Biomedical Sciences Research.

Recognizing the need for access to quality mental health care, the five-year PsyD program prepares students to become practicing psychologists through a curriculum focused on human development across the lifespan. Students earn a Master of Arts in Clinical Psychology after two years and gain practical experience at over 30 placement sites.

The one-year Master of Science in Biomedical Sciences program is tailored for those aiming to pursue advanced healthcare degrees like medicine, pharmacy, and dentistry. 97% of 2023 graduates progressed into health professions education or science-industry roles.

The two-year Master of Science in Biomedical Sciences Research emphasizes advanced coursework and collaboration with researchers, preparing students for careers in research, biotechnology, bioinformatics, or PhD programs.