

**Massachusetts College of the Liberal Arts
Dean of Admissions and Enrollment Management**

Massachusetts College of Liberal Arts (MCLA) is a dynamic and vibrant four-year public college located in the beautiful Berkshire Hills in Western Massachusetts. MCLA is the Commonwealth's public liberal arts college of the Massachusetts State University System. The College, as part of the Council of Public Liberal Arts Colleges, blends a liberal arts education with hands-on experience and professional programs across a range of disciplines. With an enrollment of 2,000 students, MCLA attracts students from across Massachusetts and the larger New England/New York region. MCLA partners with other institutions to offer cross registration, has a 3+2 program with UMass Amherst for students in engineering students and offers an extensive array of opportunities for students to be engaged with faculty on undergraduate research as well as study abroad, internships and other activities that promote active learning.

MCLA is seeking an energetic and experienced enrollment professional to serve as Dean of Admissions and Enrollment Management. The position will provide strategic leadership and direction to the College's recruitment efforts and will oversee the office of admissions to include undergraduate admission, transfer admission, graduate admission and continuing education students and will also oversee the office of financial aid, led by a director of financial aid. The Dean's primary responsibilities are to develop successful strategies to meet MCLA's admissions and enrollment goals, to enhance the number of diverse, qualified students who seek to achieve their education in a public liberal arts setting, and to strategically mesh financial aid into the admission and retention process. The Dean reports to the Vice President of Enrollment and External Relations and will supervise the admissions and financial aid staff.

A master's degree is preferred with seven years of progressive experience in a leadership role guiding a successful admissions operation. Demonstrated record of successful leadership in recruiting and enrolling a diverse, academically talented class of students; experience in supervising staff and overseeing admissions and financial aid functions, experience with current best practices in enrollment management, marketing and branding of liberal arts. These elements are necessary and are critical in the selection of the Dean. Additionally, the Dean must possess a clear understanding of the strategic role that institutional financial aid plays in recruitment and retention and experience in integrating financial aid to enhance new student yield; the ability to evaluate and utilize data in decision-making to build and enhance enrollment and financial aid processes and strategies; and the ability to manage a clear and customer service oriented communication plan to prospective students, parents and other constituents.

Applications will only be accepted electronically. To apply, send letter of application and resume to:

<http://mcla.interviewexchange.com/candapply.jsp?JOBID=29656>

Review of applications will begin immediately and continue until position is filled. MCLA is an Equal Opportunity Affirmative Action Employer, with a longstanding commitment to increasing the diversity of the employee community.

SJG – The Spelman & Johnson Group is assisting MCLA with this search. For confidential inquiries, or to nominate an individual for this position, please email Ellen Heffernan, Partner at eth@sjgsearch.com or call 413-529-2895.

Visit the MCLA website at www.mcla.edu

MCLA, an EO Employer, is fully committed to Access and Opportunity.