

SEARCH PROFILE:

VICE PRESIDENT FOR ENROLLMENT MANAGEMENT



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Muhlenberg College invites inquiries, applications, and nominations for the Vice President for Enrollment Management. Founded in 1848, Muhlenberg College is a private, residential, liberal arts college offering baccalaureate and graduate programs. The institution seeks a strategic, innovative, empathetic, and data-savvy leader. The vice president will play an essential leadership role as part of a highly regarded institution with a future-focused leadership culture.

Reporting to President Kathleen Harring, the vice president will inherit a well-established enrollment operation with an approach that is data-informed and human-centered. The vice president will provide strategic direction, organizational leadership, and professional mentorship to the staff within the Office of Admission and the Office of Scholarships and Financial Aid. They also will serve as a key member of the president's senior team and as such will be an engaged and visible campus leader. The vice president will contribute to the Muhlenberg community's strong sense of connection and deep commitment to student success.

THE POSITION

As a member of Muhlenberg's Senior Team, the Vice President for Enrollment Management will help develop institutional strategies and messages and translate them into student recruitment and retention operations and tactics.

The vice president will craft and implement the overarching enrollment strategy for the College, continuing Muhlenberg's highly personalized approach to enrolling a class while employing strategic initiatives informed by close analysis of comprehensive data. The vice president will build upon the best of Muhlenberg's culture and traditions, while also bringing innovative approaches and national best practices to the universal challenge of recruiting students to a liberal arts college in today's higher education landscape. Key to this effort will be oversight of the College's institutional effectiveness and analytics office.

The Vice President for Enrollment Management will oversee a budget of approximately \$1.2 million and a staff of more than 20 enrollment professionals, including, as direct reports, the dean of admissions, the director of financial aid and associate dean of admissions, and the dean of institutional effectiveness and analytics.

The vice president will demonstrate a hunger for success and be driven to exceed goals. They will be thoughtful about engaging faculty and staff colleagues deeply and strategically in recruitment and retention operations. A member of the college's senior leadership and an officer of the college, the vice president will prioritize the success of Muhlenberg College over other considerations. They will demonstrate personal integrity, superior interpersonal and communication skills, resilience, energy, optimism, political savvy, and the personality to establish credibility, to motivate people, and to command respect with all College constituents.



ESSENTIAL DUTIES AND RESPONSIBILITIES

The vice president will lead the planning and implementation of enrollment initiatives designed to meet institutional enrollment and revenue objectives. The Vice President for Enrollment Management is responsible for creating a strategic vision, providing comprehensive leadership, effective planning, program development, budget oversight, data analysis, and institutional coordination in the areas of enrollment management and student recruitment.

RECRUITMENT STRATEGY

- Create, optimize, and lead innovative recruitment strategies, leveraging the College's extensive assets and human capital to enroll highly qualified undergraduate students
- Build and maintain a Muhlenberg-specific enrollment model integrating industry best practices and the College's longstanding strengths
- Deepen the College's recruitment efforts within historical areas of strength and expand to new populations and geographic regions where prospective student qualifications align with the College's distinctive approach and programs
- Collaborate with the Office of Communications and Marketing to advance the Muhlenberg brand among target audiences in conjunction with the College's broader publicity efforts
- Collaborate with the Department of Athletics to recruit and enroll student-athletes
- Integrate new, data-informed approaches with Muhlenberg's high-touch recruitment process

FINANCIAL AID STRATEGY

- Oversee Muhlenberg's financial aid team, collaboratively developing innovative strategies to meet the needs of students, their families, and the College
- Ensure compliance with federal and state laws regulating the awarding of financial aid
- Collaborate closely with the Office of Advancement to develop new sources of philanthropic support for scholarships and financial aid

DEPARTMENTAL AND CAMPUS LEADERSHIP

- Serve actively and enthusiastically as a member of the College's senior team, providing subject-matter expertise and contributing to strategic decision-making
- Oversee the College's institutional research function, headed by the dean of institutional effectiveness and analytics
- Consult and collaborate closely with leadership and recruitment staff in the division of Graduate and Continuing Education
- Work across departments and divisions to build support for the College's enrollment strategy, consensus in its value, excitement in its possibilities, and participation in its execution
- Collaboratively reimagine the campus experience for prospective students and their families, from individual tours to large-scale events, evaluating current practice in light of historic successes and the need to meet the needs and expectations of a new generation of students and families
- Recruit, mentor, develop, and retain exceptional staff, cultivating the skills of each individual staff member, building on their expertise, and encouraging innovation

THE COLLEGE AND SURROUNDING AREA

Founded in 1848, Muhlenberg College is a private, residential, liberal arts college offering baccalaureate and graduate programs. The College provides an intensely challenging, supportive environment centered around a rigorous academic curriculum designed to prepare students for lives of leadership and meaning in a dynamic, global society. The academic program is amplified by a range of innovative programming: comprehensive and intentional residence-life programming, expansive experiential learning requirements, and an innovative coaching program designed to maximize every student's performance and potential. The institution is committed to a campus community that ensures students, faculty, and staff of all backgrounds feel welcome, respected, valued, and included.

The institution recently completed a \$125 million comprehensive campaign, "Boundless: The Campaign for Muhlenberg," which generated more than \$127 million in philanthropy in support of key priorities including endowed professorships, financial aid, a \$35 million expansion of the student union, the construction of a new academic/college life building (Fahy Commons for Public Engagement and Innovation opened in January 2023), the annual fund, high-impact practices, and outcome opportunities for students. In 2025 the college opened two new athletic facilities: a softball field located within the college's north-campus athletic complex and Bicentennial

Park, a historic ballpark on the city's south side, retrofitted in partnership with the City of Allentown to provide a new home for Muhlenberg Baseball. 2025 also brought successful reaccreditation through the Middle States Commission on Higher Education, which commended Muhlenberg for its rigorous student learning outcomes, systematic evaluation and modification of its academic programs, fiscal management, and strong governance, among other things.

Part of eastern Pennsylvania's scenic Lehigh Valley, Allentown is a diverse city of 125,000, Pennsylvania's third-largest, located just 60 miles north of Philadelphia and 90 miles west of New York City. The Lehigh Valley, which also includes neighboring cities Bethlehem and Easton, is one of the fastest-growing regions in the state and the Northeast, leading Pennsylvania in population growth for people aged 18–34. Boasting more parkland per capita than any other city of its size in the U.S., Allentown and its roots are historically tied to the booming manufacturing industry. Allentown has flourished in the arts, culture, and services industries, and annually hosts numerous large festivals. It is home to a vibrant arts and culture scene, extensive parks and outdoor recreational opportunities, a rich blend of diverse cuisine, and much more. Visit [Life in the Lehigh Valley](#) and [check out Allentown here](#).





STUDENT LIFE

Muhlenberg enrolls approximately 1,700 undergraduate students. The class of 2029 joined the college community from 26 states and 13 countries around the globe. 64 percent of the Class of 2029 comes to the college from out of state. With an average GPA of 3.51 (on a 4.0 scale), their interests span the natural sciences (23%), social sciences (21%), and accounting/business/economics/finance (21%). Another 16% intend to pursue the arts. Student-athletes make up 38% of the Class of 2029. A member of the American Talent Initiative, the College is deeply committed to increasing access to a Muhlenberg education for the nation's most talented students — more than 20 percent of them Pell-eligible. The college offers robust financial aid, offering grants and scholarships in 2025 to nearly every first-year student.

The residential campus is home to an engaging and dynamic campus community, with 23 NCAA Division III teams, approximately 150 student clubs and organizations, more than 500 student leadership positions, a thriving Greek community, a vibrant performing arts scene, and much more.

ATHLETICS

More than a third of Muhlenberg students participate on 23 varsity teams, including the College's newest, Women's Wrestling, which in 2024-2025 competed in its inaugural season. The College is a member of the NCAA's Division III Centennial Conference, one among an elite group of American liberal arts colleges that maintain exceptional academic standards while also competing at a high level athletically.

ACADEMIC LIFE

Muhlenberg offers 52 programs, including 40 majors, 37 minors, and 12 interdisciplinary programs.

The College has approximately 160 full-time faculty. Faculty lead a number of centers and institutes on campus, including the Muhlenberg Center for Teaching and Learning, the Institute for Religious and Cultural Understanding, the Acopian Center for Ornithology, and the nationally renowned Muhlenberg College Institute of Public Opinion.

The Muhlenberg curriculum is grounded in experiential learning and provides opportunities for students in all programs to participate in research, community engagement, internships, and several types of study abroad programs. The outstanding quality of the Muhlenberg academic program has been recognized by Phi Beta Kappa and some 15 additional national honorary societies with established chapters at the College. The college has been recognized repeatedly for its quality and results. For example, U.S. News and World Report ranks the college #70 among 302 national liberal arts colleges and #49 in Best Value Schools among all U.S. colleges and universities. The College is one of only 209 schools nationwide featured as a Best Value College by Princeton Review, which also ranks the Muhlenberg theatre and dance program sixth in the nation.

PATHWAYS FOR DISCOVERY

Muhlenberg's academic curriculum, launched for the 2024 academic year, reflects the vital components needed for post-college success in an increasingly complex world. The varied perspectives and cross-disciplinary hallmarks of a liberal arts education are more valuable than ever and have their greatest impact when paired with consequential experiential learning, written reflection, and creative problem-solving.

Muhlenberg's academic curriculum guides the student from exploration and discovery to depth, integration, and application. It challenges students to take risks and cultivate curiosity. Along the way, faculty and staff provide support through [personalized coaching and mentorship](#).

Once students have established a foundation of exploration in their first two years, they integrate that knowledge into their major or minor, both on and off campus, in integrative and experiential, hands-on experiences. Students can build multiple areas of expertise by pursuing additional majors and minors, as well as optional micro-credentials that develop key skills for professional life, leadership, and democratic citizenship. The fourth year provides a final integrative experience within the major to launch a life and a career of consequence.



OUTCOMES

The College is committed to providing students with powerful outcomes. The [Career Center](#) and [The Muhlenberg Network](#) of alumni and parents help students and graduates benefit from their rewarding learning experience through internship and job placement programs. The college prides itself on exceptional results:

- 93%: the number of graduates either employed or pursuing graduate or professional degrees following graduation.
- 91%: medical school acceptance rate
- 100%: law school acceptance rate in 2024



COMMUNITY ENGAGEMENT

The Office of Community Engagement connects students, employees, and local communities through partnerships intended to catalyze personal, institutional, and community change.

Muhlenberg is one of only 119 colleges and universities nationwide to receive the 2020 Carnegie Community Engagement Classification, an elective designation that indicates institutional commitment to community engagement from The Carnegie Foundation.

REDEFINING INCLUSIVITY

Throughout Muhlenberg and its campus community, there is a commitment to building and supporting an environment for living, learning, and working at

Muhlenberg in which everyone is welcomed as their full selves inclusive of their diverse social identities and lived experiences.

COLLEGE LEADERSHIP

Kathleen E. Harring, Ph.D., was named president by the College's Board of Trustees on June 26, 2020, after serving as interim president for a year. A member of the Muhlenberg College faculty since 1984, Dr. Harring most recently served as the College's provost.

President Harring's accomplishments during her tenure as president include the launch of master's degrees and post-baccalaureate certificates; a new core curriculum that foregrounds experiential learning; construction of the first new academic building in fifteen years, Fahy Commons for Public Engagement and Innovation, which has been recognized repeatedly as one of the most sustainable buildings in the world; recruiting diverse, talented students, faculty, and staff; expanded support for students from underserved communities through mentoring and career development programs; and the public launch of the Boundless comprehensive campaign, which has surpassed targets at all stages.



The president's senior leadership team includes the provost; vice president for advancement; vice president for enrollment management; vice president for college life; chief of staff and executive assistant to the board of trustees; chief information officer; chief financial officer; and vice president for communications and marketing.

REQUIRED AND DESIRED SKILLS, EXPERIENCES, AND QUALIFICATIONS



REQUIRED QUALIFICATIONS

- A bachelor's degree earned from an accredited college or university.
- A keen understanding of best practices in admissions and financial aid and the foresight to anticipate how the landscape will change in the coming years. This includes an understanding of the academic mission and how enrollment contributes to the broader role of student affairs.
- Experience leading individuals and/or a team of people.
- Experience developing and executing strategies for an enrollment team and using technology for data-informed decision-making. This includes a strong understanding of data analytics, institutional research and reporting, and their importance to institutional growth and success.
- Ability to travel in the U.S.

DESIRED QUALIFICATIONS

In addition to meeting all of the Required Qualifications, the successful candidate will exhibit a substantial number of the following attributes, experiences, and skills:

- A master's degree, or higher, earned from an accredited, not-for-profit college or university.
- At least five years of experience working in admissions or financial aid at a college or university, preferably at a private, liberal arts college or university.

REQUIRED AND DESIRED SKILLS, EXPERIENCES, AND QUALIFICATIONS (CONT.)

- Understanding of and commitment to a traditional liberal arts educational environment.
- Proven ability to develop rapport and work collaboratively with faculty, staff, and peers in leadership to showcase the best of Muhlenberg in the shared effort of recruiting and retaining students. Part of that emphasis will involve experience with successful collaboration in support of student success and retention.
- Experience successfully leading complex strategic initiatives and translating high aspirations into achievable and measurable goals and accomplishments. This will be demonstrated by building connections between enrollment management, academic affairs, and student affairs.
- Experience developing data-driven recruitment and financial aid strategies as well as the ability to persuasively and clearly present quantitative information to administrative colleagues, faculty, staff, students, the Board of Trustees, and others.
- Knowledge of marketing to and communicating with high school students and their families, transfer students, community college students, and adult students.
- Demonstrated ability to implement and track marketing campaigns, including CRM experience.
- Ability to develop and manage departmental and division budgets.
- Ability to work with a diverse clientele and exhibit cultural competency.
- Familiarity with and commitment to complying with the Family Educational Rights and Privacy Act (FERPA) and exercising best practices for maintaining confidential student information.





HOW TO APPLY

The search for Muhlenberg College's next Vice President for Enrollment Management is being assisted by Maya Ranchod Kirkhope, Vice President and Senior Consultant, at Academic Search. Applications, nominations, and expressions of interest can be submitted in confidence to MuhlenbergVPEM@academicsearch.org.

Applications should consist of a detailed letter of interest that describes the candidate's interest and alignment with Muhlenberg's mission, institutional and community values, and agenda for leadership, and a current curriculum vitae, sent as separate PDFs.

Though applications will continue to be accepted until the position is filled, only those materials received by **December 5, 2025** are assured full consideration.

An Equal Opportunity Employer, Muhlenberg College

is committed to valuing and enhancing diversity and encourages applications from individuals who can contribute to the diversity of our community. Muhlenberg College does not discriminate against any person based on age, ancestry, color, disability, gender, gender identity, genetics, national or ethnic origin, race, religion, sex, sexual orientation, pregnancy, childbirth, or related medical conditions, veteran status, or any other basis protected by applicable federal, state, or local laws, in its education programs and activities, including admissions and employment. Muhlenberg College does not discriminate on the basis of sex as required by Title IX.

ABOUT ACADEMIC SEARCH

Academic Search is assisting Muhlenberg College in this work. For more than four decades, Academic Search has offered executive search services to higher education institutions, associations, and related organizations. Academic Search was founded by higher education leaders on the principle that we provide the most value to partner institutions by combining best practices with our deep knowledge and experience. Our mission today is to enhance institutional capacity by providing outstanding executive recruitment services, executive coaching, and transition support, in partnership with our parent organization, the American Academic Leadership Institute.

