

# SEARCH PROFILE:

VICE PRESIDENT FOR ENROLLMENT MANAGEMENT  
AND COMMUNICATIONS & MARKETING



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**SUNY Morrisville invites inquiries, nominations, and applications for the position of Vice President for Enrollment Management and Communications & Marketing (VPEMCM), effective on or before July 1, 2024. The VPEMCM reports directly to President David E. Rogers and will serve on the President's Cabinet.**





## ABOUT SUNY MORRISVILLE

Established in 1908 as a college of agriculture, SUNY Morrisville became a founding member of the State University of New York (SUNY) in 1948. SUNY Morrisville is a unique academic institution offering opportunities for students from over 50 bachelor's and associate degree programs. These programs span the areas of agriculture, technology, business, social sciences, and liberal arts, encompassing specialized areas such as renewable energy, environmental conservation, aquaculture, automotive technology, equine science, dairy management, nursing, wood technology, hospitality management, and information technology. Notably, SUNY Morrisville has one of the first cannabis programs in New York State.

SUNY Morrisville supports many of its students through the State University of New York's Educational Opportunity Program (EOP) and the Collegiate Science and Technology Entry Program (CSTEP). EOP is pivotal in providing access, academic support, and financial aid to students who exhibit academic potential but may not have been otherwise admitted. Available

### MISSION STATEMENT

We cultivate a community of learners rooted in experiential education.

### VISION STATEMENT

We deliver world-class experiential learning that is dynamic, career-oriented and sustainability focused.

primarily to full-time, matriculated students, the program supports students throughout their college journeys. EOP is committed to supporting all students in their efforts to become successful college students, paving the way to successful professional careers. CSTEP is a New York State Education Department (NYSED) grant-funded program geared to increase the number of underrepresented students pursuing careers in Science, Technology, Engineering, Mathematics (STEM), health-related fields, and professional licensure.



## ABOUT SUNY MORRISVILLE (CONT.)

SUNY Morrisville has held accreditation from the Middle States Commission on Higher Education since 1952, a testament to its commitment to academic excellence. In its most recent action, on June 21, 2022, the Commission reaffirmed the institution's accreditation status. Looking ahead, the next evaluation visit is scheduled for the academic year 2029-2030, ensuring a continued commitment to maintaining high educational standards.

The institution's dedication to providing a conducive learning environment is evident through substantial financial investments in capital improvements. Through diligent planning and collaborative efforts with SUNY and the State Construction Fund, SUNY Morrisville has seen over \$80 million invested in campus enhancements since 2018. Moreover, there are plans for an additional \$60 million in renovations through the year 2028. These investments are strategically guided by the Facilities Master Plan, reflecting a forward-looking approach to campus development.

SUNY Morrisville is invested in new and renovated experiential learning facilities, including a \$16 million Agricultural and Clean Energy Technology (ACET) Center which opened in October 2021. This 30,000-square-foot applied learning technology building serves as home to the college's [renewable energy](#), [agricultural engineering](#), and [diesel technology](#) programs and includes real-world, state-of-the-art wind, solar, hydro, biofuels, and thermal energy labs, a diesel technology garage, and lab space capable of servicing heavy construction and agricultural equipment, as well as long-haul tractor and trailer assemblies.

The college recently achieved a significant milestone by converting an existing building into a student recreation center. This renovated facility accommodates intramural and open-recreational sports, and serves as a dynamic space for student gatherings and multi-purpose college activities.

In addition to this noteworthy project, the college garnered national attention this summer with the completion of the renovation of the stadium turf field. What set this project apart was the installation of a one-of-a-kind black turf surface, aligning with the branding of the Athletic Department. The reveal made waves in national sports media, earning coverage from prestigious outlets such as Sports Illustrated and ESPN. The impact rippled globally, capturing the interest of over 50 million social media users and solidifying the college's presence on an international stage.

### POINTS OF PRIDE

SUNY Morrisville's fall 2023 first-time, first-year enrollment increased 38.5% over fall 2022. This is the largest increase in the SUNY system and the largest incoming class for the college in several years. The achievement is remarkable considering the current landscape of higher education.

Numerous college rankings and ratings consistently give SUNY Morrisville high marks. Ranked among the Best Regional Colleges in the North by *U.S. News and World Report* 2022 and recognized in the Top Public Schools, Regional Colleges in the North rankings, SUNY Morrisville emphasizes a hands-on approach to learning. Action-oriented learning labs and true-to-life facilities allow students to engage in ways that go beyond the traditional classroom environment. SUNY Morrisville's internship programs prepare students for success in the 21st-century workplace. Ranked among the top six in the nation by *U.S. News and World Report*, 95% of baccalaureate students fulfil an internship prior to graduation. The institution has been lauded for its exemplary, innovative, and effective community service programs through the President's Higher Education Community Service Honor Roll.

The 2022 rankings by Regional Colleges North placed SUNY Morrisville #22 overall, #10 for Best College for Veterans, #13 for Best Value School, #16 for Social Mobility, and #14 for Top Public Schools.



## ABOUT SUNY MORRISVILLE (CONT.)

SUNY and the college administration continue to invest in SUNY Morrisville's facilities, aiming to elevate the overall student experience and establish an inviting atmosphere for prospective students. An exciting development is the forthcoming renovation of the Sheila Johnson Design Center, scheduled for May 2024. This transformation will see the establishment of a state-of-the-art Welcome Center, projected for completion in May 2025. The Welcome Center will be pivotal, serving as the central hub for key departments such as Admissions, Communications & Marketing, and Institutional Advancement. This strategic area aims to foster synergy among these departments, facilitating seamless collaboration in recruiting and marketing efforts. Beyond operational benefits, the new space is designed to exude a modern and welcoming ambiance, creating an optimal environment for prospective students and their families as they embark on their SUNY Morrisville journey.

In May 2024, SUNY Morrisville will continue renovations with Crawford Hall, targeting the improvements and updating the biology, chemistry, forensics, and physics labs. This initiative extends to refurbishing classrooms, meeting spaces, and faculty offices, with an estimated project cost of \$30 million. Following this, Butcher Library is slated for a major transformation into a Student Success Center, with renovations commencing in the summer of 2025 and a budget exceeding \$32 million. In the summer of 2028, Charlton Hall, one of the primary academic buildings, is earmarked for renovations to elevate student learning spaces.

Underpinning these developments is SUNY Morrisville's commitment to student success and persistence. The college's Student Success Council focuses on key pillars, including Retention, Persistence, Graduation, Campus Community, and Student Engagement. The institution has secured funding to support student success initiatives, including a \$5 million grant for a workforce development center featuring a Cannabis testing lab. Additionally, a \$1.16 million SUNY Transformational grant supports the replication of a successful persistence program, Accelerate, Complete, and Engage (ACE), and a \$99,970 SUNY Workforce Transformation grant is allocated for an Agribusiness Innovation Training Center.

Demonstrating a holistic commitment to student well-being, Mo's Marketplace, a new on-campus food pantry and clothing closet, addresses students' basic needs insecurities. Managed by the campus Homelessness Liaison, this resource provides pantry staples, cleaning supplies, clothing, personal hygiene items, freezer



foods, and fresh produce. An upcoming online ordering system aims to enhance accessibility and community outreach, breaking down barriers to usage and expanding support for students in need.

Furthermore, SUNY Morrisville recently acquired a Police Academy in partnership with the Madison County Sheriff's Office. The academy offers students the opportunity to complete a pre-employment phase 1 Police Academy, equipping them for potential employment as police officers throughout New York State. This underscores the college's dedication to fostering a supportive and enriching environment for its students and community.

### CAMPUS AND LOCATIONS

SUNY Morrisville has campuses in Morrisville and Norwich. Located in Madison County (only 30 miles from Utica and Syracuse), Morrisville boasts a rural setting and a diverse student population. It is adjacent to the towns of Cazenovia, 11 miles to the west, and to Hamilton, 8 miles to the east. There is easy access to Albany (2 hours), Rochester (2 hours), Buffalo (3 hours), and New York City (4 hours).

The campus includes 150 acres adjacent to U.S. Route 20, more than 50 buildings, several athletic fields, and 1,000 acres of college-managed farm and woodland. There are 12 residence halls in four locations. The academic buildings are spread across the entire campus. Some of the academic areas represented in these facilities include Nursing, Agriculture and Natural Resources, Equine Science, Hospitality, Business, Criminal Justice, Applied Psychology, Exercise Science, Massage Therapy, and Wood Technology/Residential Construction programs. The commitment to applied



## ABOUT SUNY MORRISVILLE (CONT.)

learning is evident, as for bachelor's degree programs, 95% of graduates complete a full-semester internship requirement for their capstone academic experience.

The Norwich Campus is located about 30 miles south of Morrisville in Norwich (Chenango County). The campus offers a variety of associate degrees in industrial careers and technical areas, as well as liberal arts transfer programs. Popular degree programs include, Business Administration, Criminal Justice, Human Services, Nursing, and Individual Studies.

The Liberty Partnerships Program (LPP) was established in 1988 under Section 612, Subdivision 6 of the Education Law to address the significant dropout rate among New York's youth. Within Chenango County, the LPP Program has been serving youth for over 24 years and is a cooperative, 12-month, program involving SUNY Morrisville, Unadilla Valley Central School, Otselec Valley Central School, Bainbridge-Guilford Central School, Morris Central School, Sidney Central School, Sherburne-Earlville Central School, and Norwich City Schools. It is part of a statewide program designed to provide support and/or services that will encourage middle and high school students to not only graduate high school, but to be prepared to enter college or vocational training.

The Syracuse Educational Opportunity Center (SEOC), is an urban adult educational facility, administered by SUNY Morrisville and SUNY University Center for Academic and Workforce Development (UCAWD). Established in 1969, the SEOC is part of a statewide network of 10 educational opportunity centers and two outreach and counseling centers that function as the 65th campus of the State University of New York. The EOCs deliver tuition-free, comprehensive, community-based academic and workforce development programs to economically disadvantaged and educationally under-prepared New York State residents 17 years and older. They also provide support services leading to enhanced employment opportunities, access to further education, and opportunities for personal growth and development.

The Syracuse Educational Opportunity Center is always looking toward its future. Over the last five years, SEOC has worked to secure funding to upgrade and renovate its current campus. To date, they have secured \$30,000,000 for this project and have secured plans for the renovation. The new Center will be a state-of-the-art facility built with the student and their education in mind.







## STUDENTS, FACULTY, AND STAFF

SUNY Morrisville enrolls approximately 2,000 students. The student population is diverse, representing 28 states and six foreign countries, and is comprised of 61% Caucasian, 24% African American, and 9% Hispanic/Latino. Approximately 73% of students live on campus, with 80% receiving financial aid and over 50% being PELL eligible.

SUNY Morrisville takes pride in its athletic traditions, with student-athletes enjoying a strong sense of school spirit and a commitment to both academic and athletic excellence. Competing in the elite Division III conferences of the Empire 8 (football) and State University of New York Athletic Conference, the college offers 15 NCAA-sponsored athletic programs and two IHSA-sponsored sports. Athletic teams available at SUNY Morrisville include Men's and Women's Basketball, Men's and Women's Cross Country, Football, Field Hockey, Men's and Women's Ice Hockey, Men's and Women's Lacrosse, Men's and Women's Soccer, Softball, Volleyball, Women's Track and Field, Hunt Seat Equestrian and Western Equestrian. The Mustangs have a storied history, securing numerous conference and tournament championship titles, receiving regional and national recognition, and making appearances in NCAA

National Championship Tournaments.

The Student Government Organization (SGO) plays a crucial role in the campus community, serving the entire student body. The SGO aims to promote the general welfare of students, stimulate interest in and support activities contributing to cultural, social, educational, and physical improvement, and establishing a just college community. Supporting programs and events across campus, including the Music and Theatre Departments, Arcadian student yearbook, WCVN Media, Campus Activities Board (CAB), and Open Recreation in various facilities, the SGO is funded through a mandatory student activity fee. These funds also support educational and social activities such as dances, intramurals, and performances throughout the year.

SUNY Morrisville prides itself on being a teaching institution where experienced faculty members are dedicated to their students. While there are fewer faculty with terminal degrees compared to research-based institutions, the college currently has approximately 120 full-time faculty and 65 adjunct faculty, spread across the Morrisville, Norwich, and EOC campuses, contributing to a supportive and engaging learning environment.



# STATEMENT OF DIVERSITY AND INCLUSION

SUNY Morrisville is proudly committed to sustaining a diverse community that promotes equity and inclusion for everyone. Whether it is a college-wide project celebrating diversity or a community-based activity helping local families with volunteer work, faculty and staff foster students' education and development, encouraging them to become involved and informed members of an increasingly global and diverse community.

The SUNY Morrisville commitment to diversity, equity, and inclusion includes the promise to have a fully represented community which includes, but is not limited to, gender, race, ethnicity, nationality, physical capability, age, creed, sexual identity, veteran status, and economic means. SUNY Morrisville is an inclusive, open, and nurturing community that reflects the population of NY and the value of global thoughts and ideas that improve a broadened view and experiences for all community members.

The Morrisville Identity Center (MIC) provides opportunities for students with diverse identities to feel supported. The goal of the MIC is to provide a physical



space where students can engage across differences and be validated—not just a safe space, but a brave space. The MIC serves as a hub of support for student organizations and campus activities focused on diversity, identity, and social justice.

## LEADERSHIP AND GOVERNANCE

The State University of New York is the largest comprehensive system in the United States. It comprises 64 institutions and serves nearly 1.3 million students. The system was established 65 years ago and supports each of the campuses with state funding. It operates with a shared governance system.

The new Vice President of Enrollment Management and Communications & Marketing will report directly to President Rogers and will serve on the cabinet, along with the Provost; Vice President for Student Affairs and Chief Diversity Officer; Vice President for Administration & Finance; Vice President for Institutional Advancement and Executive Director of the Morrisville College Foundation; Chief Planning and Assessment Officer; Executive Director of the Morrisville Auxiliary Corporation; and Vice President for the Syracuse Educational Opportunity Center.

### PRESIDENT DAVID ROGERS

SUNY Morrisville is led by President David Rogers, who was named the eighth president in June 2015, after serving the campus as Provost, Dean of the School of Business, and interim Dean of the Norwich Campus. Since his arrival in 1999, Dr. Rogers has earned the respect of the campus community and helped make the college a top destination not only for prospective students but for talented faculty and researchers, as well as businesses seeking partnership with higher education.



Dr. Rogers earned his Ph.D. in labor economics, collective bargaining, and econometrics from the SUNY College of Industrial Labor Relations at Cornell University. He also holds a master's degree from Cornell University, and a bachelor's degree from the University of Massachusetts.

Dr. Rogers' approach to community partnership has strengthened the college's ties to industry partners, business leaders, policymakers, entrepreneurs, and others seeking practical solutions to grow New York State's dynamic economy.



## LEADERSHIP AGENDA

The new Vice President for Enrollment Management and Communications & Marketing will be a visionary leader with a deep understanding of market trends and data-driven approaches to increase enrollment and exposure of the college. The appointee will design, develop, communicate, and implement strategic initiatives for increasing student enrollment at both the Morrisville and Norwich campuses, as well as create, communicate, and implement strategic marketing strategies to promote SUNY Morrisville and expand its market areas and branding opportunities. The position will oversee Admissions, Communications and Marketing.

The VP EMC has overall responsibility for strategic enrollment management, marketing and communications for the University including:

- Effectively developing, planning, executing, and overseeing plans for meeting the college's enrollment and retention goals;
- Leading marketing campaigns including the use of metrics to evaluate ROI;
- Drafting campus communications & press releases;
- Providing effective leadership and development for all areas reporting to VP EMC;
- Compiling, analyzing, monitoring, assessing, and presenting data outcomes of enrollment and marketing strategies to guide future initiatives;
- Leading the development of a scholarship model for students that is both sustainable and maximizes net return on investment;
- Establishing strong relationships across the college with cabinet, deans, chairs, faculty, staff, and other stakeholders to achieve enrollment goals;
- Collaborating with Provost and Vice President of Student Affairs to develop strategies and initiatives that contribute to the retention of students;
- Overseeing the budget for the units;
- Leveraging appropriate technologies, including Slate, to enhance outcomes of enrollment efforts;
- Collaborating with Academic Affairs to develop, review, and maintain agreements with community colleges;
- Possessing a positive, professional demeanor;
- Using analytical skills, creativity, and change management techniques to thrive in an atmosphere of change and budgetary challenges;
- Possessing exceptional communication skills, written and oral;
- Developing a team dynamic; and
- Developing and executing enrollment plans.

## MINIMUM QUALIFICATIONS

- A master's degree in a related field from an accredited university;
- Significant and progressively responsible experience in enrollment management, marketing or communications;
- Experience supervising staff and managing complex budgets;
- Demonstrated commitment to Diversity Equity, and Inclusion, and experience in serving underrepresented and diverse populations;
- Experience developing and implementing strategic enrollment management plans and marketing plans;
- Marketing experience including direct experience initiating marketing campaigns; and
- Exceptional leadership skills; ability to motivate and mentor team members.







## APPLICATION AND NOMINATIONS

Academic Search is assisting SUNY Morrisville. Applications, nominations, and expressions of interest can be submitted in confidence to [SUNYMorrisvilleVPEMCM@academicsearch.org](mailto:SUNYMorrisvilleVPEMCM@academicsearch.org). To submit a nomination, please include the nominee's full name, position, institution, and email address.

Applications (in two separate pdf documents) must include: 1) a full curriculum vitae (CV) and 2) a substantive cover letter that addresses the expectations discussed in the leadership agenda. Confidential discussions may be arranged by contacting Dr. Pamela Balch, Senior Consultant, directly at [pam.balch@academicsearch.org](mailto:pam.balch@academicsearch.org).

The position is open until filled but only applications received by **Sunday, February 18, 2024**, can be assured full consideration.

*SUNY Morrisville is committed to fostering diverse community of outstanding faculty, staff, and students, as well as ensuring equal educational opportunity, employment, and access to services, programs, and activities, without regard to an individual's race, color, national origin, religion, creed, age, disability, sex, gender identity, sexual orientation, familial status, pregnancy, pre disposing genetic characteristics, military status, domestic violence victim status, or criminal conviction. Employees, students, applicants or other members of the University community (including but not limited to vendors, visitors, and guests) may not be subjected to harassment that is prohibited by law or treated adversely or retaliated against based upon a protected characteristic.*



# ABOUT ACADEMIC SEARCH

Academic Search is assisting SUNY Morrisville 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.



Committed to IDENTIFYING  
AND DEVELOPING LEADERS  
by providing the highest  
level of EXECUTIVE  
SEARCH to our  
higher education  
partners.