

Updated Position Description

Vice Provost for Graduate Programs

Reporting to the Provost, the Vice Provost for Graduate Programs is the institutional officer responsible for advancing a compelling and innovative vision for graduate education at Santa Clara that is grounded in its Jesuit and Catholic mission and values. This position will provide visionary leadership and advocacy for the mission of graduate education across the entire University. The Vice Provost works collaboratively with the Provost, Vice Presidents, Deans, and other Vice Provosts to further advance high caliber interdisciplinary graduate and professional programs. This position is responsible for overseeing academic program development, market analysis, enrollment management, graduate recruitment, marketing and branding, international outreach, and data analytics.

The position serves as the direct supervisor of one direct report with the potential for additional FTE depending on the growth of graduate programs with dotted lines of collaboration to the assistant deans of admissions and recruiting in the various Schools.

Essential Duties

Academic Program Development and Market Analysis (25%)

1. Research issues, conduct analyses, prepare reports, and develop recommendations to support the integration of University strategic planning and academic planning.
2. Work and collaborate with the academic deans to develop and implement strategic plans for graduate programming in the Leavey School of Business, School of Engineering, Jesuit School of Theology, and the School of Education of Counseling Psychology.
3. Provide leadership and collaborating with the Provost Office and Deans in Graduate Education strategic planning and implementation, direction setting, and policy development within the context of the University's strategic plans and institutional policies.
4. Conduct institutional analysis to determine the optimum size and profile of the student body to position the University to achieve its strategic priorities.
5. Monitor national and international trends to evaluate needs for new, innovative programs that align with workforce demands.
6. Conduct market analysis to identify opportunities for and interest in new graduate level programs including MS degrees, stackable certificates, and badges.
7. Partner with academic units and faculty to lead, develop and implement new academic programs.
8. Strengthen graduate education through cross-departmental, cross-divisional and interdisciplinary graduate training
9. Conduct tuition analysis for all graduate programs to inform tuition pricing strategy and strategic use of financial aid.
10. Serve as a guide and resource to expedite program development.
11. Manage the implementation of new graduate degree and certification programs.

12. Serve as a consultant to academic deans on high level graduate program needs, staff structure and best practices.
13. Create a Graduate Programs Council to discuss recruiting needs, trends, and best practices with assistant deans of admissions in the various Schools.

Enrollment Management and Graduate Recruitment (15%)

1. Develop and implement strategies to achieve the university's enrollment goals with primary responsibility for bolstering graduate student enrollment.
2. Develop, implement, and assess plans that promote, support and enhance recruitment activities, application processes, yield events, and matriculation.
3. Collaborate with the enrollment teams in each College or School to increase the number and quality of applicants and applicant yield in all graduate programs.
4. Identify various markets for recruitment of prospective students.
5. Identify and coordinate training needed by graduate school staff for effective student recruitment, enrollment, tracking, and advisement.
6. Compiles, analyzes and utilizes university data to assist in decision-making about recruitment and enrollment activities.
7. Develop graduate enrollment plans consistent with overall campus academic plans while devoting particular attention to the attraction, retention, and graduation of a diverse student body.

Online Program Support (20%)

1. Lead the University's effort to manage online graduate programs.
2. Develop an on-campus unit to support existing online programs and develop new online programs.
3. Collaborate with Academic Technology to manage a team of instructional designers who work with faculty to develop new academic programs, certificates, and course content, and refresh existing content.
4. Develop and implement a comprehensive marketing plan for all online programs
5. Act as central point of communication and single point of escalation for service delivery issues.
6. Ensure that strategic and performance goals are being delivered in all program.
7. Identify problems that impede success and work across teams to create sustainable solutions.

International Outreach (10%)

1. In collaboration with Global Engagement, the College and Schools, create a strategic plan for recruiting international students.
2. Conduct regular market assessment of international student needs.
3. Travel internationally to graduate school fairs and host information sessions and meetings with prospective students and alumni.
4. Ensure marketing efforts are inclusive of various market sectors, including international students.

Marketing (15%)

1. Develop a comprehensive campaign to build brand awareness for graduate education programs and consolidate marketing contracts to enhance purchasing power.
2. Develop and implement marketing plans, strategies, and materials aimed at enhancing recruitment and conversion of applicants.
3. Lead numerous social media campaigns to promote all graduate programs.
4. Identify various markets for recruitment of prospective students
5. Engage in strategy development, reviews and approves program print material, working closely with the marketing departments of each school and assistant deans of admissions.
6. Serve as SCU graduate brand ambassador
7. Examine ranking trends and develop strategies to enhance Santa Clara's graduate profile within the regional and national graduate education landscape.
8. Work with the College and Schools on ranking timelines for dean peer assessment and ensure LinkedIn messages, email campaigns are coordinated.
9. Represent SCU graduate programs in appropriate national and international organizations and committees.

Data Management (5%)

1. Work with Enrollment Management, the College and Schools, the Office of the Registrar, and other administrative units to conduct data analyses to aid in the development of graduate enrollment planning
2. Develop research designs and conducts analyses that support the integration of academic planning with enrollment and faculty resource planning, including teaching load analysis, use and composition of the faculty, and faculty development
3. Develop the effective and efficient integration of the processes and practices used in creating and maintaining record and data associated with student lifecycle management (admissions, enrollment, financial aid, billing and collecting, retention and degree program completion, and alumni relations)
4. Implement and strengthen the use of technology-based systems including Slate that improve communications and operational efficiency and effectiveness
5. Partner with the College and Schools, Information Technology, the Office of the Registrar and other campus partners to enhance and streamline the management and flow of graduate student data.

Graduate Student Experience (5%)

1. In coordination with the academic deans, work to build a vibrant and supportive community for graduate students.
2. Promote an inclusive, equitable learning environment for graduate students so that they are equipped to be the forefront of discoveries with global impact.
3. Meet as needed with graduate students to learn about their program, experience and look for opportunities to make enhancements.

3. Create a Graduate Student Association that would work with all graduate programs and give graduate students a voice with the Provost Office.
4. Participation in major graduate student events, orientations and graduations as needed.

Graduate and Professional Studies Department Management (5%)

1. Provide leadership to the department staff.
2. Manage and monitor the Graduate and Professional Studies Department budget.

Supervision

1. Senior Business Analyst
2. Dotted reporting line of collaboration to Assistant Deans of Admissions (LSB, JST, SOE, ECP)
3. Potential for additional FTE dependent on the growth of graduate programs

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The items below are representative of the knowledge, skills, abilities, education, and experience required or preferred. This position requires the ability to effectively establish and maintain cooperative working relationships within a diverse multicultural environment.

1. Education and/or Experience
 1. Earned terminal degree
 2. Minimum of fifteen years of work related to school/education administration required
 3. Minimum of five years of supervisor experience required
 4. Marketing education or experience preferred
 5. Experience in global recruiting
 6. Experience in higher education administration preferred
 7. Experience with graduate educational organizations is preferred
 8. Experience with various rankings and branding of an institution
 9. A record of leading graduate programs at a college and school level
 10. A record of championing graduate education and interdisciplinary collaboration
 11. Knowledge of CRM and other admissions platforms
 12. Expertise in recruitment marketing and admissions best practices
2. Knowledge
 1. Knowledge of and experience with essential computer programs.
 2. Demonstrated knowledge of PeopleSoft and Workday preferred
3. Skills and Abilities
 1. Excellent interpersonal and communication skills, both written and oral.
 2. Presentation, leadership, conflict mediation, and team motivation skills

3. Ability to work effectively with school administrators, faculty, students and staff as well as university administrators at various levels.
4. Ability to handle multiple projects, set priorities, meet deadlines and maintain a high level of performance in a fast paced environment with frequent interruptions.
5. Ability to supervise employees and work effectively with staff across horizontal relationships.
6. Ability to maintain a high level of confidentiality.
7. A commitment to inclusion and diversity and a demonstrated ability to work with an increasingly diverse campus community.
8. Commitment to understand and support Santa Clara University's distinctive Jesuit educational vision and further the mission, values and goals of the University.