DIRECTOR OF UNDERGRADUATE ADMISSION
St. Mary’s University
San Antonio, Texas

St. Mary’s University, founded in 1852 by Society of Mary (Marianist) brothers and priests, whose mission is deeply rooted in the liberal arts and in the Catholic intellectual tradition, was the first institution of higher learning in San Antonio and is the oldest Catholic university in Texas and the Southwest. St. Mary’s is seeking a dynamic, highly collaborative and experienced individual in the recruitment of new students and future alumni to become its Director of Undergraduate Admission.

SUMMARY
Reporting to the Vice Provost for Enrollment Management, Rosalind Alderman, Ph.D., the Director of Undergraduate Admission provides leadership and vision for organizing and directing the admission and recruitment efforts of the undergraduate admission operation. The Director is responsible for planning, managing, and evaluating undergraduate recruitment and admission activities for St. Mary’s University. Working with a team of colleagues in enrollment management, the director supervises the Associate Director of Undergraduate Admission and the activity of all undergraduate admission counselors.

ESSENTIAL DUTIES AND RESPONSIBILITIES

• Collaborate in the development and execution of the university’s Strategic Enrollment Management and Strategic International Enrollment Management Plans.
• Assist in statistical analysis when needed to support the efforts of the Vice Provost for Enrollment Management and the enrollment division’s senior leadership team in steering the university’s enrollment profile.
• Engage in long term planning and evaluation of the undergraduate admission operation.
• Manage all aspects of the undergraduate enrollment funnel including development of the prospect and inquiry pools, conversion of leads to applicants, undergraduate admission application review and yield activities designed to increase matriculants.
• In collaboration with the Vice Provost and the marketing and communications department, develop and implement a comprehensive enrollment communications plan.
• In collaboration with the Vice Provost, leverage innovative solutions and technology in the development of new markets in addition to sustaining established markets for the institution.
• Execute the undergraduate academic scholarship program by collaborating with key stakeholders on and off campus, effectively marketing opportunities to qualified student populations.
• Maintain the undergraduate recruitment budget and collaborate with the Vice Provost on the best strategic use of financial resources in the recruitment operation.
• Oversee hiring, training, supervision and evaluation of admission counselors with the goal of developing and retaining a team of committed, results-oriented professionals. Exercise best practices in strategic enrollment management for the direction of undergraduate admission team activities.
• Serve as a collaborative partner with the Executive Director of the Center for International Programs, Assistant Director of the Intensive English Program, and Assistant Director of International Student and Scholar Services for the successful progression through the enrollment funnel of undergraduate international students.
• Serve as a university Designated School Official (DSO) for issuance of I-20’s for undergraduate international students.
• Serve as a liaison to faculty and administrative offices and as a spokesperson on matters of admission and academic scholarship policies and procedures.
• Maintain a recruitment territory and serve as the primary university representative for prospective students. Assist in other recruitment territories where needed.
• Actively participate in receptions, orientation, graduation, and other admission and recruitment events.
• Participate visibly in regional, national and international professional organizations.
• Serve on university committees.

QUALIFICATIONS

The successful candidate must have a bachelor’s degree with an advanced degree preferred. They will have at least five years of progressive experience in university admission work; supervisory-level experience preferred. Candidates who are bilingual in English and Spanish are strongly encouraged to apply. In addition, the university is seeking an individual who possesses:

• Evidence of proven leadership, along with interpersonal, analytical, and oral and written communication skills combined with a high level of energy and the ability to thrive in a fast-paced environment.
• Ability to represent the Vice Provost and the division at public and institutional meetings and events.
• Creativity and innovation, with an openness to new ideas and a healthy respect for institutional traditions.
• Balance as a mentor and manager who can set professional development priorities while establishing expectations and accountability for success.
• Ability to roll up their sleeves and dig in at all levels of admission and enrollment.
• Adeptness at building strong relationships, who can communicate with faculty and deans with transparency, tact and diplomacy.
• Established record of meeting targeted enrollment goals.
• Experience with admission databases and information systems required; experience with Technolutions Slate, and Banner preferred.
• Technical and strategic admission experience.
• An orientation to results and a desire to work as a data-informed professional.
• Reliability as a strategic thinker, who can also execute, implement and deliver results.
• Can find a happy “middle ground” for delegation.
• Ability to articulate the value of a Marianist, Catholic education is required; experience in a university environment similar in size and scope preferred.
• Willingness to travel and to work flexible hours including evenings and weekends.
• Well-developed sense of humor, who can see the bright side of serious events and bring levity on a regular basis.

About St. Mary’s University
The next generation of transformational leaders from St. Mary’s University are the young men and women currently enrolled or who will be joining us in the near future. As faculty, staff and alumni of St. Mary’s, we are entrusted with ensuring their time at St. Mary’s fully prepares them to become both outstanding professionals and faithful servant-leaders who are working toward the common good.

President Thomas M. Mengler

Guided by its strategic plan: Gateway: A Vision for St. Mary’s University, St. Mary’s University’s vision is, as a Catholic and Marianist University, to become one of the finest private universities in the region, and a gateway for its graduates to professional lives as ethical leaders in Texas, the nation, and the world. The University has been guided by President Thomas Mengler, J.D., since 2012, with the enrollment management division reporting to Provost and Vice President for Academic Affairs, Aaron M. Tyler, Ph.D.

Located on a lovely 135-acre campus in northwest San Antonio, St. Mary’s offers a blend of historic beauty and modern facilities. St. Mary’s is a nationally recognized Hispanic-serving institution with a diverse student population of more than 3,500 — and about 2,300 undergraduate students — of all faiths and backgrounds. The University provides a quality Catholic education experience to students of the Southwest, as well as other states and nations. Its approximately 200 full-time faculty members are committed to student success in and out of the classroom. St. Mary’s has four schools and 75 undergraduate, graduate and law programs, featuring one doctoral degree, five law programs and six graduate certificate options.

Mission
St. Mary’s University, as a Catholic Marianist University, fosters the formation of people in faith and educates leaders for the common good through community, integrated liberal arts and professional education, and academic excellence.

St. Mary’s University’s mission is deeply rooted in both the Liberal Arts and the Catholic Intellectual Tradition, which informs the five fundamental characteristics of a Marianist education: formation in faith; integral quality education; family spirit; service, justice and peace, and integrity of creation; and adaptation and change. These characteristics are the foundation of a holistic educational experience designed to infuse students’ professional training with an understanding of individual human development, community, the natural world and God. These, in turn, inspire human vocations, ethical engagement and action, and creativity.
Committed to academic excellence and student outcomes, St. Mary’s develops graduates who are ethical leaders prepared for success in their chosen vocation. For many graduates, their St. Mary’s experience is a defining moment in their lives.

**Academics**
- Four academic schools – College of Arts, Humanities and Social Sciences; School of Science, Engineering and Technology; Greehey School of Business; and the School of Law
- Over 70 undergraduate, graduate and law programs featuring one doctoral degree, five law programs and six graduate certificate options
- 11:1 student-faculty ratio; 16 average class size
- $2.5 million Student-Managed Investment Portfolio
- 1153 average SAT score; 23 average ACT score; and 3.66 average GPA
- 61% of incoming freshmen rank in top quarter of their class
- 16 Fulbright Scholars and Piper Professors since 1982
- 96% of full-time faculty have terminal degrees in their field of teaching
- 280 employers come to campus annually to recruit for jobs and internships
- 56% of students complete at least one internship
- 22 countries visited by St. Mary’s students to study internationally over the past two years
- 100% acceptance rate for MARC Program students into Ph.D. programs since 2009
- Placement rates for students into medical and dental schools is consistently higher than the national and state placement rates
- 74% of graduates are employed or pursuing advanced degrees three months after graduation
- 80% of graduates are employed in positions that align with their life goals
- 36,000 make up the St. Mary’s alumni network
- 390 living judges and elected officials are graduates of St. Mary’s University

**Campus Life**
- 3,514 students – 2270 undergraduate, 1244 graduate and Ph.D. and law
- 1,230 students live on campus in 12 residence halls
- 90 student organizations
- 11 Rattler NCAA Division II varsity sports, plus varsity-level Esports
- 5 national athletic championships – basketball, baseball, softball and golf
- One academic championship – golf
- 189 student-athletes recognized as All-Americans
- 70% of student-athletes named to academic and athletic honor rolls
- 1,000 burgers served at the annual “Burgers with the Brothers” (Marianists)
- 675 participate in the bi-annual Continuing the Heritage Day of Service
- 600 participate in the annual St. Mary’s 5K Run for the Neighborhood
- 100,000 Oysters served at the annual Fiesta Oyster Bake attended by more than 70,000 patrons
Scholarships

- $7 million raised from Fiesta Oyster Bake proceeds for scholarships
- 61% of the class of 2023 received federal or state grants
- $8 million in scholarships awarded to the class of 2023
- $10 million in merit and need-based aid offered annually to students
- $32,650 average award

Points of Excellence and Recognitions

- *Money* magazine ranked St. Mary’s the top Catholic university in the Southwest and No. 26 of all Catholic institutions in its 2019 Best Colleges ranking. The magazine also ranked St. Mary’s the second-best university in San Antonio, seventh in Texas and No. 220 of 744 nationally. Schools were ranked based on quality of education, affordability and graduates’ job success.
- St. Mary’s was ranked second in the West region in the U.S. News & World Report in the Best Value Schools rankings. In its Best Colleges ranking, St. Mary’s tied for 10th of 128 universities in the West for academic quality, especially student outcomes. St. Mary’s has been included in the list of top-tier regional universities for 26 consecutive years.
- U.S. News & World Report introduced a new ranking for Top Performers on Social Mobility this year (2020) to evaluate which schools best serve underrepresented students. St. Mary’s tied for No. 22 in the West and ranked first in San Antonio in this analysis.
- St. Mary’s also tied for 6th among the Best Colleges for Veterans in the West in the U.S. News & World Report, in the ranking which includes schools that take part in federal initiatives to aid veterans and active-duty service members in funding their education.
- *Forbes* magazine ranked St. Mary’s 21st in Texas and No. 124 in the South last year (2019). The review of undergraduate institutions measures those that deliver the best academics, experiences, career successes and the lowest debt. *Forbes* includes only the top 15% of the 4,300 degree-granting postsecondary institutions in the U.S.
- Compared to other Texas colleges and universities, St. Mary’s University provides an education that ranks highly on its return on investment to students, according to the Georgetown University Center on Education and the Workforce. The value of students’ investment in their education at St. Mary’s increases dramatically over time. Evaluating the investment 40 years from today earns St. Mary’s a spot among the top 15% of schools studied.
- The Brookings Institution gave St. Mary’s a score of 99 out of 100, making it the top university in San Antonio, second in Texas and 17th nationally for how well it prepares students for careers — ahead of Harvard, Notre Dame, Yale, Texas A&M and UT-Austin. Brookings uses government and private data to analyze college value-added, considering the economic success of graduates — incomes, occupations and loan repayment rates.
- St. Mary’s appears on national, Texas and Catholic Colleges of Distinction lists. An honor, not a ranking, Colleges of Distinction has been recognizing excellence in undergraduate higher education for more than 15 years. It focuses on four distinctions: engaged students, great teaching, vibrant community and successful outcomes.
PayScale has repeatedly recognized St. Mary’s for alumni with top salary potential in their careers, and this year (2019-2020) was no different. St. Mary’s was again among Texas’ top schools (No. 22) in the College Salary Report. PayScale also has St. Mary’s ranked 415 overall out of 1,566 schools nationally.

St. Mary’s ranked second in the Southwest in the Best Colleges for the Money rankings by College Factual, affiliated with USA Today this year (2020). The University ranked in the top 15% of all schools in the nation in the Best for Veterans category and was in the top 5% in the nation for Best Value for Political Science and Business Administration programs.

Niche ranked St. Mary’s second of colleges in San Antonio and 14th of 79 Texas schools this year (2020). St. Mary’s was also highly ranked among the Best Colleges in America, Best Catholic Colleges in America (34 of 164) and Best Value Colleges in America (189 of 1,592). Niche’s overall rankings stem from federal data as well as student and alumni reviews to help get a clearer picture of each school’s quality.

The Society for Industrial and Organizational Psychology (SIOP) ranked St. Mary’s Master of Industrial/Organizational Psychology program 11th overall out of 129 of the top master’s programs in the nation affiliated with the society in 2018. The program, which provides students with a challenging curriculum and pairs students with alumni mentors to enhance their professional development, earned fifth in Applied Experiences for Students and 15th in Curriculum.

**San Antonio, Texas**

San Antonio is the seventh-largest city in the United States and the second-largest city in Texas, with a population of more than 1.3 million residents. Located in the south-central region of Texas, the city serves as the seat of Bexar County.

The jewel of the city is the River Walk, which runs through the downtown area. Lined with numerous shops, bars and restaurants, as well as the Arneson River Theater, this attraction is transformed into an impressive festival of lights during the Christmas and New Year holiday period, and is suffused with the local sounds of folklórico and flamenco music during the summer, particularly during celebrations such as the Fiesta Noche del Río. The Alamo, located nearby, is Texas’ top tourist attraction, while the River Walk is the second-most visited attraction. SeaWorld, located 16 miles west of downtown, is the No. 3 attraction. San Antonio is world famous for its Mexican, Tex-Mex and cosmopolitan cuisines at fine restaurants throughout the city. The San Antonio Missions National Historical Park was recognized as a UNESCO World Heritage Site in 2015.

In San Antonio, culture sings. We celebrate our rich heritage with vibrant parades, food-centric events and lively, local entertainment. We collect medals to show off our San Antonio pride. What started in 1891 as a way to honor the heroes from the Battle of the Alamo has transformed into city-wide party with a purpose, Fiesta. The St. Mary’s Alumni Association hosts one of the largest Fiesta events on the University campus every spring. The Fiesta Oyster Bake, now more than 100 years old, raises funds for scholarships for St. Mary’s students.
San Antonio has a strong military presence. It is home to Fort Sam Houston, Lackland Air Force Base, Randolph Air Force Base, and Brooks City-Base, with Camp Bullis and Camp Stanley outside the city. San Antonio is home to five Fortune 500 companies; to the South Texas Medical Center, the premiere medical research and care provider in the South Texas region; and to the San Antonio Military Medical Center, the largest inpatient medical facility of the Department of Defense. For more information on San Antonio please visit: www.sanantonio.gov; www.sachamber.org; or visitsanantonio.com.

To Apply:
Napier Executive Search is pleased to assist St. Mary’s University seek well-qualified candidates for the position of Director of Undergraduate Admission. For more information, or to nominate someone for this position, contact Robin Reynders (robin.reynders@napiersearch.com) or Mary Napier (mary.napier@napiersearch.com). All conversations will remain confidential unless otherwise stated and agreed.

Interested candidates should submit a résumé, along with a letter of interest describing his/her unique qualifications and details of success in admission and recruitment. Candidates should also provide the names and contact information of at least three professional references. For confidentiality, references will not be contacted without permission. All application materials should be submitted electronically to stmarytx@napiersearch.com by June 22, 2020. The preferred start time is late summer 2020.

Any offer of employment will be contingent upon successful completion of a clear background check. St. Mary’s University is an Equal Opportunity Employer.