



**Director of Admission
Crummer Graduate School of Business, Rollins College
Winter Park, Florida**

Our mission is to develop global business leaders and innovators through a high quality, integrated, experiential education that prepares them to add significant value to their organizations and communities.

-Mission Statement, Crummer Graduate School of Business

[Crummer Graduate School of Business, Rollins College](#) seeks a strategic, relationship-driven, graduate enrollment professional to bring a personalized, concierge level of service to the Director of Admission position. The Director of Admission will oversee the development, execution, and evaluation of strategic recruitment plans, tactics and initiatives for each of Crummer's five graduate business programs and lead the development of partnerships, pathways and authentic relationships to support robust enrollment outcomes. The Director of Admission will lead the admission staff in the recruitment and enrollment of a well-qualified, diverse, and engaged student body. Reflecting Crummer's culture of collaboration, the Director of Admission will partner closely with colleagues across marketing, advancement, partner relations and business development, career services, and academic programs to foster enrollment, enhance and extend the exceptional reputation of Crummer, and support its students and alumni in a holistic manner.

The Opportunity:

The Director of Admission will lead the Crummer Graduate School of Business admissions strategy to meet recruiting targets and position the School as the leader in graduate business education. At the same time, they will support its mission to develop global business leaders and innovators through a high quality, integrated, experiential education that prepares students to add significant value to their organizations and communities. This includes updating Crummer's strategic recruitment plan, and leading the admission team and community in

developing and delivering a high touch, proactive, and market-driven recruitment organization.

The position also provides strategic vision to promote Crummer's brand domestically and globally while proactively engaging faculty, prospective and current students, alumni, donors, staff, as well as other internal and external partners and stakeholders. The Director will report to the new Dean of Crummer Graduate School of Business and serve on the dean's leadership team, participating in the development and execution of strategic initiatives across the school. Additionally, the Director of Admission will execute the following essential duties and responsibilities:

- Increase enrollments in new and existing programs, across delivery modalities, program audiences, geographic regions and diverse student populations.
- Lead the admission staff and establish an office culture which fosters collaboration, partnership and engagement within the community, transparency and accountability, data-informed decision making, strategic thinking and innovation, and an understanding of market forces and student populations.
- Provide ongoing professional development opportunities, both formally and informally, to enhance the skill and expertise of the team, support staff retention and offer greater support to the school's strategic needs.
- Innovate the Crummer admissions process to meet enrollment goals, leveraging the School's Slate database and other data analytic tools to optimize the recruiting process and provide timely end-to-end funnel reports.
- Work with the marketing team to generate effective enrollment strategies, including email drip campaigns, varied events, and database-driven funnel management.
- Establish controls to consistently measure and monitor the effectiveness of recruiting, and optimize and adjust strategies to align with the School's goals.
- Manage, evaluate and maximize the effectiveness and reach of the admissions budget which includes recruiting event costs and recruitment travel.
- Develop and recommend positioning and recruitment strategies and initiatives to produce the highest possible long-term gains.
- Actively participate in all aspects of new student recruitment and enrollment processes including the application review and selection process for all MBA and the EDBA programs.

- Evaluate the strategic use of scholarships in enrollment and retention, develop a scholarship program which reflects the strategic goals, lead the scholarship allocation and selection process in a manner that shapes the incoming class in alignment with strategic goals.
- Attend expos, fairs, conferences, information sessions, and other recruitment-related events, engaging prospective students and school representatives and making presentations about the school.
- Work closely with the Director of Student Success to ensure a seamless new student orientation process.
- Maintain an active relationship with the students and alumni across programs to deliver on our service excellence culture and to foster future recruitment opportunities.
- Continually learn about and recommend new processes, toolsets, and methodologies through attending industry-related conferences and training.
- Foster partnerships and relationships with colleges and universities, organizations, companies and communities to foster enrollment pathways and enhance the reputation of Crummer within the community.
- Partner with the Rollins College Enrollment Management team to ensure consistency and a seamless integration and leverage opportunities and resources.

Knowledge, Skills and Attributes of the Successful Candidate:

The ideal candidate will possess a bachelor's degree in business administration or a related field; a master's degree is preferred, with a minimum of seven years experience with progressive responsibility and demonstrated success in graduate admission and recruitment, and experience in leading a team of professional staff. In addition, the following job-related qualifications represent the knowledge, skills and attributes an individual should possess:

- Knowledge of enrollment management theory, current trends, and best practices, as well as the capacity to understand the complex issues facing higher education, especially at the graduate level.
- Detailed-oriented with effective planning and project management skills to manage projects from conception to implementation.
- Demonstrated capacity to hire, coach, mentor, supervise and retain a talented and motivated team.
- Ability to flourish in a high-growth, fast-paced, professional and entrepreneurial environment.
- Open and collaborative leadership style that builds trust and strong relationships in a community and culture of shared governance.
- Excellent interpersonal skills, including the ability to positively interact with individuals on all levels to achieve common goals (faculty, staff, vendors,

students and alumni).

- An authentic commitment to diversity, equity, inclusion and belonging.
- Willingness to create, optimize, document, and share beneficial relationships with organizations, nonprofits, executives, etc.
- Ability to work efficiently and accurately with strong delegation skills
- Strong organizational and problem-solving skills.
- Ability to communicate effectively both orally and in writing; strong public speaking and presentation skills with direct experience in Communications/Public Relations.
- Ability to contribute ideas to improving internal processes.
- Experience with budget management and basic accounting concepts.
- Strong time management skills and the ability to effectively manage multiple priorities.
- Computer and technology literacy to include industry standard software and tools. The use of CRMs to capture interactions and data reporting tools to report on activity is extremely beneficial to the success of this role.
- Sound judgment and decision-making by ensuring interpretation and communication of policies and procedures are consistent and accurate.
- Ability to actively travel and recruit locally, domestically and internationally.
- A commitment and appreciation of Crummer's mission, history and culture of collaboration, partnership, excellence and personalization.

Rollins College and the Crummer Graduate School of Business

Rollins College is recognized as the first college in Florida, founded in 1885 by New England Congregationalists who sought to bring their style of liberal arts education to the Florida frontier. Today, Rollins is a nonsectarian, independent, coeducational institution offering 30 bachelors degrees, 12 graduate degrees and programs.

The campus, which is host to Rollins College of Liberal Arts undergraduate programs, the Crummer Graduate School of Business, and the Hamilton Holt School of Professional Advancement and Graduate Studies, is located in Winter Park, Florida, an attractive and historic residential community adjacent to the city of Orlando. Campus architecture features the distinctive Spanish-Mediterranean style and was named the No. 1 Most Beautiful College Campus by The Princeton Review, 2015-2016, and one of the 50 Most Amazing College Campuses by *The Best Colleges*, 2011-14. The campus has seventeen residential halls, a lakeside beach and walking paths on 80 acres situated on the shores of beautiful Lake Virginia. The campus is adjacent to the first-class dining, shopping, and entertainment options of Winter Park's famous Park Ave.

Rollins College hosts twenty-two varsity athletic teams and nine athletic facilities, five fraternities, seven sororities, and more than 100 student organizations, ranging

from social and cultural to service, special interest, and honorary. The community fosters exposure to artists and thought-leaders from all disciplines who engage the community in substantive dialog and master classes on current educational, social, cultural, political, and economic themes.

Rollins College's commitment to excellence led to the creation of the Crummer School in 1957. Crummer was established as a graduate school of business in 1980, when the College and School made the decision to enroll only masters-level students in Crummer's full- and part-time programs. The School's Master of Business Administration (MBA) programs were designed for executives and working professionals, along with the more traditional two-year MBA for individuals at earlier career stages. In fall 2013, the School expanded its programs to the doctoral level with the launch of an Executive Doctorate in Business Administration (EDBA) program. Crummer is advised by an engaged Board of Overseers that includes Central Florida business leaders and alumni. Crummer alumni are also represented on the Rollins Board of Trustees.

Crummer Graduate School of Business

Crummer's development and strategic evolution have focused around the three core attributes:

- Legacy of Education for Executives. Crummer has long been a leader in assisting organizations with retaining and developing executive talent. Executives in Central Florida have consistently turned to Crummer to improve business skills and acumen, whether seeking an executive MBA or looking to elevate their expertise with Florida's first AACSB-accredited doctorate in business administration degree. This emphasis on developing executive talent has produced extensive and productive partnerships with a large number of organizations in the business and non-profit community locally, nationally, and globally.
- A Personalized Approach. Due to its size and the commitment of its faculty and staff, Crummer has consistently provided educational experiences that are intimate and interactive. Faculty and staff are accessible, approachable, and strive to be as helpful and supportive as possible.
- A Tradition of Excellence. When surveyed on brand perceptions of Crummer in 2017, a common trend emerged: regardless of stakeholder group, "Excellence" was the most prevalent term used to describe the School. This is a pretty amazing research finding in graduate business education. The fact is, the quality of Crummer's classes, faculty, staff, students, and alumni has produced a culture that strives to achieve the highest level of academic service and mission-consistent accomplishment.

Today, the Crummer Graduate School of Business is distinguished by its renowned faculty, intimate class size, and applied approach to learning. It touts top MBA rankings from publications such as Bloomberg Businessweek and Forbes magazines and is among the top 5% of business schools to carry AACSB International graduate-level accreditation.

In addition to the Executive Doctorate in Business Administration, Crummer offers four MBA programs tailored to meet the specific needs of scholars at different stages of their career:

- Early Advantage MBA Program (EAMBA). The EAMBA is a four-semester, full-time program for recent college graduates and career changers who prefer to immerse themselves in a full-time program schedule. This program is offered in an accelerated format to Rollin's undergraduate students, serves recent Rollin's graduates as well as other recent bachelors' degree recipients nationally and internationally.
- Professional MBA Program (PMBA). The 24-month-long PMBA program is designed for students with a wide range of educational and professional experience. The program enables students to continue working and allows for application of their acquired knowledge and skills while earning their MBA.
- Flex MBA Program. Leveraging the same renowned curriculum as the Professional MBA Program, the 24-month-long Flex MBA enables students to earn a distinguished graduate business degree from Crummer while attending up to 45 percent of their courses online, in a mixed-mode format.
- Executive MBA Program (EMBA). A cornerstone of Crummer's comprehensive suite of executive offerings, the Crummer Executive MBA Program is a 20-month program designed for busy executives who are farther along in their career tracks as leaders.
- Executive DBA Program (EDBA). The first AACSB-accredited degree of its kind in Florida, Crummer's Executive Doctorate in Business Administration is designed for executives who have an MBA or equivalent degree who want to become thought leaders and contribute to organizational success at a significantly higher level than that afforded by the MBA. The Crummer EDBA is highly ranked among peer programs and also was one of the original few EDBA offerings in the country.

Crummer also houses four renowned Centers of Excellence:

- The Center for Leadership Development provides quality training and experiential programming in leadership development for MBA students. It promotes leadership development as a process of self-awareness, personal

growth, and relationship and skill-building. Due largely to the work of the Center for Leadership Development, Crummer has been ranked #1 master's program in the U.S. for leadership and organizational development for the past three years. The recognition is part of HR.com's prestigious Leadership Excellence Awards, which honors the world's top leadership programs.

- The Center for Advanced Entrepreneurship's objective is to educate and connect students and alumni with advanced entrepreneurs. All of the center's faculty have started, purchased or run a successful business. A blend of entrepreneurial faculty and business owners provides students with unprecedented and regular access to learn and closely collaborate with top entrepreneurial minds.
- The Edyth Bush Institute for Philanthropy and Nonprofit Leadership Strengthens nonprofit and philanthropic organizations through education and management support designed to strengthen board governance, enhance the business practices of nonprofit organizations, and expand the influence of the nonprofit sector. Each year the institute offers certificate programs for nonprofit professionals in Nonprofit Management, Leadership Practice, Volunteer Management, Proposal Writing, Fundraising and Development, and more than 100 workshops and events.
- The Crummer Center for Management & Executive Education specializes in management and leadership "soft skills," serving mid- and upper-level managers in organizations of all sizes. Companies like Walt Disney World, Tupperware Brands, Dimension Data-Americas, PFM, and Orlando Health have benefitted from professional training in key areas such as critical thinking, emotional intelligence, team effectiveness, and strategic planning — all skills vital for successful managers and leaders. In addition to custom programming, Crummer works with leaders to deliver facilitated strategy sessions, team building and executive coaching. Crummer also offers certificate programs including the long-running Crummer Certification in Business Management.

Crummer's offerings and approach to management education are governed by the following values: Excellence, Integrity, Innovation, Lifelong Learning, Fiscal Responsibility, Diversity, Impact, and Touchpoint.

<https://crummer.rollins.edu/why-crummer/>

Rollins and Crummer Today

Today, Rollins College and the Crummer Graduate School of Business are poised to build on its past successes and achieve the next level of greatness for the institution. The College presently is actively implementing initiatives to build upon innovation in educational programs and become a national model for engaged

learning, to maximally commit to the academic and post-graduate success of students, and to strengthen its strategic assets and invest in areas essential to prosperity and competitive advantage. For more on the plan's progress, please visit: <http://www.rollins.edu/strategic-planning/index.html>

To Apply

[NES](#), a higher education search firm specializing in enrollment management searches, is assisting the Crummer Graduate School of Business in their search for a Director of Admission. To arrange for a confidential conversation, please contact Catherine Capolupo, catherine.capolupo@nessearches.com, Laura Robinson, laura.robinson@nessearches.com, or Mary Napier, mary.napier@nessearches.com. To apply, please send the following items: 1) a resume, 2) a detailed letter of interest, and 3) contact information for five professional references by email to: rollins@nessearches.com. For assurance of best consideration, please submit application materials no later than March 27. Applications will be reviewed until the position is filled. All applications and nominations will be considered confidential and notice will be given before references are contacted. The Director of Admission is expected to start during the early summer of 2023.

At Rollins, we strive to be responsive, respectful, collaborative, competent, and inclusive in all that we do. Whether serving prospective or current students, alumni, local residents, or our fellow faculty and staff colleagues, these standards define the Rollins service experience.

Rollins is committed to fostering a diverse and inclusive campus community, and the College celebrates the open exchange of ideas within a climate of civility and mutual respect. We view differences—from race and ethnicity to sexual orientation and political perspectives—as rich opportunities for understanding, learning, and growth. to learn more, please click [here](#).

Through its mission, Rollins College is firmly committed to creating a just community that embraces multiculturalism; persons from historically under-represented minority groups are therefore encouraged to apply. Rollins does not discriminate on the basis of sex, disability, race, age, religion, color, national or ethnic origin, ancestry, marital status, veteran status, sexual orientation, gender identity, gender expression, genetic information, physical characteristics, or any other category protected by federal, state, or local law, in its educational programs and activities.

