Case Western Reserve University
Cleveland, Ohio

Director of Recruitment and Strategic Initiatives
Start Date: Spring/Summer 2020
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Case Western Reserve University (CWRU), the top-ranked university in Ohio and one of the top 50 in the nation, announces its search for a Director of Recruitment and Strategic Initiatives.

As the only independent, research-oriented university in a region bounded by Pittsburgh and Rochester to the east, Nashville to the south, and Chicago to the west, CWRU prides itself on helping students think beyond the possible. In research labs, lecture halls, and classrooms, the faculty and students spend each and every day asking — and discovering — how to solve the biggest issues of today and tomorrow.

Interest in and excitement about CWRU is at an all-time high and continues to grow. Over the past nine years, undergraduate applications increased from approximately 7,500 to over 26,000, the admit rate dropped from 70% to 29%, academic qualifications rose, national and international recruitment increased, representation from diverse populations was enhanced, and visitors to campus grew to 25,000. Accordingly, the admission and enrollment team has had to be nimble, adaptable, efficient, creative, and thoughtful in its response to and management of its growth. Contributing to the enrollment team’s success are the strategic and effective efforts of the current Director of Recruitment and Strategic Initiatives, Karen Long. Karen will be retiring late this spring, which provides an exciting opportunity for a dynamic and experienced leader in college admission, communication, and marketing.

The Director of Recruitment and Strategic Initiatives’ primary responsibilities are to oversee strategy and marketing for the division and to design and execute a comprehensive and integrated recruitment plan that achieves the enrollment goals set by University leadership. The Director oversees all

Mission

Case Western Reserve University improves and enriches people’s lives through research that capitalizes on the power of collaboration, and education that dramatically engages our students.

We realize this goal through:
• Scholarship and creative endeavor that draws on all forms of inquiry.
• Learning that is active, creative and continuous.
• Promotion of an inclusive culture of global citizenship.
communication and marketing efforts through a range of methods to engage prospective students and other key audiences. This position reports directly to the Vice President of Enrollment Management and is a part of the enrollment management leadership team, which includes the Vice President of Enrollment Management, Dean of Undergraduate Admission, Director of Financial Aid, and Director of Enrollment Operations. The Director will have an indirect reporting relationship with the Vice President for University Marketing and Communications and Senior Adviser to the President.

In addition, the Director will lead and supervise a highly capable and collaborative Enrollment Management Marketing team, which includes an Associate Director, Assistant Director, and Communications Manager. In the Vice President’s absence, this position will represent enrollment management offices on internal operational and administrative matters and policy-making university committees.

At a Glance

**Founded:** 1826  
**President:** Barbara R. Snyder  
**Students:**  
- 5,383 undergraduates; 6,491 graduate and professional students  
- Students from 50 states and 94 countries  
- 47% White  
- 13% International  
- 36% Students of Color  

**Full-time faculty:** 3,550  
**Student–faculty ratio:** 11:1  
**Majors:** 72 undergraduate majors  
**Most popular field of study (Class of 2018):** Bioengineering and Biomedical Engineering; Mechanical Engineering; Psychology, General; Biology/Biological Sciences, General; and Registered Nursing/Registered Nurse  
**Operating budget (FY 2019):** $1.2 billion  
**Endowment funds (2017):** $1.867 billion  
**Research revenues (all sources, 2017-18):** $408.5 million  
**Full-time undergraduate tuition and fees (2019-20):** $50,450  
**Financial aid:** 50% of full-time undergraduates receive need-based aid; average aid is $30,713  
**Campus size:** 267 acres in Cleveland’s University Circle, and a 400-acre farm in Hunting Valley, Ohio  
**Library holdings:** 4 million volumes  
**Athletics:** NCAA Division III school; with more than 500 students in 19 varsity sports and 4,000 students involved in clubs and intramural sports  
**Mascot:** The Spartans
The University

Case Western Reserve University (CWRU) is a highly selective university located in Cleveland’s dynamic University Circle, a square-mile urban district of cultural, medical, educational, religious, and social service institutions. The University draws more than 5,300 undergraduates and 6,400 graduate and professional students from all 50 states and 94 countries, and is deeply committed to diversity and inclusion of its students and faculty. Its schools and colleges include Engineering, Arts and Sciences, Applied Social Sciences, Nursing, Dentistry, Law, Medicine, and Business. Through the advancement of these thriving disciplines as well as new areas of interdisciplinary excellence, CWRU provides students with the knowledge, skills, and experiences necessary to become leaders in a world characterized by rapid change and increasing interdependence.

The University’s driving goal is to nurture a community of exceptional scholars who are cooperative and collegial, functioning in an atmosphere distinguished by mentoring and inclusion. As a dynamic, forward-thinking university, CWRU pursues distinctive opportunities to build on its special features, including its relationships with world-class health care, cultural, educational, and scientific institutions in University Circle and across greater Cleveland. Recent initiatives include advancing interdisciplinary opportunities in research and education that align the University’s expertise with the world’s most pressing needs; enhancing learning through innovations in teaching, course design, advising, and research; and preparing students for leadership through unparalleled campus and extracurricular experiences.

CWRU has a long list of distinguished alumni in the fields of business, science, technology government, education, arts, and journalism — including 17 Nobel laureates.
All in all, CWRU is a university on the move. It has been named one of the nation’s nine trendiest colleges and ranks seventh nationally for contributing to the common good. Its “Forward Thinking” campaign raised more than $1.5 billion.

**CLEVELAND, OHIO**

Cleveland has character. Ranked as one of the country’s most livable cities — and a particularly great place for young professionals — Cleveland gets high marks for its thriving health care and biotechnology industries, lively arts and cultural scene, low cost of living, four-seasons climate, and wealth of natural resources.

Today, Cleveland’s economy relies on diversified sectors such as manufacturing, financial services, healthcare, and biomedicals. But it is also gaining ground as a high-tech center. The city’s largest employer is the world-renowned Cleveland Clinic, one of the nation’s best hospitals and a cutting-edge center for cancer treatment.

Located on the south shore of Lake Erie, Cleveland is home to Playhouse Square Center, the second largest performing arts center in the United States (behind New York City’s Lincoln Center), and the highly regarded Cleveland Orchestra. Among Case Western Reserve University’s neighbors at University Circle are the Cleveland Museum of Art, a major American art museum with a collection that includes more than 40,000 works, and the Museum of Contemporary Art. Of course, the city is also home to the Rock and Roll Hall of Fame and boasts a number of highly successful professional sports teams, including the Browns, Indians, and Cavaliers.
With its ethnically diverse population, Cleveland is a growing foodie heaven, with one of the nation’s best farm-to-table programs. The Chicago Tribune calls it America’s “hot new dining city.”

Members of the enrollment team hail from around the globe and have lived all over the United States—New York, Chicago, Miami, The Twin Cities, Los Angeles—and consistently cite Cleveland as one of the great benefits of working at CWRU. They appreciate: the accessibility of everything from first-rate cultural and sporting events to great food to outdoor activities; how easy it is to get around; and the area’s genuine and down to earth spirit—“Midwest nice is a real thing!” They love the wide range of neighborhoods—urban, suburban, rural—and note there are affordable options in all environs.

**Primary Responsibilities of and Priorities for the Director of Recruitment and Strategic Initiatives**

The Director of Recruitment and Strategic Initiatives oversees the Enrollment Management Marketing Office and is a key leader in CWRU’s Division of Enrollment Management, which includes offices for undergraduate admission, enrollment operations, and financial aid. The division works closely together, meets regularly, and strives to maintain connection and communication.

As noted previously, there has been tremendous growth and change in the number, diversity, and quality of applications to CWRU in recently years. With aspirations to continue to increase academic, socioeconomic, geographic, and ethnic diversity and selectivity, the enrollment team strives to continue to broaden outreach, innovate, and find efficiencies without compromising on its mission to serve prospective students and their parents effectively, with friendliness, enthusiasm, patience, and respect.
Primary areas of focus and responsibility will include:

- Serving as a thought partner for and collaborator with a highly dynamic, fast-paced, ambitious, and creative enrollment leadership team.
- Leading and supporting a creative, hard working, experienced, and, in the current Director’s words, “magical” marketing team.
- Maintaining close collaboration and partnership with the Vice President for University Marketing and Communications and Senior Adviser to the President.
- Working with outside vendors to develop and distribute dynamic print collateral.
- Overseeing and broadening the University’s strategic messaging.
- Leveraging Slate and its different functions to support communication and enrollment goals.
- Continuing to examine and improve the visitor experience.
- Continually sharing the compelling stories of CWRU and the exciting work, activities, and achievements that are occurring on campus by developing and fostering relationships with colleagues across campus.

**Key Qualities and Qualifications**

Members of the enrollment teams describe their colleagues and themselves as collaborative, strategic, confident, creative, collegial, kind, supportive, hard working, accessible, down to earth, and positive. There is an openness towards creative ideas and calculated risk taking. And, there is also deep respect and support for one’s personal life and balance. These characteristics and culture should resonate with candidates for this position.
• Eight years of experience in admission or a closely-related field required.
• Experience with undergraduate admissions CRM (Slate experience preferred).
• Significant professional work experience in admission with direct experience in undergraduate admission marketing and communication required.
• Working knowledge of print, electronic, and social media production required.
• Working knowledge of website development and maintenance, database management, statistical data interpretation, and application of state-of-the-art information technology as applied to recruitment programs.
• Significant exposure to undergraduate financial aid strongly preferred.
• Sophisticated understanding of enrollment strategies and market and demographic research.
• Strong understanding of the use of technology in recruitment required.
• Outstanding, tactful, and diplomatic interpersonal, written, and oral communication skills.
• Effective organizational, planning, and analytical skills, including the ability to effectively manage and work on multiple projects.
• Knowledge of recruitment strategies, including prospective student management, marketing, and targeted recruitment efforts.
• Sensitivity to economic, cultural, and other differences relating to the challenges of enrolling a diverse student body.
• Proven ability to work in high stress, accountable, deadline driven environment required.
• Ability to operate at both the macro and micro level and to be both “a team player and a coach.”
• Experiences with international travel preferred.
• Bachelor’s degree required, advanced degree preferred; valid driver’s license required.
• Willingness and ability to work nights and weekends (as needed) and to travel domestically and internationally.

TO APPLY

Interested and qualified candidates should reach out to Jennifer Christensen or Tom Marlitt at their earliest convenience and submit electronically, the following materials:

• Cover letter expressing your interest with the specific values and needs of CWRU;
• Current résumé with relevant dates, work experience, and education;
• List of five references (including current supervisor) with name, phone number, and email address of each. References will not be contacted without your permission.

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