

EXECUTIVE SEARCH

Vice President, Enrollment Management



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Institution: Presbyterian College
Role: Vice President, Enrollment Management
Location: Clinton, SC
Reports To: President
Website: presby.edu



OVERVIEW:

Presbyterian College seeks their next Vice President for Enrollment Management to serve as a strategic partner to the President and a member of the President's Cabinet. This leader will guide comprehensive enrollment strategies that support sustainable growth, strong net tuition revenue, and academic quality in alignment with the College's mission.

ABOUT PRESBYTERIAN COLLEGE:

Inspired by the motto, "While We Live, We Serve," Presbyterian College celebrates an enduring culture of academic rigor, honor, and service.

PC is a nationally ranked liberal arts college with three graduate programs that provides students of all faiths, identities, and backgrounds with a transformative education to equip them for impactful careers and empower them to serve as powerful forces for positive change. PC's distinctive approach uses innovative service as a tool of self-discovery, an amplifier of problem-solving skills, and a catalyst of curiosity which is epitomized by the newly developed Center for Inquiry, Research, and Scholarship (CIRAS).

Located in Clinton, South Carolina, Presbyterian College combines academic excellence with a commitment to developing the whole person. Their close-knit community of approximately 1,200 students benefits from small class sizes, personalized attention, and a beautiful historic campus. As a college rooted in the Presbyterian tradition, PC values integrity, service, and the pursuit of knowledge in an environment that



Presbyterian College is committed to creating and maintaining a diverse, inclusive campus community that welcomes and supports

encourages both intellectual growth and character development.

Presbyterian College is where students learn how to make a difference. It's a place where they discover how to identify potential and opportunity in every challenge and develop the skills to take action. Here, students gain the foundation, knowledge, and community to improve the world around them and beyond. That's the power of PC.

TRANSFORMATIVE EDUCATION

A PC degree is more than a pathway to success – it's a commitment to shaping a better world. Its programs foster a deep understanding of the interconnectedness of humanity, empowering students to tap into their unique skills, talents, and passions to uplift others and leave a legacy of lasting change.

At PC, students are empowered to become their best selves, whether they have a clear vision of who they are or if they are still figuring it out. PC's transformative liberal arts education challenges students to think critically, communicate effectively, solve complex problems, and drive deeper connections across multiple fields and industries – all skills that will serve students well throughout their lives and in any career.

PC's interdisciplinary programs are defined by dynamic group discussions, hands-on learning experiences, and a variety of ways to customize each degree to be exactly what students need. With the support of dedicated faculty as mentors and the liberal arts as a guide, students have the freedom to explore their interests, develop essential skills, and forge a unique path.

students, faculty, and staff from all backgrounds.



In addition to their strong academic programs, Presbyterian College offers a vibrant Division I athletics program. Known as the Blue Hose, the College competes in the NCAA Division I Big South Conference, with football participating in the non-scholarship FCS Pioneer Football League since 2021. PC sponsors 19 varsity sports (eight men's, 10 women's, and one co-ed), including basketball, cross country, golf, lacrosse, soccer, tennis, wrestling, baseball, softball, acrobatics & tumbling, and volleyball. The school's mascot is Scotty the Scotsman, and the nickname "Blue Hose" originates from the blue socks worn by early baseball players.

WHY PRESBYTERIAN COLLEGE



ELEVATING
YOUR
EDUCATION



SERVING
OTHERS



PURSUING
YOUR FUTURE



PLAYING TO
WIN



FINDING YOUR
PEOPLE



FEELING AT
HOME

94%

**of Students from the
Class of 2024**

Were employed, continuing their education, serving in the military, or volunteering within six months of graduation.

90+

**Majors, Minors, and
Programs**

Are available to find the path that fuels your passion.

\$27

Million

Is offered by PC in scholarships and financial aid.

12:1

Student-Faculty Ratio

Allows for deeper connections and personalized learning.

PC's greatest strength is empowering students to discover what truly inspires them.

Double majoring and minoring across disciplines, exploring different fields of interest, hearing new perspectives, combining what students love with what they want to learn – all of it is possible at PC. Students can also pursue advanced study through PC's doctoral programs in Physician Assistant Studies, Occupational Therapy, and Pharmacy, which prepare them to serve others with purpose and expertise.

[Explore PC's programs here.](#)

Students come to PC to learn how to make a meaningful difference in the world. Through programs like EPIC Service and the Service Entrepreneurship competition, students are empowered to identify needs and opportunities in their community, then take action with the power of PC behind them.

HISTORY

Presbyterian College was founded in 1880 by the Rev. Dr. William Plumer Jacobs. Jacobs arrived in Clinton, South Carolina in 1864, following the devastation of the Civil War, and he dreamed of building an orphanage in the area.

In October of 1875, Thornwell Orphanage opened its doors to 10 orphaned children. Five years after establishing the orphanage, Jacobs was faced with another challenge: sending those children to a proper college to continue their education. The institution – first called Clinton College – was organized under the ownership and management of local Presbyterians. Clinton College was coeducational from the beginning, and its founding purpose was to educate young men and women from the local area.

Renowned New York City landscape architect Charles Leavitt, Jr. designed PC's 240-acre campus. Unified around a central mall, the campus includes four grassy plazas surrounded by stately red-brick buildings of Georgian and Neoclassical design.



After operating its first 25 years under the sponsorship of the Clinton First Presbyterian Church, PC officially became the Presbyterian College of South Carolina in 1904 with the synod's vote to assume ownership. By 1909, Presbyterian College offered a curriculum leading to a B.A. degree, post-graduate work for the M.A., and a B.S. degree.

POSITION:

The **Vice President, Enrollment Management** reports directly to the President and serves as a member of the President's Cabinet. This senior executive position has strategic responsibility for leading all aspects of enrollment management at Presbyterian College, including undergraduate and graduate admissions, financial aid, recruitment, retention, and student yield strategies. The Vice President for Enrollment Management holds primary accountability for achieving enrollment-driven net tuition revenue targets and works in close partnership with the Vice President of Finance and Administration to align enrollment strategy, financial aid policy, and pricing decisions with institutional sustainability goals. The Vice President provides visionary leadership to develop and implement comprehensive enrollment strategies that ensure sustained positive enrollment growth, optimize net tuition revenue, and maintain high academic standards while supporting the College's mission and strategic objectives. This role requires exceptional strategic thinking, collaborative leadership, commitment to mentoring and developing staff, and deep understanding of enrollment management best practices in the competitive higher education landscape.

POSITION DESCRIPTION:

Strategic Enrollment Leadership and Planning

- Develop and implement comprehensive enrollment management strategies for both undergraduate and graduate programs that align with institutional strategic goals and market dynamics;
- Provide sound, consistent, and strategic direction for all enrollment processes, focusing on sustained positive enrollment and revenue results across all academic programs;
- Think creatively about enrollment strategy while maintaining and continuously improving high academic standards for admission at both undergraduate and graduate levels;
- Guide strategic discussions regarding multiple and often competing enrollment goals including class size, academic quality, net tuition revenue, and student diversity;
- Analyze national and international market dynamics and challenges to provide context and broad perspective for institutional planning.
- Serve as a key partner to the Vice President of Finance and Administration in aligning enrollment strategy with institutional financial planning, including tuition pricing, revenue projections, and long-term sustainability modeling. Support the President in communicating enrollment-related financial strategies and outcomes to the Board of Trustees, as appropriate.

Team Leadership and Organizational Development

- Direct the undergraduate and graduate admissions and financial aid operations as an integrated, high-performing team;
- Recruit, develop, mentor, and inspire professional staff to achieve exceptional performance and career growth, fostering a culture of continuous learning and professional development;

- Champion the critical importance of personal interaction and relationship-building throughout the enrollment process, ensuring staff understand that a genuine human connection is central to successful recruitment and student decision-making;
- Manage and optimize student recruitment processes to meet entering class size, academic quality, and net tuition revenue objectives for all programs;
- Create and sustain a culture of shared ownership of enrollment management across the campus community;
- Educate the campus community about best practices in enrollment management and emerging trends in higher education.

Financial Management and Revenue Optimization

- Manage net tuition revenue targets in close collaboration with the President's Cabinet, especially the Vice President of Finance;
- Provide strategic leadership over institutional financial aid strategy, including discount rate management, aid leveraging, and scholarship optimization, ensuring alignment with enrollment goals, student success outcomes, and long-term financial sustainability. Use data-informed modeling to evaluate the enrollment and financial impact of financial aid policies and recommend adjustments as market conditions evolve.
- Develop and maintain enrollment and net tuition revenue forecasts, including scenario modeling and sensitivity analysis, and communicate risks and opportunities clearly to the President and Cabinet to support timely decision-making.
- Ensure strategic balance among entering class size, financial aid expenditures, tuition pricing, and net tuition revenue goals;
- Assess and evaluate the effectiveness of Presbyterian College's financial aid policies and strategies;
- Determine optimal ways to leverage institutional and other resources to attract a talented, diverse, and engaged student body;
- Develop and implement merit-based scholarship and need-based financial aid strategies that maximize enrollment and revenue outcomes.

Student Success and Retention Focus

- Recruit and enroll students who demonstrate high probability of success and graduation at Presbyterian College;
- Look beyond the entering class composition to focus on graduating class outcomes and long-term student success;

- Collaborate with Academic Affairs and Student Affairs to ensure seamless integration of enrollment and retention strategies;
- Implement data-driven approaches to identify and address factors affecting student persistence and completion;
- Develop innovative programs and initiatives that enhance the student experience from enrollment through graduation.

Faculty and Campus Community Engagement

- Develop meaningful connections and communication channels with faculty members to ensure deep understanding of Presbyterian College's academic programs and culture;
- Create shared understanding among faculty and staff of enrollment challenges, opportunities, and institutional priorities;
- Collaborate effectively with Academic Affairs to align enrollment strategies with curricular development and academic excellence initiatives;
- Foster cross-divisional partnerships that support comprehensive enrollment management objectives;
- Serve as a bridge between enrollment management and the broader academic mission of the College.

Alumni and External Relations

- Coordinate with Alumni Relations to develop connections with alumni and deploy alumni resources as effective extensions of the admissions process; and utilize alumni energy and networks, particularly in securing student enrollment decisions and supporting recruitment efforts;
- Build and maintain relationships with secondary schools, guidance counselors, and educational partners;
- Represent Presbyterian College at professional conferences, educational forums, and industry events;
- Understand and respect Presbyterian College's culture, character, values, and traditions while adapting to changing market conditions.

Data Analysis and Continuous Improvement

- Utilize sophisticated data analytics and enrollment management software to inform strategic decision-making;
- Monitor and evaluate enrollment metrics, market trends, and competitive positioning on an ongoing basis;
- Provide regular reporting to the President and Cabinet on enrollment performance and strategic recommendations;

- Implement best practices in enrollment management while maintaining institutional distinctiveness;
- Lead assessment and evaluation efforts to ensure continuous improvement in enrollment outcomes.

QUALIFICATIONS:

Education and Experience

- Bachelor's degree required; Master's degree or advanced degree preferred;
- Minimum of seven years of substantial experience in comprehensive enrollment management in higher education, including oversight of both undergraduate and graduate admissions programs;
- Demonstrated record of regularly achieving enrollment and net revenue goals and improving institutional enrollment outcomes;
- Proven administrative experience with progressively responsible leadership roles in enrollment management;
- Experience in enrollment management at a private liberal arts institution with an understanding of the unique challenges and opportunities in this setting is preferred.

Strategic Leadership and Management

- Exceptional record of strategic planning and implementation in enrollment management;
- Demonstrated emotional intelligence and ability to manage complex institutional priorities with creativity, clarity, and focus;
- Strong belief in the value of liberal arts education and commitment to Presbyterian College's mission;
- Proven ability to embrace and advance diversity, equity, and inclusion initiatives.

Professional Competencies

- Demonstrated expertise as a strategist in enrollment management with broad understanding of higher education trends;
- Strong motivation to achieve ambitious goals with track record of exceeding performance targets;
- Ability to establish clear directives and manage positive organizational change;
- Exceptional communication skills including ability to listen effectively and speak and write persuasively;
- Business acumen combined with deep understanding of the student experience in enrollment management.

Personal Attributes and Leadership Qualities

- Ability to make difficult decisions while maintaining collaborative leadership style and welcoming personal demeanor;
- Grace under pressure with demonstrated resilience in challenging situations;
- Strong planning skills with attention to detail and ability to manage complex timelines;
- Commitment to the highest ethical standards in admission and financial aid practices;
- Credibility and strong networks among higher education professionals and organizations.

Vision and Innovation

- Imaginative leader with vision and ability to see institutional possibilities and potential;
- Understanding of contemporary marketing principles, enrollment management software systems, and emerging technologies;
- Demonstrated success in building and maintaining effective enrollment management teams;
- Advanced analytical and critical thinking skills with ability to solve complex problems and develop creative solutions.

SENIOR MANAGEMENT:



Anita Olson Gustafson, Ph.D.
President

Anita Olson Gustafson, Ph.D., became the 20th president of Presbyterian College in the fall of 2023. A collaborative leader with roots that run deep throughout the PC community, Dr. Gustafson leads the college with a wealth of experience in higher education and a strong passion for the liberal arts. She is the first female president in PC history.

A passionate advocate for the liberal arts and a proud Blue Hose at heart, Dr. Gustafson brings visionary leadership rooted in nearly two decades of service to Presbyterian College. With a deep belief in the transformative power of liberal arts education, she is boldly shaping PC's future while honoring its rich traditions. Under her leadership, PC is expanding academic programs, championing student success, and strengthening ties with the community. Driven by her commitment to access and excellence, Dr. Gustafson is ensuring that PC remains a place where intellectual discovery sparks purpose, and every student is empowered to lead with character and confidence.

Dr. Gustafson served as the dean of the College of Liberal Arts and Sciences and a professor of history at Mercer University in Macon, Ga. She managed the Mercer's largest academic undergraduate college with nearly 2,000 students. She collaborated with the provost and deans from 11 other university programs, including the Schools of Law, Business, Engineering, Education, Theology, Professional Advancement, Music, Medicine, Pharmacy, Nursing, and Health Professions. In 2018, she worked with faculty to develop and implement a strategic plan for the College of Liberal Arts and Sciences.

During her first 19 years at the PC, Dr. Gustafson worked as both a member of the faculty and as an administrator to deliver a high-quality, student-focused liberal arts program. She served on the president's cabinet for more than two years as interim provost, as well as interim dean of academic programs and history department chair. Dr. Gustafson held several faculty leadership roles at PC, including chair of the Senior Faculty Council and chair of the PC Launch Program for Vocation, Leadership, and Service.

Dr. Gustafson earned her doctorate and master's degrees in history from Northwestern University in Evanston, Ill. She holds a bachelor's degree with majors in economics and Swedish and a minor in history from North Park University in Chicago.

Dr. Gustafson and her husband, Charles, have one son, Karl, who recently graduated from the University of Helsinki with a graduate degree in global sustainability. In her spare time, she enjoys attending sporting events, spending time with family, and reading.

LOCATION:

Clinton, South Carolina is a charming small city located in Laurens County in the Upstate region. Established in 1852 as a railroad hub at the junction of major roads – earning it the early name "Five Points" – it was later named for Henry Clinton Young, a prominent local lawyer. Today it covers roughly 10.4 square miles, has an elevation of about 676 feet, and is home to around 7,633 residents according to the 2020 census. Presbyterian College offers convenient access to major regional destinations – just under an hour from Greenville, about two hours from both the mountains of North Carolina and the South Carolina coast, and within a short drive to Columbia, Charleston, Charlotte, Spartanburg, and Atlanta.

Clinton thrives on its well-preserved historic character: the Clinton Commercial Historic District, anchored around late-19th and early-20th-century buildings, is listed on the National Register of Historic Places. The campus of Presbyterian College and Thornwell form another historic district with beaux-arts and Georgian-style buildings crafted in granite, reflective of the city's deep-rooted architectural heritage.

Education is at the heart of Clinton's identity. Presbyterian College brings youthful energy, cultural events, lectures, and NCAA Division I athletic competitions to the community. Meanwhile, Clinton High School and Middle School have earned statewide acclaim for their robust Science Olympiad programs, with stellar records in competition.

The city offers a warm, vibrant community life. Quaint downtown shops, restaurants, and local boutiques line its historic streets.



Outdoor and cultural amenities include nearby Musgrove Mill State Historic Site, parks, and trails.

Events like Rhythm on the Rails – a city-wide festival of music, crafts, and BBQ – and college-hosted performances bring together residents in celebratory traditions.

Economically, Clinton has its roots in the textile industry, with mills like Clinton Cotton Mill and Lydia Cotton Mill anchoring its growth from the late 1800s until their closures around 2001. The city is now more diversified, with manufacturing, healthcare, and services forming a stable base. The cost of living is notably lower than the national average – around 23% below – making it an attractive option for households.

All told, Clinton presents a blend of historical charm, educational influence, community spirit, and affordable living. Whether you're strolling its brick-and-mortar downtown, attending a college lecture, enjoying a BBQ festival, or simply taking in the Southern hospitality, this Upstate gem offers a forward-thinking balance of past and present.

APPLICATION PROCESS

ZRG Partners has been retained to conduct this search for Presbyterian College. Interested candidates should send a resume and cover letter by Friday March 6, 2026, as two separate PDF files to:

Lori Hemmer
Principal
ZRG Partners
lhemmer@zrgpartners.com

Equal Opportunity Statement

Presbyterian College is an equal opportunity employer committed to diversity and inclusion in all aspects of campus life. They encourage applications from candidates of all backgrounds who share their commitment to academic excellence, personal development, and service to others.

The College provides equal employment opportunities without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or other legally protected characteristics.