

VICE PRESIDENT FOR ENROLLMENT MANAGEMENT & STUDENT SUCCESS

SOUTHEAST MISSOURI STATE UNIVERSITY





THE OPPORTUNITY

Southeast Missouri State University (SEMO), under the leadership of President Brad Hodson, seeks a vice president for Enrollment Management & Student Success (VPEMSS) to lead student recruitment, enrollment, retention, and to champion student success and engagement. This key leader will ensure SEMO's enrollment and student success strategies align with its mission and strategic priorities while fostering meaningful connections with prospective and current students.

SEMO's attractive 328-acre campus is big enough to offer quality programs, yet small enough to offer personal attention. Plus, SEMO has regional campuses at Sikeston and Kennett, so students can get a degree at a location that is most convenient. Founded in 1873, SEMO has five colleges offering more than 200 academic programs in the form of bachelor's, master's and specialist's degrees and 20 certificate programs. The University's annual budget is more than \$150 million, with more than 1,000 faculty and staff members and 9,600 students. Southeast offers a 20:1 student-faculty ratio, and the average class size is 20.

Working in close collaboration with the executive staff and President Hodson, who assumed office as SEMO's 19th President on July 1, 2025, the VPEMSS will join a community energized by new leadership and a forward-thinking strategic planning process.

The next VPEMSS will have the unique opportunity to work collaboratively to facilitate change management while building upon a solid foundation with strong and dedicated leadership team. Those opportunities include: examining the most efficient, effective, and student-centered organizational structure of the Division of Enrollment Management & Student Success; leading the review and revision of the strategic enrollment management plan; and working across the campus community to streamline and focus SEMO's student engagement, retention, persistence, and success efforts.

VICE PRESIDENT OF ENROLLMENT MANAGEMENT & STUDENT SUCCESS



The vice president of Enrollment Management & Student Success (VPEMSS) is SEMO's chief enrollment and student life officer. Reporting to President Hodson, as a member of the executive staff, the VPEMSS leads a division of approximately 130. Direct reports to the VPEMSS include:

- / Executive Administrative Assistant
- / Assistant V.P. for Enrollment Management and Admissions
- / Dean of Students
- / Director of Residence Life
- / Director of Student Services
- / Director of Student Financial Services
- / Executive Director of International Education and Services



The VPEMSS will work collaboratively across the SEMO community to:

- / Create and drive a strategic vision and direction for enrollment management and student success with the greatest potential to improve performance and mobilize the campus community to action; execute continuous enrollment planning striving for a balance of strategies that address program offering (academic and co-curricular), place (location and modality), price and revenue, and promotion (recruitment and marketing).
- / Generate and distribute enrollment trend and market share data in collaboration with Institutional Research; utilize internal and external data to create predictive models of enrollment trends and results; and provide guidance for the use of data to encourage enrollment development throughout the organization.
- / Regularly evaluate the effectiveness and integration of the organization's integrated approach to enrollment marketing, recruitment practices, technologies, and admissions policies to ensure alignment with the strategic goals.
- / Lead cross-functional initiatives to improve business processes, communications, and services that lead to enrollment, retention, and degree completion.
- / Develop and manage the budget for the Division of Enrollment Management and Student Success, ensuring that resources are allocated in a way that achieves the University's goals.
- / Oversee recruitment, management, professional development, and retention of direct reports and auxiliary contracts in the division; and foster a culture of teamwork, innovation, and commitment to mission.
- / Maintain engagement with related national trends, best practices, and emerging enrollment opportunities to help shape continuous improvement of the University's enrollment profile and the success of students.



STRATEGIC OPPORTUNITIES

The VPEMSS will build a best-in-class enrollment services division and strengthen a culture of collaboration and student-centered excellence; establish and implement short and long-range organizational and strategic goals, objectives, policies, and operating procedures; monitor and evaluate programmatic and operational effectiveness; and effect changes required for continued improvement.

Key strategic opportunities include:

/ Cultivate and strengthen relationships with other administrative and academic units, alumni, parents, community, and state partners to improve community relations and advance program development.

/ Ensure that academic units are informed and remain up to date on general admission policies, procedures, trends, and recruiting and marketing activities. Collaborate with deans and colleagues to provide the vision for short- and long-term enrollment goals and effective marketing strategies to optimize enrollment in targeted programs.

/ Enhance an existing integrated marketing and communication plan in partnership with the SEMO's Office of Marketing and Communications for print, electronic, and social media recruiting platforms, using research-based decisions on messaging and delivery mediums.

/ Execute and continually analyze, refine, and manage processes, policies, technologies, and resources dedicated to delivering admission, recruitment activities, student aid, marketing strategies, and student success services to ensure the division is effectively organized to attract students beginning with pre-college initiatives and high-level visit experiences progressing through the student lifecycle.

/ Develop and use existing and emerging technologies to communicate and build relationships with students, families, and secondary school leadership. Leverage the CRM to effectively deliver communications, track engagement, and analyze digital behavior to inform data-driven decisions for the outreach and recruitment of new students.

/ Evaluate and continuously improve the practices of the student enrollment experience, including timely, effective, and positive engagement with students and families throughout their experiences with admissions, financial aid, and academic advising.

QUALIFICATIONS

SEMO's next VPEMSS must possess strong leadership skills, embrace and advance the mission and goals of the university, and bring proven skills in managing enrollment processes, operations, and issues across a complex organization. This position requires a strong knowledge of admission policies and practices, enrollment management trends, financial aid and student lifecycle best practices, and experience managing personnel and budgets. Direct knowledge of recruitment, marketing, financial aid, budgeting, and information systems to promote efficiency are essential.

Key qualifications for the VPEMSS include:

- / At least five (5) years of enrollment management or student services experience – including at least three (3) years of supervisory experience.
- / Demonstrated experience in higher education admissions recruitment or marketing operations for a broad range of students, including traditional undergraduate and graduate, nontraditional, continuing education, transfer and international students.
- / Experience in fiscal management, human resource management, policy development, strategic planning, supervision, conflict management, data-driven decision making, and organizational problem solving.
- / Experience leading organizational planning and management strategy; ability to provide a broad perspective, and think strategically, while balancing policy and practice.

The ideal candidate will also possess:

- / Leadership experience in undergraduate or graduate recruitment, admissions, strategic enrollment management, data analytics, retention, and marketing at an institution of higher education.
- / Deep knowledge of and proficient use of current search strategies, admissions technologies, data analytics tools, predictive modeling, financial aid leveraging tools, and digital recruitment campaigns that yield increases in prospects/inquiries, application/admission, deposit/yield conversion rates as contributing factors toward enrollment growth and health.
- / Demonstrated ability in building an excellent and collaborative team, leadership, supervision, management, selection, performance evaluation, conflict resolution, and problem-solving within the context of a comprehensive college or university admissions and financial aid, and student affairs offices are preferred.
- / Understanding of the enrollment factors and demographic trends driving enrollment of different categories of student populations.





ABOUT SOUTHEAST MISSOURI STATE UNIVERSITY

MISSION

Southeast Missouri State University provides student-centered education and experiential learning with a foundation of liberal arts and sciences, embracing a tradition of access, exceptional teaching, and commitment to student success that significantly contributes to the development of the region and beyond. SEMO is also officially designated as an institution of higher education with a statewide mission in the areas of computer science, cybersecurity, and visual and performing arts.

VISION

Southeast Missouri State University strives to be one of the nation's most academically competitive regional comprehensive universities, recognized for excellence in education, research, engagement, and creativity.

VALUES

STUDENT SUCCESS

Southeast Missouri State University values student-centered education and experiential learning through engaged and adaptive modes in and beyond the classroom in a safe, friendly, supportive environment that offers academic and career achievement for our students.

EXCELLENCE

Southeast Missouri State University values sustained commitment to quality teaching, service, research, and creative activities integrated into impactful academic and co-curricular programs that offer students a transformative educational experience.

ACCESS + DIVERSITY

Southeast Missouri State University values access to high quality, affordable education with a broadly representative student body, faculty, and staff who respect and celebrate a diverse learning community in a global society.

COMMUNITY

Southeast Missouri State University values an engaged campus learning community committed through shared purposes and service; sustained by respect, accountability, and adaptability; and strengthened through collaborative partnerships that extend the expertise and accomplishments of faculty, staff, students, and alumni beyond the campus.



OUR HISTORY

Founded as the Third District Normal School in 1873 with five faculty members and 57 students, the School issued its first four-year diploma in 1877, beginning a proud history of excellence in education.

Seasons come and go, and with them, four institutional name changes dot the history books. Decades of go-getters have descended on SEMO, eager to seize new challenges. No matter the era, the memories made here – Signing the Dome, the Welcome Back Picnic, Late Night Breakfast, Cardiac Hill, the Gum Tree, Homecoming, and Family Weekend -- remain nostalgic reminders of this special place called Southeast Missouri State University.

Fast forward 150 years, and Southeast is a regional comprehensive university with numerous national and international academic accreditations and certifications. Innovative academic programs, a diverse student body, and a statewide mission are preparing students for the digital age, multicultural collaboration, modern workspaces, changing market demands, and emerging careers.



LOCATIONS

CAPE GIRARDEAU MAIN CAMPUS

Southeast Missouri State's main campus is the kind of place people imagine when they think of college. The beautiful campus is an eclectic mix of old and new. Classic limestone buildings blend harmoniously with contemporary structures. Located in Cape Girardeau, the largest city between St. Louis and Memphis, Southeast is a great place to live and learn in a college-friendly community. From the copper dome of Academic Hall to the Gum Tree to Cardiac Hill, SEMO is a university with a rich past and a bright future. The main campus houses most of the University's buildings including all but one of its residence halls. It's 9,600 students are from almost all 50 states and 64 countries.

RIVER CAMPUS

Missouri's only campus dedicated to art, dance, music, and theatre is a very special place. Overlooking the Mississippi River at the River Campus, you'll find classrooms and creative spaces, performance venues, a residence hall, studios, and students, who are all practicing, creating, and perfecting their talents.

SIKESTON CAMPUS

The Sikeston Regional Campus is comprised of one facility which houses classroom, laboratory, administrative, and student space. A variety of full academic programs and general education requirements are available at the campus.

KENNETT CAMPUS

The Kennett Regional Campus was born of a partnership with the city to bring needed higher education opportunities to the community. The facility was purchased and has undergone more than a million-dollar renovation to create classroom, laboratory, administrative, and student spaces. A variety of academic programs and general education requirements are available at the campus.

ABOUT OUR STUDENTS + PROGRAMS

8,099

UNDERGRADUATE

1,587

GRADUATE

ALMOST ALL

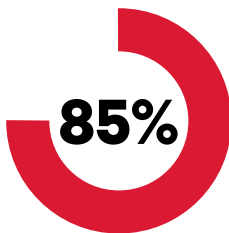
50 STATES

64 COUNTRIES

73% MISSOURI RESIDENTS



OF GRADUATES ARE EMPLOYED OR FURTHERING EDUCATION WITHIN 6 MONTHS OF GRADUATION



OF OUR STUDENTS QUALIFY FOR SCHOLARSHIPS

275

STUDENT ORGANIZATIONS

800

STUDENTS IN A DIRECT STUDENT LEADERSHIP POSITION



15 NCAA DIVISION 1 TEAMS

106 CONFERENCE TITLES

ACADEMIC PROGRAMS

147

UNDERGRADUATE

50

GRADUATE



20:1

STUDENT TO FACULTY RATIO

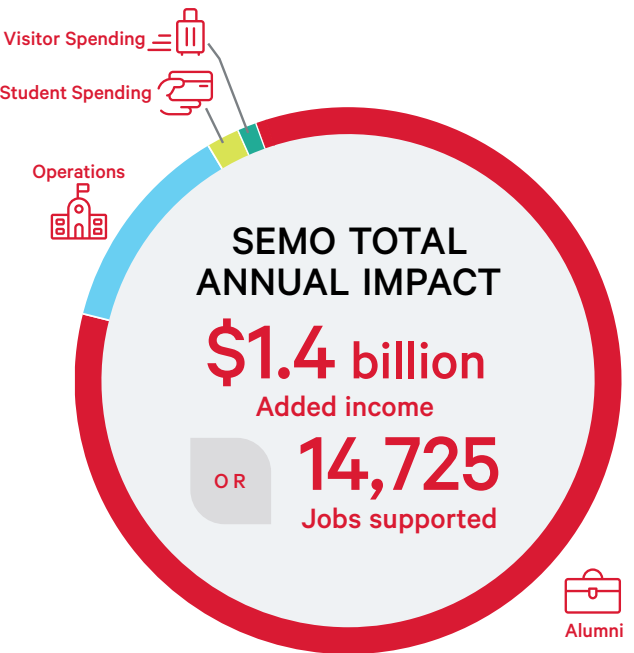
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PROGRAM ACCREDITATIONS

OUR IMPACT

SEMO is an engine for economic growth throughout all Missouri through economic engagement efforts, workforce development initiatives, spending practices, arts and cultural events, and its NCAA Division I athletics program.

Southeast Missouri State University creates a nearly \$1.4 billion impact on the business community and generates a return on investment to its major stakeholder groups—students, taxpayers, and society. The University supports a variety of industries in Missouri, serves state businesses, and benefits society as a whole in Missouri from an expanded economy and improved quality of life.



Results of the analysis reflect fiscal year 2023-24.



ACADEMICS

Southeast Missouri State provides opportunities that propel students forward on their individual paths, so they triumph and are highly accomplished and ready for their future.

Southeast Missouri State University acquires its regional accreditation status from the Higher Learning Commission’s Commission on Institutions of Higher Education. SEMO has 30 accredited programs across its five colleges.

SEMO tuition rates are lower than the national average, while surpassing others on academics, opportunities, and student services. Access is a core value at SEMO, and providing a high-quality, affordable education goes a long way in adhering to it.

Non-resident domestic undergraduate students pay a tuition rate that is the same as the “in-state” rate. Domestic students are American citizens, naturalized U.S. citizens, permanent residents, refugees, or asylees. The same rate is also charged for online students, military and veteran students, spouses, and dependents.

SEMO provides various learning options, and also offers different types of programs to choose from. SEMO also offers a flexible learning experience through a multitude of course modalities to include: biflex, blended, face-to-face, hyflex, online, and webinar courses.



ACADEMIC QUALITY

TOP 30

THEATRE PROGRAM
IN THE NATION

100%

MSN-FNP CERTIFICATION
EXAM PASS RATE

50+

MAJORS IN THE
HEALTH PROFESSIONS

TOP 6%

OF BUSINESS PROGRAMS
IN THE WORLD

98%

SUCCESSFUL CAREER
OUTCOMES RATE

25

TOP PUBLIC SCHOOLS
IN MIDWEST

HOLLAND COLLEGE OF ARTS AND MEDIA BY THE NUMBERS

TOP 30

RANKED THEATRE
PROGRAM NATIONALLY

ONLY

CAMPUS IN MISSOURI
DEDICATED TO ART, DANCE,
MUSIC, AND THEATRE.

1 OF 2

ACCREDITED MASS
MEDIA PROGRAMS
IN MISSOURI

100+

EXHIBITIONS AND
PERFORMANCES A
YEAR



COLLEGES

HOLLAND COLLEGE OF ARTS & MEDIA

The Holland College of Arts and Media, doesn't just prepare students for their careers. We let them do those careers now. Our students are immersed in the careers they want as part of their classes. And, we teach you how to land that career once you graduate.

HARRISON COLLEGE OF BUSINESS & COMPUTING

The College of Business and Computing offers more than 30 undergraduate and graduate programs across four departments in the college, graduating innovative, ethical and collaborative problem solvers. According to US News, SEMO's online Master of Business Administration is ranked third in Missouri. In addition, SEMO's program is affordable and holds the prestigious accreditation from AACSB International.

COLLEGE OF EDUCATION, HEALTH, & HUMAN STUDIES

The College of Education, Health, and Human Studies prepares students to be the professionals who serve communities. Each of our majors is in a high-demand field, so we make sure students are career-ready and ready to answer their calling. We do this through innovation:

- / EDvolution® infuses technology into our curriculum
- / Academic programs designed to give you real-world experience
- / Classroom experiences that complement field experiences

COLLEGE OF HUMANITIES & SOCIAL SCIENCES

The College of Humanities and Social Sciences engages students in the critical workforce skills needed for a professional career. We believe in experiential learning opportunities, study abroad, research and competitions, scholarly pursuits, and meaningful interactions with faculty.

COLLEGE OF STEM

The College of Science, Technology, Engineering, and Mathematics encourages students to be curious and analytical, to work to figure things out and then to use that knowledge to make things better. Hands-on learning is focused on:

- / Research opportunities as an undergraduate
- / Scholarly activity at professional conferences
- / Published research and publications
- / Faculty-led projects and mentorship
- / Networking at professional organizations

SEMO ONLINE

SEMO Online offers more than 50 fully online programs with the same academic rigor as an on-campus program. Students can earn credit for prior experience and graduate with a respected degree from an accredited institution.

GRADUATE STUDIES

Southeast offers 48 masters degrees, three specialist degrees, and graduate certificates in online or in person formats.



CAMPUS LIFE

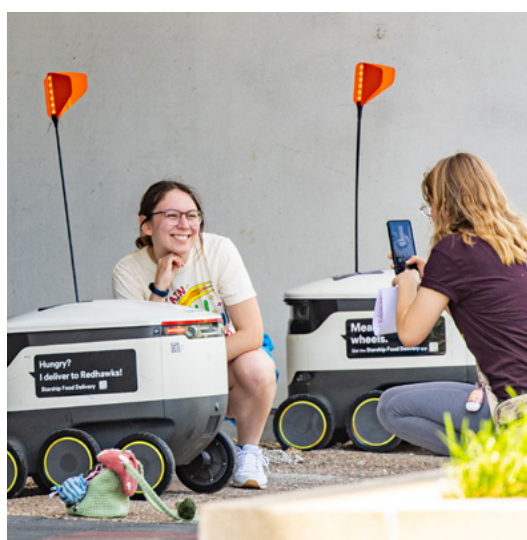
Life at SEMO is shaped not only by the 328 suburban acres we encompass in Cape Girardeau but by the 9,600 students who enroll here. Community thrives in our residence halls, service opportunities, leadership programs, classrooms, and beyond.

We're an industrious bunch at SEMO, not only contributing fresh ideas to our community, but also rolling up our sleeves to make it a better place to live and learn. Southeast Serves offers both one-time and on-going service opportunities that address critical needs in our community.

Join the go-getters, the leaders of tomorrow who seize opportunities and embrace the challenges of today. Leadership programs are a big part of what we do at SEMO, instilling skills and knowledge to stand ahead of the pack.

The University Center is at the heart of life at SEMO, providing an on-campus meeting place for student organizations and support services.

Living on campus at SEMO is an essential part of the college experience. Special Interest Housing Communities were created for students who share similar interests or study in the same academic program to live together, sometimes on the same floor but always in the same building.



ATHLETICS

MASCOT

Rowdy the Redhawk

COLORS

Southeast Red, Rich Black

SEMO Athletics is one of only three Division-I public programs in the state. The Redhawks won the Ohio Valley Conference Commissioner's Cup, awarded to one school in the OVC each school year for competitive excellence, in 2020-21, 2022-23, and 2024-25. Since 2019-2020, every SEMO program has earned at least one conference championship in each athletic program. In 2023-24, the baseball (OVC Tournament), softball (OVC Tournament), women's indoor track & Field, women's outdoor track & field and women's tennis (OVC regular-season) teams all won championships.

Academically, SEMO's Department of Athletics celebrated yet another banner year in 2024-25. The Redhawks broke a department record with a 3.44 spring semester grade point average with every sport closing out the academic year with a 3.0 or higher spring GPA.

Athletic facilities include Abe Stuber Track Complex, Capaha Field, Houck Field House, Houck Field, Show Me Center, Southeast Softball Complex, John C. Bierk Redhawks Tennis Complex, Holcomb Success Center, and Rosengarten Athletic Complex.





ABOUT THE REGION - CAPE GIRARDEAU

Cape Girardeau, located in southeast Missouri, serves as a cultural and economic hub for the region, with a population of around 40,000 residents. This riverside city offers the perfect blend of small-town warmth and metropolitan amenities. Positioned along the Mississippi River, Cape Girardeau boasts breathtaking natural beauty with scenic river views, lush parks, and historic sites. The city provides numerous opportunities for outdoor recreation, including hiking, boating, and fishing, thanks to its abundant green spaces and proximity to the river.

From state fairs to ballet, Cape Girardeau is the place for quality entertainment. The City of Cape Girardeau also maintains 23 individual parks that offer biking, fishing, sports, and other activities. Cape Girardeau is also just 10 miles south of Trail of Tears State Park.

Approximately 115 miles from both St. Louis and Memphis, Cape Girardeau enjoys the benefits of a strategic location, making it easily accessible while retaining its unique charm and affordability. The area is rich in history and culture, featuring a vibrant downtown with a mix of boutique shops, restaurants, and entertainment venues.

The River Campus of Southeast Missouri State University adds to the cultural tapestry, offering performances, galleries, and events that enrich the community. Cape Girardeau is also known for its excellent healthcare facilities, with Mercy Southeast and Saint Francis Medical Center providing top-tier medical services. More information about Cape Girardeau can be found at Visit Cape and the Cape Girardeau Chamber of Commerce.



APPLICATION & NOMINATION PROCESS

The Vice President for Enrollment Management & Student Success Search Committee will begin the review of applications immediately and continue work until an appointment is made. To ensure full consideration, applications should be received by Friday, September 12, 2025, and must include:

- / A letter of interest addressing the strategic objectives and qualifications identified in the profile.
- / A current curriculum vitae; and
- / The contact information (email and phone) for five professional references, including their relationship to the candidate.

Southeast Missouri State University is being assisted by AGB Search. Application materials should be submitted through the AGB Search portal system here: [Vice President for Enrollment Management & Student Success Portal](#).

Please direct nominations and expressions of interest or any questions regarding the application process to semo.vpemss@agbsearch.com or

Matthew J. Kilcoyne
Principal, AGB Search
matt.kilcoyne@agbsearch.com
(202) 253-9846

Tony Pace
Executive Search Consultant, AGB Search
tony.pace@agbsearch.com
(678) 322-7171

Further information about Southeast Missouri State University can be found at semo.edu





One University Plaza, Cape Girardeau, MO 63701

Office Hours: Monday-Friday, 8 a.m. - 5 p.m.

(573) 651-2000

semo.edu