



Vice President for Enrollment Management





Top 100 Public National Universities by US News & World Report | 2026

Stockton University, one of the nation's top public universities and recognized for its commitment to student-centered education, seeks their next Vice President for Enrollment Management. Reporting directly to President Joe Bertolino, the Vice President for Enrollment Management (VPEM) is Stockton's Chief Enrollment Officer and works in close collaboration with the Senior Leadership Team to develop an institutional vision and direction for a strategic enrollment management plan for the University. As a key member of the President's Senior Leadership Team, the VPEM will work in close partnership with stakeholders in Academic Affairs, Student Affairs, Finance, University Advancement, and other divisions to support the University's priorities of student recruitment and retention, student success and engagement, and academic excellence. The VPEM cultivates and strengthens relationships with students, families, alumni, as well as various community partners.

The University

Stockton University is an ambitious public regional undergraduate and graduate comprehensive university with a strong dedication to student belonging and success. Stockton takes seriously its role as an Anchor Institution to strengthen the southern New Jersey region through education, advocacy and action.

With more than 8,500 undergraduate and graduate students and over 700 dedicated faculty members, Stockton offers more than 160 areas of study across seven academic schools, along with continuing education and lifelong learning opportunities. Located one hour from Philadelphia and two hours from New York City, Stockton offers unique living and learning environments throughout southern New Jersey, including the 1,600-acre Galloway campus in the Pinelands National Reserve, and Stockton University Atlantic City, located just steps from the beach and boardwalk.

More about Stockton University is available later in this document and at stockton.edu.



“Best Colleges” for the Northeast Region by Princeton Review | 2026


The Division

The VPEM leads a staff of approximately 130 team members, with the Director of Admissions, Director of Graduate Admission, Director of Financial Aid, and Director of College Bound/GEAR UP reporting directly to the Vice President. The VPEM leads a robust constellation of additional staff, whose areas of expertise are critical to core functions of admissions and financial aid services that contribute to the holistic student experience. A supportive team builder who leads with transparency, integrity, and authenticity, the VPEM instills accountability in those who serve the division, and will be guided by Stockton’s Ethic of Care, which emphasizes dignity, respect, kindness, compassion, and civility within the University community.

The Leader

Leading and providing a strategic direction for the division is essential to the health of Stockton’s present and future. The VPEM will establish a premier enrollment services division and foster a culture of collaboration and student-centered excellence. Keys to success include developing, implementing, and assessing programmatic and operational effectiveness. The VPEM will play a critical role in strengthening enrollment operations, data management practices, and providing clear insights into New Jersey, the region and Stockton’s enrollment trends to guide strategy development and strategic decision-making.

Stockton’s next VPEM will possess diverse skills and experiences as a senior leader in a complex organization. The position requires a strong understanding of Stockton’s academic mission, admission policies and practices, enrollment management trends, financial aid, best practices for the student lifecycle, as well as experience in managing personnel and budgets. Demonstrable knowledge and success in the areas of recruitment, marketing, financial aid, budgeting, and information systems is essential.



8,631
undergraduate and
graduate students | Fall 2024

Strategic Opportunities

- Build capacity, advance innovation, adapt the University's value proposition and comprehensive approach to marketing, recruitment practices, technologies, admission processes and procedures to ensure alignment with strategic objectives. Expand market share, improve new student yield rates and achieve enrollment targets.
- Drive a vision and strategic direction for enrollment management with the greatest potential to improve performance and mobilize the campus community to action; execute continuous enrollment planning; and strive for a balance of strategies that address market-demand programs for undergraduate, graduate, transfer, international, and non-traditional students.
- Develop, implement, and assess a comprehensive enrollment management plan that will include prospect development, tailored recruitment and retention strategies, institutional



aid leveraging, and net revenue projections. Foster the use of data analytics, predictive modeling, behavior tracking, and data-based prospect development to shape strategy across the enrollment lifecycle in a highly competitive market.

- Provide leadership and planning to build upon the historical successes in retention and graduation outcomes in close partnership with the Provost, Deans, faculty, and staff. Strategize with Academic Affairs in forecasting enrollment patterns and optimize scheduling, as well as strengthening partnerships with the P-12 sector and community colleges.
- Innovate, collaborate, and strategize in the alignment of enrollment and student experience efforts with emerging academic programs and opportunities that advance Stockton's new strategic plan.



160+
areas
of study



Transfer Honor Roll by Phi Theta Kappa Honor Society | 2021-2025

- Assess and continuously improve the practices of the student enrollment experience, including timely, effective, and positive engagement with students and families throughout their experiences with admission, financial aid, advising, residential life and other onboarding experiences.
- Partner strategically with the Senior Vice President for Administration and Finance to align recruitment, retention, student success (as measured by post-degree outcomes), and financial aid optimization to ensure that the enrollment management plan supports the institution's long-term fiscal health.
- Review and modify as appropriate the existing integrated marketing and communication plan in partnership with Stockton's internal communications and marketing team as well as external partners for print, electronic, and social media recruiting platforms, using research-based decisions on messaging and delivery mediums.
- Develop current and emerging technologies to communicate effectively and foster relationships with students, families, and secondary school leadership. Leverage the CRM (currently Slate®) to effectively deliver communications, track engagement, and analyze digital behavior to make data-informed decisions for the outreach and recruitment of new students.
- Champion Stockton University with energy and enthusiasm to multiple constituencies in the community, advocating for the rich academic mission and excellent student-centered experience with prospective students and families, school systems, community colleges, alumni, and donors – and create broader visibility for the university at regional and national professional meetings and higher education conferences.



“Best for Vets” by
Military Times | 2025

Desired Leadership Qualifications and Qualities

- Master’s degree in Higher Education Administration, Educational Leadership, Organizational Leadership, Business Administration, or relevant academic discipline from an accredited institution is required; Ph.D. or Ed.D. in Organizational Leadership, Higher Education Policy, or relevant academic discipline preferred.
- A record of building effective teams, promoting open dialogue, maintaining respectful communication, modeling authenticity, careful listening, and concern for others. Excellent interpersonal and communication skills with a broad range of university and community stakeholders.





STOCKTON ATLANTIC CITY



KRAMER HALL IN HAMMONTON, NJ



STOCKTON AT MANAHAWKIN, NJ



GALLOWAY, NJ

- A proven record of collaborative leadership, working with the President, senior leaders, among other critical stakeholders; ability to report on admissions strategies, enrollment trends, financial aid policies, and recruiting practices to institutional stakeholders, including the Board of Trustees, academic deans, faculty, and staff.
- Proven senior leader committed to student-focused and transformative education in an inclusive and vibrant community of undergraduate, graduate, transfer, international, athletes, and non-traditional students.
- Demonstrated success in navigating enrollment challenges in our current higher education landscape, with a deep understanding of complex demographic trends and rapidly changing market needs of students.
- Experience in higher education branding and marketing for a broad range of students, budgeting, enrollment modeling, forecasting, and achieving enrollment goals in the framework of strategic decision-making. A track record of inspiring change and building consensus when appropriate as a senior executive while adept at making decisions independently when necessary.
- Successful experience in human resources management, supervision, conflict management, fiscal management, policy development, strategic planning, and problem-solving. Skilled in financial reporting and transparent budgeting, linking expenditures to outcomes and assessing recruitment and financial aid effectiveness

- Preferred qualifications include at least seven years of progressive higher education leadership experience, specifically in Enrollment Management with supervisory responsibilities. Three years' experience in senior leadership is preferred at an institution of comparable scope and complexity. Experience in a collective bargaining environment is preferred.



17:1 student
faculty ratio



Stockton is a **Division III member** of the **National Collegiate Athletic Association** and competes in the **New Jersey Athletic Conference**

About Stockton

Founded in 1969, Stockton University is ranked among the top public universities in the U.S. with more than 160 undergraduate and graduate areas of study, as well as continuing education opportunities. Stockton is committed to the positive development of southern New Jersey through scholarship and creative activity, civic engagement, and active stewardship.

Stockton combines the academic, technological, and cultural advantages of a large institution with the community spirit of a small liberal arts college. As a public university, Stockton provides an environment for excellence to a diverse student body through an interdisciplinary approach to liberal arts, the sciences, and professional education. Stockton's approach to learning provides students with a diverse, high-quality education and empowers them for fulfilling careers and meaningful lives while contributing to the social and economic vitality of the region. Stockton prides itself on its commitment to student learning, innovative programs, technology-enhanced academics and active co-curricular, high impact practices, including student research, education abroad, internships and service-learning.

The University, one hour from Philadelphia and two hours from New York City, offers unique living and learning environments throughout southern New Jersey, including the 1,600-acre Galloway campus in the Pinelands National Reserve and Stockton University Atlantic City, located on the Boardwalk, just steps from the beach. Additional locations include Hammonton and Manahawkin.

at a glance

- 1969** – Founded
- 1970** – Ground Broken at Galloway campus
- 1973** – First graduating class
- 1975** – Accredited by Middle States
- 1976** – Performing Arts Center opened
- 1990** – Holocaust Resource Center opened
- 1993** – Name changed to “The Richard Stockton College of New Jersey”
- 1995** – Dedication of the expanded and renovated library
- 1996** – Opening of Arts & Sciences building
- 1997** – New Jersey State Commission on Higher Education authorized additional graduate programs on an incremental basis
- 1997** – Formation of Education Technology Training Center
- 1997** – Awarded first graduate degree in physical therapy
- 1999** – Offered the nation's first master's degree in Holocaust and Genocide Studies
- 2000** – Opening of Sports Center
- 2007** – School of Education and School of Business created
- 2007** – William J. Hughes Center for Public Policy established
- 2008** – School of Health Sciences organized
- 2008** – Awarded first doctoral degree in Physical Therapy (DPT)



91% of Stockton professors hold the highest degree in their field

- 2010 – Established relationship with Noyes Museum
- 2011 – Campus Center opened
- 2011 – Celebrated 40 years of teaching and scholarship
- 2013 – Dedicated \$39.5 million Unified Science Center
- 2013 – Satellite campus in Hammonton opened
- 2015 – Official designation and name changed to Stockton University
- 2015 – Academic Quad expansion begins
- 2016 – School of Business received AACSB Accreditation
- 2017 – Ground broken for Stockton University Atlantic City
- 2017 – Ground broken for first building of Stockton Aviation Research & Technology Park
- 2018 – Stockton expands Manahawkin location
- 2018 – Ribbon-Cutting for Two New Science Buildings in Galloway Academic Quad
- 2018 – Atlantic City Creates University District Around Stockton University Atlantic City and ribbon-cutting ceremony is held for the new residential campus on the Boardwalk
- 2019 – The University strengthens its partnerships with community colleges across the state through the new transfer pathways program, which provides students with alternate routes to earning a Stockton degree
- 2020 – Ground broken for Stockton University Atlantic City Phase II
- 2021 – Stockton celebrates its 50th anniversary of teaching
- 2022 – Accreditation reaffirmed by Middle States
- 2023 – Multicultural Center opens
- 2023 – Ribbon-cutting ceremony for Parkview Hall, the second residence hall in Atlantic City
- 2024 – The Inauguration of President Joe Bertolino

The University is organized into the following schools:

School of Arts & Humanities

School of Business

School of Education

The William T. Daly School of General Studies

School of Health Sciences

School of Natural Sciences & Mathematics

School of Social & Behavioral Sciences

Academic Degrees offered: B.A., B.F.A. (Bachelor of Fine Arts), B.S.N. (Bachelor of Science in Nursing), B.S., M.A., MBA, M.S., M.S.W. (Master of Science in Social Work), P.S.M. (Professional Science Master's in Environmental Science) D.P.T. (Doctor of Physical Therapy) and LEAD (Doctor of Education Ed.D. in Organizational Leadership)

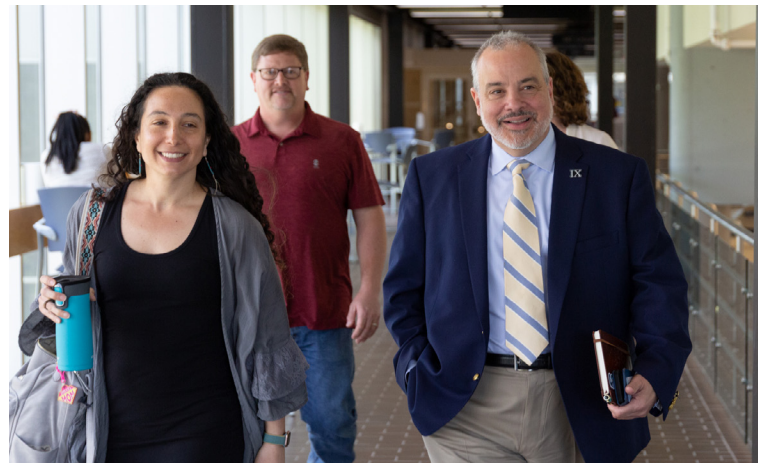
Learn more about Stockton's history.



University President

Dr. Joe Bertolino serves as Stockton's sixth president, beginning his tenure in July 2023. President Joe, as he is affectionately known, has been a social justice educator for more than 30 years and is passionate about student success and access to higher education. Educated as a social worker, President Joe leads with an Ethic of Care, treating all community members with dignity, respect, kindness, compassion and civility.

President Joe's priorities since joining Stockton include developing the university's next Strategic Plan, securing and elevating academic leadership, and determining the next steps for Stockton University Atlantic City.



Leading an Anchor Institution in southern New Jersey, President Joe is committed to being in and of the community. He leads collaborations with partners in the community to make a positive impact on the region. President Joe champions the Stockton approach to higher education, which includes a focus on civic engagement, developing students to be leaders in their community through service-learning, social justice and other experiential learning opportunities.

[Learn more about Stockton University's Leadership.](#)

Procedure for Candidacy

Review of applications will begin in October and will continue until a new Vice President for Enrollment Management is appointed. **To ensure full consideration by the Stockton University Search Committee, applicants should apply by November 1, 2025.**

Interested applicants should submit:

- A letter of interest stating how the candidate's experiences and qualifications connect with the desired leadership attributes and themes stated in the profile;
- Curriculum vitae/résumé; and
- Five professional references with email addresses and telephone numbers. *References will not be contacted without prior authorization from the candidate.*

All application materials will be received in full confidence and should be submitted electronically in PDF format through the AGB Search portal system at: [Stockton University VPEN](#)

Questions regarding the application process should be directed to Stockton-VPEN@agbsearch.com.

Nominations and Confidential Inquiries should be directed to:

Tamara Jhashi, Ph.D., Executive Search Consultant

tamara.jhashi@agbsearch.com | (248) 821-4766

Tony Pace, Executive Search Consultant

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Additional information about Stockton University may be found at www.stockton.edu.

Stockton University values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other status protected by law.