



**MERCYHURST**  
UNIVERSITY

# VICE PRESIDENT FOR ENROLLMENT

*“Institutions, both great and small, are expressions of the best efforts of the human spirit. They spring, like hope, eternal from the human heart.”*

**Sister Eustace Taylor, RSM**

## THE OPPORTUNITY

The **Mercyhurst University** community and President Kathleen Getz seek a Vice President for Enrollment to champion student recruitment, foster thoughtful growth, and advance academic excellence in an inclusive learning environment through strategic enrollment efforts. This key leader will ensure enrollment strategies align with Mercyhurst’s mission and values, while fostering meaningful connections for prospective students.

As a member of the President’s Cabinet, the Vice President for Enrollment collaborates with university constituencies to evaluate and implement the university’s recruitment and admissions initiatives. The incumbent provides direction and expertise regarding student enrollment and its connection to financial aid, marketing, and retention. The incumbent is responsible for developing and supervising the undergraduate and graduate admissions staff using best practices and implementing effective strategies to maximize campus resources and achieve enrollment goals.

Working closely with the President, Cabinet, and Deans, the Vice President for Enrollment will identify, explore, evaluate, and coordinate campus-wide efforts to maximize net tuition revenue, while increasing the quality and diversity of the undergraduate student body.



# MERCYHURST UNIVERSITY

## OVERVIEW

Mercyhurst University is an accredited, not-for-profit, four-year, Catholic liberal arts institution. Originally founded as Mercyhurst College by the Sisters of Mercy in 1926, the University was chartered in 1928, enrolled its first coeducational class in 1969, and opened its first graduate program in 1978. Mercyhurst is classified as Master's College & University: Medium Program by the Carnegie Classification system. Mercyhurst Dungarvan in Ireland serves as an instructional site.

The Religious Sisters of Mercy were founded by Mother Catherine McAuley in Dublin, Ireland. In addition to the three vows common to all organizations of religious women, the Sisters of Mercy take a fourth vow of service to those who are poor, sick, and uneducated; this commitment to service has always been central to the mission and values of Mercyhurst University. A Mercyhurst education engages students for life and creates leaders in justice and service.

Located in Erie, Pennsylvania, overlooking Lake Erie, our beautiful 75-acre campus enjoys the advantages of a suburban setting while being only minutes from downtown Erie. The largest city in northwestern Pennsylvania, and fifth largest city overall in the commonwealth of Pennsylvania, Erie is approximately equidistant from Pittsburgh, Cleveland, and Buffalo. Erie is a city with small-town personality and big opportunities. Mercyhurst is a short ride away from stunning Presque Isle State Park, many charming shopping and eating establishments, and captivating arts and cultural experiences. Plenty of vibrant local events, including festivals, fairs, and live music take place year-round.





# MISSION & VISION

## MISSION STATEMENT

*Consistent with its Catholic identity and Mercy heritage, Mercyhurst University educates diverse persons in a culture where faith and reason flourish together, where the beauty and power of the liberal arts combine with an appreciation for the dignity of work and a commitment to serving others. Confident in the strength of its student-faculty bonds, the University community is inspired by the image of students whose choices, in life and work, will enable them to realize the human and spiritual values embedded in everyday realities and to exercise leadership in service toward a just world.*

## VISION STATEMENT

Mercyhurst University seeks to be a leading higher educational institution that integrates excellence in the liberal arts, professional and career-path programs, and service to regional and world communities.

## CORE VALUES

Mercyhurst is:

**Socially Merciful:** Mercy restores human dignity, expands our social relations, and empowers us to reach out in compassion to others.

**Globally Responsible:** Globalization challenges us to learn how to steward the resources of the Earth wisely and to act in solidarity with its diverse peoples.

**Compassionately Hospitable:** Mercy hospitality begins with self-acceptance, welcomes peoples of different faith, ethnic, and cultural traditions, and thus builds communities that transcend mere tolerance.

**Intellectually Creative:** Generous, inquiring, and critical habits of mind, which support the aspirations for excellence manifested within the academic community, encourage us in our lifelong search for what is true, good, and beautiful.

**Reflectively Aware:** Our Christian environment encourages self-reflection and contemplation of human behavior, promotes balance of mind, body, and spirit, and offers the opportunity to develop a moral compass for a life of integrity.



# NATIONAL RECOGNITION

Mercyhurst University stands out nationally, with hard-working, dedicated students and stellar, innovative programs.

- The Autism Initiative at Mercyhurst (AIM) is among the top college programs for students on the autism spectrum, according to the American Autism Association, Great Value Colleges, and Applied Behavior Analysis Programs Guide.
- College Choice ranks Mercyhurst among the top 50 disability-friendly colleges and universities.
- AIM is recommended by College Autism Network, Autism Speaks, College Autism Spectrum, CollegeXpress, Saving For College, and Think College.
- Mercyhurst earned recognition from the Colleges of Distinction in 2024-25 for best Pennsylvania, Catholic, Business, Education, Nursing, Career Development, and Military Support College.
- The Mercyhurst Graphic Design Program is ranked #4 nationwide by CollegeChoice.
- Mercyhurst is designated a Purple Heart University by the Military Order of the Purple Heart for its services and programming for veterans and their families.
- Mercyhurst became the first school in Pennsylvania to establish a college Stunt team in 2023.
- Student Training & Education in Public Schools (STEPS) ranks Mercyhurst 25th among the top 50 schools nationwide for its online Cyber Security master's degree program, placing Mercyhurst alongside only 13 percent of colleges and universities in the U.S. for the 2024 academic year.
- In its 2025 Best Colleges report, U.S. News & World Report ranks Mercyhurst among the Best Regional Universities in the North, Best Value Schools, Best Colleges for Veterans, and one of the nation's Top Performers on Social Mobility.
- Mercyhurst's Chi Epsilon chapter of Pi Sigma Alpha, the National Political Science Honors Society, earned a Best Chapter Award for 2021-22.
- Mercyhurst Athletics consistently receives academic recognition, proving commitment to excellence both in the classroom and in sports. For the 2023-34 academic year, Mercyhurst achieved the highest institutional average GPA in the Pennsylvania State Athletic Conference, with a 3.518 combined GPA across 17 Laker teams. Seven Mercyhurst University teams were recognized for conference-high GPAs.





# ACADEMIC EXCELLENCE

Mercyhurst University provides students with a transformational educational experience at a competitive cost in a beautiful and safe residential community. The university offers signature academic programs that enable students to develop competitive job skills in high-demand areas. At the same time, Mercyhurst teaches students how to become grounded, mature adults who communicate effectively, solve problems creatively, and demonstrate resilience in the face of adversity. Mercyhurst helps students develop a value system grounded in the Mercy mission that gives them an awareness of our interdependent world and instills in them a desire to engage in their communities.

Consistent with the tradition of the institution, Mercyhurst University provides each student with an education grounded in the liberal arts. Along with this foundation in the liberal arts, the university offers signature academic programs that enable students to develop competitive job skills in high-demand areas.

The university furnishes students with the knowledge and skills necessary for lasting success in a career and for making meaningful contributions to society. In addition to a variety of undergraduate programs, the university offers graduate programs leading to a Master of Science degree, including Forensic and Biological Anthropology, Applied Intelligence, Athletic Training, Criminal Justice Administration, Cyber Security, Data Science, Integrative Nursing Leadership, Organizational Leadership, Physician Assistant Studies, Secondary Education, Special Education, and Teaching Excellence.

## ACADEMIC STRUCTURE

University's academics are organized into seven schools. The schools house the academic departments and programs of Mercyhurst University, offering more than 57 undergraduate majors, 17 graduate degree programs, as well as eight graduate certificate programs, and associate-level degrees.

The Schools of Mercyhurst University are:

- School of Arts
- School of Business & Applied Business
- School of Health Professions
- School of the Humanities
- School of Intelligence Studies, Computing, and Global Politics
- School of Natural Sciences
- School of Social & Behavioral Sciences



## ACADEMIC VISION STATEMENT

A Mercyhurst education prepares students for success in high-demand jobs while providing them with the knowledge, skills, and attitudes to live better, fuller, richer lives. Our students learn to appreciate art and culture, value the interconnectedness of the human experience, serve others to improve the well-being of communities, and show resilience in the face of adversity.

## ACADEMIC MISSION

Grounded in the core values of the Mercy Mission, a Mercyhurst education provides students with a transformational academic experience that:

- Demonstrates the compatibility of faith and reason
- Challenges mindsets and assumptions
- Enables critical thinking and problem-solving
- Encourages curiosity and creative inquiry
- Cultivates an appreciation of art and culture
- Ignites community awareness and engagement
- Instills resilience in the face of challenges

## MISSION-FOCUSED FACULTY

Mercyhurst University is – first and foremost – a teaching university that strives to be a national model for teaching excellence, innovative pedagogy, service learning, and experiential learning through strong faculty-student interactions, mentorship, and engagement.

Mercyhurst's 123 full-time faculty members recognize their essential role in creating and sustaining the intellectual health of the university. Its members assert and embrace their fundamental responsibility to fulfill their teaching, scholarly, mentoring, and advising duties to the students. Mercyhurst faculty members commit themselves, with mind, heart, body, and resources, to the discovery and elucidation of knowledge and the sharing of that process and its products with students without prejudice.

As professionals employed at an institution founded by the Sisters of Mercy, Mercyhurst faculty members hold themselves to the highest ethical standards. As dedicated teachers and scholars, they uphold the imperatives of their disciplines and commit themselves to offering students the best preparation to take their rightful place in their chosen professions.

## ACADEMIC GOALS

All students who receive a Mercyhurst education will:

- Develop hands-on career skills and knowledge
- Participate in innovative learning opportunities built on the liberal arts tradition
- Collaborate closely with and be mentored by faculty
- Learn organizational and time management skills
- Work with others and learn to communicate effectively
- Participate in service learning and civic engagement
- Remain resilient in the face of challenges
- See the world differently



# STUDENT ENGAGEMENT & SUCCESS

Mercyhurst's approximately 2,700 students include 2,300 undergraduate and 400 graduate students.

## A TRANSFORMATIVE EDUCATION

The Mercyhurst community ensures the college experience is more than another transactional step along the way. A student's time is spent discussing new ideas, establishing friendships, growing as a leader, and being encouraged to realize one's full potential.

## ENGAGED FACULTY

Faculty ensure that Mercyhurst students discover opportunities to conduct fieldwork, travel abroad, and collaborate on research and other projects alongside faculty and peers. With a 14-to-1 student-to-faculty ratio, the university's faculty are valued resources and mentors.

## LIBERAL ARTS TRADITION

Mercyhurst's flexible curriculum of liberal arts and science courses provides students opportunities for meaningful collaborations and discussions across disciplines, as they build critical thinking skills and form connections in new and exciting ways.

## GROW THROUGH EXPERIENCE

Mercyhurst values "hands-on" education and the application of knowledge, allowing students to gain valuable experience through participation in a wide variety of community service, internship, study abroad, fieldwork, and faculty-led research opportunities.

## DYNAMIC CAMPUS COMMUNITY

There's always something to do at Mercyhurst. With more than 70 clubs and organizations, 30 athletic teams, and a rich array of cultural and performing arts events, students can find their place in the Mercyhurst community.

## EDUCATION WITH VALUE

A Mercyhurst education is a valuable investment in one's future. The university community strives to make a Mercyhurst education accessible and affordable for everyone and is often recognized for the quality of its financial aid services.

## TRADITION AND INNOVATION

Celebrated traditions allow students to engage with Mercyhurst's history and build camaraderie. The campus community prides itself in cutting-edge innovations in academic programming, as well as labs and learning spaces equipped with the latest technology.



# ATHLETIC SUCCESS

The Mercyhurst University intercollegiate athletics program reflects an institutional commitment to excellence by offering a wide range of programs for all students.

Mercyhurst offers 30 varsity-level sports, with the Lakers fielding teams in 16 women's sports and 14 men's sports. All 30 programs compete at the NCAA Division I level in the Northeast Conference.

## MISSION STATEMENT

Through its sponsorship of athletic programs and educational opportunities for young men and women, Mercyhurst's top priority is the student-athlete experience. Its guiding principles are:

- Be an athletic program widely recognized for competitive and operational excellence.
- Serve as a leading source of institutional pride while advancing the mission of the institution.



# LEADERSHIP

## PRESIDENT

Dr. Kathleen A. Getz is the 13th president of Mercyhurst University, assuming the office on July 12, 2021. A mission-driven servant leader with 18 years of senior experience in major business schools, including 10 years at Catholic universities, President Getz's tenure marks the first time a woman has led Mercyhurst in nearly 50 years — since the 1963-1972 tenure of Sister Carolyn Herrmann, RSM, Ph.D.

Getz's tenure has been marked by celebrating tradition while responding innovatively to challenge and change. She has supported the continued success of niche programs including Intelligence Studies, Cyber Security, Data Science, and studies in AI. She has also recommitted the university to serving the underserved, a longstanding mission of the founding Sisters of Mercy. A prominent example is the launch of the Brad McGarry Center for Neurodiversity and its Autism Initiative at Mercyhurst. Getz was also the catalyst behind Mercyhurst Athletics advancing to Division I status in 2024.

Getz previously served as the dean of the Sellinger School of Business and Management at Loyola University Maryland. Getz earned a B.S. in Human Development from Pennsylvania State University, an MBA from Gannon University, and a Ph.D. in Business Environment and Public Policy from the University of Pittsburgh.



# THE VICE PRESIDENT FOR ENROLLMENT

## OVERVIEW

The Vice President for Enrollment serves as a member of the President's Cabinet and serves as the institution's chief enrollment and financial aid officer. The Vice President for Enrollment will be a leader who can motivate and manage staff, who is committed to academic excellence, and who can develop and implement innovative enrollment strategies to involve the entire college community.

Direct reports to the Vice President for Enrollment include:

- Executive Director for Admissions
- Executive Director for Strategic and Operational Enrollment Initiatives
- Director of Student Financial Services
- Director of Marketing and Brand Management
- Executive Director of Public Relations
- Systems and Business Process Manager

## DUTIES & RESPONSIBILITIES

- Provides leadership, supervision, and direction for Undergraduate Admissions, Graduate & Professional Admissions, International Student Office, Student Financial Services, Public Relations, Veterans Affairs, and Marketing and Brand Management.
- Develops and implements strategies to reach institutional enrollment, tuition discount, and new student revenue goals.
- Manages the division budget and makes changes as needed to maximize effectiveness.
- Expected to be an effective communicator with diverse audiences, including prospective students, their parents, high school representatives and administrators, adult learners, international students, distance-learning students, graduate students, alumni, faculty, and staff within the entire university community.
- Provides leadership for the marketing office to maintain high standards while developing new initiatives targeted toward increasing institutional image and outreach.
- Has a key role in integrated marketing and strategic planning efforts and communicates regularly with the college community on enrollment management initiatives, progress, and results.
- Acts as an advisor to the President in all enrollment management matters, serves as a member of the President's Cabinet, and other administrative committees as assigned by the President.
- Serves on selected campus committees geared toward enrollment, retention, student life, and marketing initiatives.
- Recruits, hires, trains, motivates, and develops staff in all areas of the department.

## STRATEGIC OPPORTUNITIES

Key strategic opportunities for the next Vice President for Enrollment include:

### **Strategic Marketing:**

- Build on the growing opportunity as a new member of Division I athletics.
- Potential for realigned market-friendly Engagement Centers that focus on real-world training.

### **Financial Aid Leveraging:**

- Leverage financial aid awarding and pricing strategies to support enrollment goals.
- Partner with senior leadership, the Department of Finance, Athletics, and vendors to establish achievable enrollment goals. Also balance institutional priorities across net tuition, discount rate, headcount, and profile goals at the undergraduate and graduate levels.

### **Enhancing Recruitment Strategies:**

- Partner Marketing and Admissions with Athletics to build on the energy around campus, transitioning all sports to Division I.
- Develop and implement innovative recruitment strategies to attract a diverse and talented student body from new markets.

### **Engaged Deans/Faculty:**

- Harness strong relationship with the academy to perform academic program reviews and capitalize on faculty accountability regarding achieving strategic enrollment goals.

### **Support and leverage a strong, high-functioning team:**

- Capitalize on the strengths of the Enrollment team, all of whom are highly capable experts in their fields, conscientious about their work. The strength of this team will enable the V.P. for Enrollment to work at the strategic level and prioritize relationship development within the university community.
- The V.P. for Enrollment will provide leadership that allows the team to shift and adapt and will ensure their resources are ample and used effectively.

## **QUALIFICATIONS**

Key qualifications for the next Vice President for Enrollment include:

### **A thorough understanding of enrollment management concepts:**

- Substantial experience in the fields of admissions, financial aid, and marketing at a private, tuition-driven university.
- Evidence of engagement with today's most pressing issues in enrollment management and national trends, an understanding of domestic and international markets, and the ability to anticipate emerging opportunities and challenges.
- Experience managing the complex interplay of marketing strategies, enrollment targets, tuition pricing, and net revenue goals. Strong understanding of leveraging financial aid and scholarships and managing discount rates to maximize enrollment.

### **Proven effectiveness and expertise in enrollment and change management:**

- Understanding the role of admissions in strategic enrollment management is essential. It is important to recognize how admissions and recruitment intersect with other functions across the university.
- Additionally, a comprehensive understanding of student retention is crucial. This includes the impact of recruitment and onboarding practices, institutional policies, financial aid, and outreach efforts to different populations within a diverse student body.
- Knowledge of the needs of a broad spectrum of students, including undergraduate, graduate, and post-traditional learners.



**Strong analytical capacity:**

- An ability to use data to inform analytics, assess programs and processing, and develop goals and metrics to drive strategy and achieve institutional enrollment and budget goals.
- An ability to communicate the interpretation of data to a larger audience.
- A track record of success in harnessing technology in inventive and productive ways to increase access, reach, and efficiency.
- Familiarity with enrollment information systems, web technologies, electronic data management, and predictive modeling. Familiarity with data systems such as Slate, PeopleSoft, and Ellucian is highly desirable.
- Strategically deft, with the ability to analyze, interpret, and articulate information in a manner that educates, informs, and engages others and purposefully grows team members' analytical skills.

**Collaboration:**

- A strong, confident leader with people and supervisory skills, including the ability to listen deeply and acknowledge the expertise, experience, and contributions of others.
- Ability to provide candid, collaborative, respectful, and engaging leadership in supervisory, team, and organizational meetings.
- Ability to mitigate stress and contribute to a positive work environment, with a solutions-first focus.
- Communicative, transparent, and educative with strong interpersonal and customer service skills and the ability to press boundaries through strategically calculated risks.
- A change agent adept at discerning when change is needed and carefully considers how to proceed.

**A bachelor's degree is required, and an advanced degree is strongly preferred.**

# APPLICATION & NOMINATION PROCESS

The Vice President for Enrollment 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 March 28, 2025, and should 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.

Mercyhurst University is being assisted by AGB Search. Application materials should be submitted through the AGB Search portal system here: [Mercyhurst VPE Portal](#).

Please direct nominations and expressions of interest or any questions regarding the application process to [MercyhurstVPErollment@agbsearch.com](mailto:MercyhurstVPErollment@agbsearch.com) or:

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## MERCYHURST UNIVERSITY EMPLOYMENT POLICY

Mercyhurst University values diversity and is committed to the goal of achieving equal opportunity for all. For that reason, Mercyhurst abides by federal, state, and local law in admissions, employment, and all services and programs provided.

Mercyhurst does not unlawfully discriminate on the basis of race, color, religion, creed, sex, citizenship status, ancestry, national, or ethnic origin, age, familial status, sexual orientation, gender identity or expression, physical or mental disability, military or veteran status, or any other legally protected characteristic or because of any individual's legally protected activities.

Mercyhurst complies with federal, state, and local legislation and regulations regarding nondiscrimination. This policy applies to faculty, administration, and staff, applicants for employment, students, and applicants for educational programs and activities. Candidates must be currently eligible to work in the United States.