



VICE PRESIDENT FOR ENROLLMENT MANAGEMENT

CENTRE COLLEGE, DANVILLE, KENTUCKY – APRIL 2026

Centre College invites nominations and applications for the position of Vice President for Enrollment Management. The College seeks a collaborative leader with a record of accomplishment demonstrating data-informed leadership, strategic planning, and a commitment to the liberal arts. Centre's new Vice President will join a community of eager partners committed to helping achieve the highest aspirations for enrollment.

The Vice President will report to Milton C. Moreland, the College's 21st president. The College is seeking an inspiring, collaborative, and innovative leader of high integrity who will embrace and greatly extend the distinct character of this institution in the recruitment of students. The Vice President will provide leadership and vision for admission and financial aid and will partner with other senior leaders on marketing and retention efforts. As the College's chief enrollment officer, the vice president will lead, manage, and motivate the enrollment division and engage the entire community to work together in attracting, enrolling, retaining, and graduating an increasing number of talented and diverse students, drawn both domestically and internationally.

Centre seeks an exceptional leader with proven talents and expertise in enrollment management. The ideal candidate will possess the ability to conceptualize and implement a dynamic long-term vision for enrollment, a strategic mindset, the ability to inspire and motivate an exceptionally dedicated team, and the interpersonal skills and desire to build partnerships across all areas of campus. A deep understanding of and the ability to articulate the merits of the liberal arts is highly desired, as is the ability to connect with people from all backgrounds and experiences. Exceptional skill with data and the capability to mine and utilize key demographic and market data to drive continued enrollment success are required.

To submit a nomination or express personal interest in this position, please see Procedure for Candidacy at the end of this document.

ROLE OF THE VICE PRESIDENT OF ENROLLMENT MANAGEMENT

Centre College is a small, independent, and selective educational community dedicated to the liberal arts as a means to develop the intellectual, personal, and moral potential of its students. Centre nurtures in its students the ability to think logically and critically, to work creatively, to analyze and compare values, and to write and speak with clarity and grace. It acquaints students with the range of accomplishments of the human mind and spirit in a variety of arts and theoretical disciplines, and it also enables students to fulfill significant responsibilities in society. In short, Centre's highest priority is to prepare its students for lives of learning, leadership, and service. A long and rich tradition of tolerance, freedom of enquiry, and community informs all aspects of college life. Centre accomplishes

its goals in an atmosphere of caring and respectful relationships among faculty, students, and staff, aided by its broadly conceived, nonsectarian heritage. This tradition commits Centre to a belief in the unconditional value of each human being, to an appreciation of the differences among people, and to a recognition of the close connection between responsible self-development and community well-being.

Though now independent, Centre College was founded by Presbyterian leaders and officially chartered by the Kentucky Legislature on January 21, 1819. The name reflects the College's location in the geographic "centre" of Kentucky. Instruction began in Old Centre—the College's first building—in the fall of 1820, with a faculty of two and a student body of five, and classes followed the classical curriculum of the day, including Latin, Greek, rhetoric, and logic. Despite early financial hardships, disputes within and outside of the Presbyterian Church, and several wars (including the occupation of Old Centre by both Confederate and Union troops), Centre has remained open and committed to its educational mission since its founding.

Centre College seeks a Vice President for Enrollment Management to build on the institution's strong enrollment momentum and guide a strategic, data-informed approach to future growth. As the College advances its institutional priorities, sustained enrollment success will remain central to strengthening Centre's academic mission, expanding access, and supporting long-term institutional growth. The next Vice President will bring both strategic vision and operational expertise, leading a well-established program with creativity, collaboration, and a commitment to continuous improvement.

Reporting to the President and serving on the senior leadership team, the Vice President provides overall leadership for admissions and financial aid and oversees the planning, management, and execution of the College's enrollment strategy. In close partnership with colleagues across campus, the Vice President will also help align recruitment efforts with institutional priorities related to retention, persistence, and overall student success.

The Vice President will lead a talented team of 25 professionals across admissions and financial aid, providing clear direction, support, and accountability while stewarding more than \$50 million in institutional financial aid. This leader will guide the continued evolution of Centre's enrollment strategy through rigorous analysis, market awareness, and thoughtful use of data to ensure the College attracts and enrolls a talented and diverse student body aligned with Centre's mission and values.



In addition, the Vice President for Enrollment Management will:

- Lead a comprehensive, coordinated recruitment strategy designed to meet headcount and net tuition revenue goals while sustaining Centre's strong academic profile and advancing the College's commitment to access and opportunity.
- Partner closely with the Office of Strategic Marketing and Communications to ensure that Centre's distinctive academic programs, student experience, and outcomes are communicated clearly and effectively to prospective students, families, and external audiences.
- Advance a disciplined, data-informed approach to enrollment strategy — leveraging analytics, market intelligence, and emerging technologies to deepen engagement with prospective students and strengthen relationship-building across the enrollment pipeline.
- Collaborate with the President and Chief Financial Officer to steward institutional financial aid resources thoughtfully, aligning pricing strategy with enrollment goals and long-term financial sustainability.
- Regularly evaluate the effectiveness of recruitment, selection, and financial aid strategies through careful analysis of outcomes and trends, ensuring that policies and practices evolve in ways that support the College's mission and strategic priorities.

The Vice President of Enrollment Management will be asked to address the following key priorities:

Develop and sustain strong partnerships that support continued enrollment momentum.

The Vice President will join a campus community that has demonstrated remarkable commitment to enrollment success. In recent years, Centre has significantly expanded its applicant pool, doubled annual applications, strengthened net tuition revenue, and increased selectivity — evidence of a coordinated, campus-wide focus on recruitment and student success. The Vice President will build on this momentum by cultivating strong relationships across the College and with external partners who influence enrollment outcomes. Listening carefully and learning the distinctive traditions and strengths that shape Centre's identity will be essential in determining the most effective path forward. Working closely with faculty, staff, alumni, trustees, and senior leadership, the Vice President will mobilize the broader campus community in support of the College's enrollment goals while also strengthening relationships with school counselors, community-based organizations, and other partners who play an important role in connecting talented students with Centre.



Extend a strong enrollment foundation through strategic, forward-looking leadership.

Centre has established a strong enrollment position in an increasingly competitive national landscape. The Vice President will have the opportunity to assess current operations, gather insight from key campus partners, and guide the continued evolution of a comprehensive, data-informed enrollment strategy. This work will build on the College's recent progress while ensuring the enrollment program remains agile, innovative, and aligned with the institution's mission and priorities.

The College remains deeply committed to expanding access and supporting upward socioeconomic mobility. The Centre Promise, launched in 2024, meets 100 percent of a student's calculated financial need, and the College has significantly increased access and opportunity among Pell-eligible and first-generation students over the last decade. The Vice President will continue to prioritize access while balancing key institutional priorities, including enrollment size, academic strength, socioeconomic and racial diversity, discount rate management, and net tuition revenue. Continued growth in the applicant pool and thoughtful expansion into new national markets will be central to sustaining the College's enrollment success.

Strengthen partnerships with Athletics while expanding pathways for enrollment growth.

Student-athletes represent a significant and valued part of the Centre community, typically comprising 45-47 percent of the student body. Coaches and athletics administrators play an important role in recruiting talented students who contribute meaningfully to campus life and institutional culture. The Vice President will cultivate a strong partnership with Athletics while also identifying opportunities to broaden Centre's reach and continue expanding enrollment pipelines across multiple academic and co-curricular interests.

Advance and amplify the Centre brand.

As a visible representative of the College, the Vice President will play a key role in shaping how Centre is positioned in the marketplace. Working in close partnership with the Office of Strategic Marketing and Communications, which leads brand strategy and messaging, this leader will help identify and articulate the qualities that most clearly distinguish Centre, including its academic rigor, close faculty mentorship, vibrant campus life, and strong student outcomes. The Vice President will assess the evolving recruitment landscape and support messaging that communicates Centre's value and return on investment with clarity and consistency across all channels and audiences.



Understanding the rapidly changing preferences and behaviors of prospective students will also be essential. The Vice President will leverage both established and emerging approaches to student engagement, drawing on the enthusiasm and expertise of the broader Centre community. Faculty are eager partners in recruitment, and Centre's alumni network remains deeply committed to supporting the College's future.

Lead and develop a highly committed enrollment team.

The Vice President will join an experienced team that has played a central role in Centre's recent enrollment achievements. Staff across Admission and Financial Aid are collaborative, mission-driven, and deeply invested in the institution. The Vice President will provide clear leadership that aligns strategy, strengthens communication across the division, and continues to integrate best practices, technology, and data-informed decision-making into the work of the team.

A transparent and collaborative leadership style will be essential. The Vice President will support professional development and mentorship within the division, creating opportunities for staff growth and advancement while reinforcing a culture that prioritizes service to students and strong partnership across campus.



Foster campus-wide collaboration in support of enrollment success.

Enrollment at Centre is a shared institutional priority. The Vice President will model and encourage strong collaboration across departments — including faculty, athletics, student life, marketing and communications, and others — to ensure a coordinated approach to recruitment and student success. By engaging these partners and aligning efforts across the institution, the Vice President will help sustain the culture of collective responsibility that has supported Centre's recent progress and will continue to be essential to its future success.

In addition, the ideal candidate should demonstrate most of the following professional and personal qualities and qualifications.

- Proven effectiveness and expertise in enrollment management: An experienced enrollment professional who is ambitious for the institution and the future of a liberal arts education; the capacity to lead and manage recruiting strategies, enrollment goals and revenue targets, yield, discounting, and financial aid; the ability to articulate a bold strategic direction for the College regarding enrollment priorities.
- Creative vision and leadership: Enthusiasm for innovation in enrollment management strategies and a keen understanding of data and best practices; willingness to take calculated risks and invest resources strategically; a record of taking programs to new levels of success.
- Collaborative approach: A collaborative leadership style that builds trust and strong relationships across multiple constituencies; an appreciation for the central role of faculty; the willingness to share and communicate, ask questions, and engage in an open and honest fashion; evidence of successful partnerships with campus leadership.
- Commitment to diversity, equity and inclusion: Past success in and commitment to sustaining a diverse and inclusive learning, living, and working environment in which all community members thrive and succeed.
- Strong analytical capacity: Excellent strategic and analytical ability; understands data and has extensive experience with analysis and predictive modeling; demonstrates experience

using data to identify and assess effectiveness of admission and aid policies and practices; understanding of the balance of enrollment and discounting to meet enrollment goals and maximize net revenue.

- Commitment to Centre's values: Passion for and commitment to the liberal arts tradition and commitment to a deeply engaging and intensely personal education.
- Communication skills: Outstanding verbal and written communication skills; confidence in presenting information to a variety of constituent to include students, parents, counselors, faculty, staff, and the Board of Trustees; ability to articulate a compelling narrative about the value of a Centre education.

ENROLLMENT MANAGEMENT AT CENTRE COLLEGE

The Enrollment Division at Centre College is responsible for student recruitment, financial aid, and student retention initiatives. The division supports new, transfer, international, and current students from recruitment through graduation. The division is committed to caring holistically for individual students throughout their Centre experience.

The Class of 2029 included 373 incoming students with an average GPA of 3.8 and an average ACT of 28 among test submitters. The class also includes 92 first-generation students, 10 of whom received the prestigious full-tuition-plus Grissom scholarship. With 94 students of color, 10 Lincoln Scholars, 10 Posse Scholars from Boston, and students representing 26 states and 10 countries, the Class of 2029 highlights Centre's continued success in attracting talented students from across the country and around the world.

Centre accepts applications through the Common Application and has four admissions plans: Early Decision I and II, Early Action, and Regular Decision. Centre has adopted a test-optional admission policy. If a student chooses to apply without submitting test scores, other parts of the application will be weighed more heavily in their holistic, student-centered review process. Students who choose not to submit test scores will still receive full consideration for merit and premier scholarships.



Financial Aid

Centre College, named a best-value school by publications like Forbes, Kiplinger's, and Money, awards more than \$50 million in scholarships and grants each year, and more than 90% of students receive aid. Competitive mentored scholarship programs also provide full tuition support plus funds for summer enrichment experiences or off-campus leadership opportunities. Additionally, the 56% of Centre students who take out student loans graduate with less debt than the national average — and virtually the same debt load as alumni of public universities.

Financial Aid at Centre includes both merit-based and need-based aid. Need-based aid includes grants, loans, and work-study. Merit-based aid comes in the form of three types of scholarships: general merit scholarships, special scholarships, and premier scholarships.

In 2024, the College launched the Centre Promise, a guarantee to meet 100% of a student's calculated need. This program simplifies the financial aid process, reducing anxiety and confusion, allowing students to explore all their options, and helping families make educated decisions. Applicants must complete the FAFSA and CSS Profile forms. Centre will meet 100 percent of the full calculated need for incoming U.S. citizens and eligible non-citizens admitted to the College. Eligibility for the Centre Promise is limited to four (4) years, with additional eligibility requiring an appeal to the financial aid office for ongoing support. International applicants are not eligible for the Centre Promise due to their ineligibility for federal aid programs.

For the 2026-2027 school year, Centre College's tuition is \$57,500 and housing, food, and fees totals \$16,490.

ABOUT CENTRE COLLEGE

Founded in 1819 and named for its location in the middle of the state, Centre College opened its doors in the fall of 1820 with a single building, a faculty of two, and a student body of five. Today, there are approximately 1,400 students and 150 full-time faculty members in three divisions, Arts & Humanities, Social Studies, and Sciences & Mathematics. The Centre Experience includes opportunities for study abroad for all, participation in hands-on research or internships locally and around the world, and career readiness that includes personalized career coaching, alumni mentorship, and career exploration communities. The College awards more than \$50 million in scholarships and grants each year and more than 90% of students receive aid.



Centre is one of the nation's premier institutions for study abroad and study away, offering programs in 13 different countries spanning five continents. Students have the option to pursue study abroad and away during CentreTerm (a three-week condensed term in January), for a semester-long program, or during the summer. Many of Centre's programs include internship placements. Each year, about 25 members of Centre's faculty — from disciplines across the academic spectrum — teach their subjects in the context of another place or culture. Centre faculty have deep experience developing study away courses and are committed to the value of deeply experiential and international academic experiences.

The College is also home to 25 NCAA Division III men's and women's sports teams that boast an array of conference titles and postseason appearances. Centre's brand-new and recently upgraded athletic facilities are remarkable, with new fields or facilities for baseball, football, men's and women's soccer, softball, and lacrosse, indoor and outdoor facilities for track and field, including a 200-meter indoor track, an aquatics center with an Olympic-size pool, an upgraded gym for basketball and volleyball, and a multipurpose field house.



College Mission

Centre College's mission is to prepare students for lives of learning, leadership, and service. This commitment reflects Centre's broader statements of purpose, community, and diversity. The most recent incoming class exemplifies the College's commitment to quality, opportunity, and diversity. The 2025-26 class has an ACT midrange of 26-31 and an average recalculated GPA of 3.8, with 12 percent ranking in the top one percent in their class and 67 percent in the top quarter. Twenty-three percent of Centre's student body are domestic students of color, 22 percent are first-generation, and 30 percent are Pell eligible. International students represent 5 percent of the incoming class, and another 4 percent come from homes where a language other than English is spoken. As has been typical in the last decade, 47 percent of the class are recruited student-athletes.

Centre Values

At Centre, our values serve as a key foundation upon which all other actions and decisions are based. These values are woven into all aspects of our work describing how the Centre community goes about the mission of preparing students for lives of learning, leadership, and service. These values are evidenced in our work in the classroom, throughout the campus community, and across all levels of decision-making.

- **Shared Purpose:** Everyone in the Centre community is an essential part of providing the transformational liberal arts education we offer our students.
- **Access:** Access, affordability, and opportunity are core to our identity.
- **Growth Mindset:** A commitment to intellectual and personal growth cultivates ongoing, meaningful learning among all members of the Centre community.
- **Belonging:** Centre is a supportive, caring community that embraces diversity and fosters belonging.
- **Global Engagement:** Global engagement, on and off campus, is essential in the interconnected 21st century.

Campus and Facilities

On average, 98 percent of Centre students live in campus-owned or affiliated housing. Students have a variety of housing options, including traditional dorms, suite- and townhouse-style residences, and Greek Row. The College has recently completed more than \$130 million in the renovation and expansion of buildings integral to the academic and campus life experience.

The 50,000-square foot Campus Center was completed in 2009, at the Gold LEED level, followed by a 40,000-square-foot Gold LEED-certified expansion of Young Hall, home to the programs in behavioral neuroscience, biochemistry and molecular biology, biology, and psychology. In 2024, the opening of Champions Hall furthered Centre's commitment to high-quality athletics. Additionally, Crouse Hall was renovated, updating the library, classrooms, and faculty offices. A \$3 million gift from the Austin E. Knowlton Foundation supported renovation and expansion of Franklin W. Olin Hall, home to chemistry, computer science, environmental studies, mathematics, and physics, along with Centre's programs in engineering and data science. Completed in time for the 2020 spring semester, the project added nearly 12,000 additional square feet, along with a 4,700-square-foot basement shell. The campus is also home to the Norton Center for the Arts, which brings world-renowned performers to central Kentucky and has hosted two vice presidential debates.



Finances and Resources

The College has an annual operating budget of approximately \$65 million and dedicates approximately \$50 million additionally to student financial aid. The College endowment is approximately \$415 million. The last capital campaign raised over \$200 million for campus facilities and endowed scholarship programs. Premier scholarship programs provide full tuition and support for 30 students in each class, and Centre is also a longstanding member of the Bonner Scholars program.

Diversity at Centre

Centre College pledges to continue efforts to build and strengthen a community enriched by differences and founded upon common humanity. Centre respects the right of all members of the community to express their individuality in a manner that is consistent with the dignity and welfare of others. Centre strives to create an environment where differences are celebrated rather than discouraged, where individuals can exchange ideas and share in the richness of mutual experience. By valuing the individual's total character over any single characteristic, Centre will maintain its unique community.





Academics

Centre offers more than 70 majors, minors, pre-professional and dual-degree programs, and graduate partnerships. The College's instructional program is organized into three academic divisions - humanities, social studies, and science and mathematics - each chaired by a member of the faculty under the general oversight of the Dean of the College. The work of each division is carried out through separate program committees representing the various academic disciplines.

Student Life

Centre College students earn an extraordinary liberal arts and sciences education, put their education into practice in real-world settings, and explore their future with professional career coaches in our robust Center for Career and Professional Development. Centre is proud to offer significant financial aid to make a premier education accessible and affordable, including several competitive scholarship programs that cover the full cost of college as well as funds for enrichment experiences.



The Centre Experience ensures study abroad, participation in hands-on research and career internships, and purposeful networking with alumni and industry leaders. Centre is one of the nation's premier institutions for study abroad, with programs in Merida, Mexico, to Bhutan to France, as well as study away programs in Washington, D.C., and New York City.

Approximately 84% of Centre students currently study abroad each year and more than 30% study abroad more than once.



On campus, students live and learn as a community, with more than 98% living in the residence halls. Residence directors and residence life staff provide fun, convenience, and safety in an environment that promotes respect and responsibility. There are more than 100 student clubs on campus. Forty-two percent of students participate in the arts, 40% belong to a fraternity or sorority, nearly half participate in a varsity sport, and nearly three-quarters participate in intramural and club sports. There are dozens of campus performances each semester in the renowned Norton Center for the Arts,

including Broadway shows, concerts, and presentations from eminent guest speakers.

Our brand-new and recently upgraded athletic facilities are remarkable, with new fields or facilities for baseball, football, men's and women's soccer, softball, and lacrosse, indoor and outdoor facilities for track and field, including a 200-meter indoor track, an aquatics center with an Olympic-size pool, an upgraded gym for basketball and volleyball, and a multipurpose field house. Home to 25 NCAA Division III men's and women's sports teams, Centre teams compete successfully for conference and national titles, and our new facilities make participating in and watching these competitions even more exciting. They also provide opportunities for students who participate in intramural and club sports.



Alumni

There are more than 14,000 Centre alumni in the world. Alumni past and present include two U.S. vice presidents, a chief justice, and an associate justice of the U.S. Supreme Court, at least 13 U.S. Senators, more than 50 members of Congress, as well as business and civic leaders, teachers, medical professionals, and artists.

LEADERSHIP

Dr. Milton C. Moreland is the 21st President of Centre College. A native of Boise, Idaho, he earned his undergraduate degree in history with honors from the University of Memphis, where his mentor, Dr. Marcus Orr, introduced him to the joy of studying ancient texts, languages, and artifacts. Moreland wrote his honors thesis on the Nag Hammadi Library, a set of early Christian texts discovered in Egypt in 1945. He continued his study of archaeology, ancient history, and religion at Claremont Graduate University in California, where he earned his MA and Ph.D. degrees.



His scholarly work appears in leading journals and focuses on Roman archaeology and religious traditions in the Mediterranean region. Moreland has also edited several books, including *Between Text and Artifact: Integrating Archaeology into Biblical Studies Teaching*.

Prior to joining the Centre community, Moreland served for 6 years as the provost and chief academic officer at Rhodes College. He first joined the Rhodes campus community in 2003 and was promoted to associate and then full professor, serving as the R.A. Webb Professor of Religious Studies and Chair of the Archaeology Program.

During that time, Moreland directed the Rhodes Institute for Regional Studies,

and was the founding director of the Lynne and Henry Turley Memphis Center. Outside the classroom, his fieldwork with students involved travel to sites in Jordan, Turkey, Greece, and Germany, as well as collaboration with the Duke University Field School in Israel. Moreland was on the senior staff of the Sepphoris Regional Archaeological Project in Galilee for over 20 years.

Moreland is joined at Centre by his wife, Dina, a native of Chesterfield, Indiana, and a former national champion racquetball player who competed on the U.S. National Team. She attended the University of Memphis, completing her bachelor's and master's degrees in gerontology and educational studies, and began her career as a pharmaceutical salesperson in southern California, while touring as a professional racquetball player in the 1990s. From 2003 to 2020, Dina was an elementary school teacher in Memphis.

The Morelands have two children. Marcus works in logistics management and lives in Tennessee with his wife, Caroline, and their daughter. Micah works in digital marketing and is married to Elizabeth. Both Marcus and Micah graduated from Rhodes College, where they were student-athletes; Marcus played baseball, and Micah played football.

DANVILLE, KENTUCKY

Nestled in the heart of Kentucky and the state's central Bluegrass region, Danville has plenty to explore — much of it just blocks from campus. A safe, friendly city, Danville is home to a world-class performing arts center, as well as shops, cafes, parks, galleries, breweries, and plenty of events and festivals.

Historical, cultural, and natural attractions in town or within a short drive include:

- Norton Center for the Arts
- Constitution Square
- The Spirit of Second Street
- Arts Center of the Bluegrass
- Great American Dollhouse Museum
- Millennium Park
- Shaker Village
- Historic Merchants' Row
- Central Kentucky Wildlife Refuge
- Kentucky Bourbon Trail

Boyle County has been a top 10 school district in Kentucky for the last seven years in a row and a national leader in achievement.

The city of Lexington, home to regional sports teams, museums, a vibrant brewery district, horse farms, and Keeneland Racetrack, is 30 miles away.

Listed in National Geographic Traveler's "50 Best Places of a Lifetime," Kentucky's famed Bluegrass region is not to be missed.

Surrounded by rolling hills, scenic state parks, and national forests, the Centre campus is near canoeing, kayaking, biking, hiking, horseback riding, and other outdoor activities.



Additional information is available at: www.centre.edu/location and www.danvillekentucky.com.

PROCEDURE FOR CANDIDACY

All applications, nominations and inquiries are invited. Applications should include, as two separate documents, a CV or resume and a letter of interest addressing the themes in this profile. Application materials should be submitted to: EnrollmentVP@centre.edu

EQUAL OPPORTUNITY EMPLOYER

As a fundamental policy, Centre College hires and promotes its employees and admits its students on the basis of merit, qualification, and character and does not discriminate on the basis of race, color, religion, national or ethnic origin, sex, sexual orientation, age, disability, veteran status, or genetic information in the administration of any of its education or employment policies.

