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| **Division of Finance and Business Operations** |  | **Procurement & Strategic Sourcing**  **5700 Cass Avenue, Suite 4200**  **Detroit, Michigan 48202**  **(313) 577-3734** |

**September 16, 2022**

**RE: Assistant Vice President for Enrollment Management**

To Whom It May Concern:

Wayne State University is seeking an individual to fill the position of Assistant Vice President for Enrollment Management. Your firm was suggested as one of several to submit a quotation to conduct an executive search for a highly qualified individual to fill this position. This letter serves as a request for proposal and references for this purpose.

The Position Description is enclosed with this letter, and we anticipate an annual compensation of approximately $180,000 - $240,000 commensurate with experience.

If you are interested in working with Wayne State University to locate and hire the best person for this important position, please submit your quotation for services and fees along with references for similar hires and your letter of engagement to the University Procurement & Strategic Sourcing. Delivery of Proposals are by electronic submission. The link for submission will be posted with the RFP details at [**http://go.wayne.edu/bids**](http://go.wayne.edu/bids). When visiting the Website, click on the "**Service**" link in green. You can also use the following link to directly access the submission form: <https://forms.wayne.edu/6323821e22cb4>.

**Please respond to this request by 2:00 p.m. E.S.T. on September 30, 2022,** as follows:

Wayne State University

Attn.: Miriam Dixon

Online Submission Link:

<https://forms.wayne.edu/6323821e22cb4>

Thank you for your interest in doing business with Wayne State University. Should you have any questions or concerns, please contact me.

Sincerely,

**Miriam Dixon**

Miriam Dixon

Associate Director

Procurement & Strategic Sourcing

Enclosure

cc: Lisa Shrader, Assistant Vice President, Academic Administration

Kenneth Doherty, Assistant Vice President, Procurement & Strategic Sourcing

**Wayne State University**

**Assistant Vice President for Enrollment Management**

**Executive Search Services**

**This section of the RFP lists requirements that require specific written responses or confirmations. To be considered for selection, the search firm must demonstrate in their proposal that it meets the following requirements and has provided all required information.**

**SCOPE OF WORK**

The University is seeking a full-service Executive Search Firm to execute a successful search for our next **Assistant Vice President for Enrollment Management.** The salary range for this position is anticipated to be approximately $180,000 - $240,000, commensurate with experience. The consultant will be expected to undertake, at a minimum, the design and execution of all steps to define the search, development of a collaborative description of duties for the position, find and recommend potential candidates that meet all requirements for the position to the University.

This position will be posted on the Wayne State University online hiring system. The final candidate must complete an online application in the System and submit his or her resume in accordance with University policy. Any and all applications will be forwarded to the selected search firm for consideration. If feasible, the awarded firm will be given Guest Access to the University’s online hiring system to view applications as they come to the University.

**Key Project Deliverables**

The selected search firm shall have extensive experience in performing searches for higher education clients, preferably with specific experience in recruiting for the highest-level executive positions for colleges and universities. The search firm must demonstrate an understanding of higher education search processes and should also have a proven national presence and capability to identify and recruit not only those individuals who may be in the job market, but those who may not be actively searching for a new position.

We ask that your proposal include the following information.

1. A brief description of your firm, including information relating to its organization and management practices.
2. Your firm’s experience with urban research universities, if any.
3. Your firm’s experience with successful placements for positions similar to the one for this RFP, and the names of those institutions in which those individuals were placed.
4. The name, biography and resume of the lead consultant who would be assigned to work with us, should your firm be successful in obtaining this contract.
5. An overview of how your firm views the role of the search committee members in the search, and the process you will use to build a pool of qualified candidates.
6. A list of at least three references from clients, including point of contact, company name, address, phone, and email.

A schedule of fees. In addition, an explanation of your billing practice should be provided in case of a failed or incomplete search (i.e., no candidate selected) or the case of a successful candidate who leaves in less than a year.

**General Information**

**The University reserves the rights to accept, reject, modify, and/or negotiate any and all proposals received in conjunction with the Request for Proposal.** It reserves the right to waive any defect or informality in the Proposals on the basis of what it considers to be in its best interests. Any proposal may be rejected which the University determines to be incomplete, conditional, obscure, or has irregularities of any kind.

This Request for Proposal (RFP) in no manner obligates the University to the eventual purchase of any services described, implied, or which may be proposed, until confirmed by written agreement, and may be terminated by the University without penalty or obligation at any time prior to the signing of an Agreement or Purchase Order.

Proposals are subject to public review after the contracts have been awarded. Firms responding to this RFP are cautioned not to include any proprietary information as part of their Proposal unless such proprietary information is carefully identified as such in writing, and the University accepts, in writing, the information as proprietary.

If you have any questions regarding this bid, please contact meby email at **miriam.dixon@wayne.edu.**

**Please respond to this request by 2:00 p.m. E.D.T. on September 30, 2022,** as follows:

Wayne State University

Attn.: Miriam Dixon

Online Submission Link:

<https://forms.wayne.edu/6323821e22cb4>

**JOB DESCRIPTION**

**Assistant Vice President for Enrollment Management**

Wayne State University, a leading public urban research university, invites inquiries, nominations, and applications for Assistant Vice President for Enrollment Management.

Committed to access, research and community, Wayne State serves a critical role within the education landscape of Michigan and is one of a few institutions nationally to hold the highest Carnegie designation in research and community engagement. Just as the City of Detroit is undergoing a remarkable renaissance, the University is a preeminent urban research institution that serves the students of Detroit and the world.

The Assistant Vice President will provide the leadership and coordination for a comprehensive enrollment management strategy that is data-driven, innovative, student-centered and consistent with the goals, mission, and resources of Wayne State. Working collaboratively with senior leadership to align enrollment with academic priorities, the Assistant Vice President reports to the Vice President for Academic Student Affairs and Global Engagement and oversees the Offices of Undergraduate Admissions and Financial Aid. These offices have a combined staff of over 60 academic and professional staff.  The Assistant Vice President will bring strategic focus to increasing enrolment of first-year and transfer students and will optimize financial aid to support enrollment growth, diversity, and quality. The Assistant Vice President will collaborate across the Division of Academic Student Affairs and Global Engagement, with other areas within the Provost Office, and with the Schools and Colleges to support the university's academic achievement, academic progress, student retention and degree attainment goals.

The successful candidate will be an experienced enrollment professional with a vision for what is possible and the ability to articulate and inspire others to unite in achieving the vision. They will display excellent communication and teamwork/collaboration skills, a collegial and mature leadership style, formidable analytical skills, proven strategic planning experience, and an ability to generate excitement about the University’s programs and mission. The successful candidate will have extensive experience and a track record of developing and implementing strategic, data-driven enrollment management plans based on effective use of, marketing, information technology, predictive modeling, and CRM. A master’s degree is required; an advance degree is preferred.

This search will be conducted with the utmost respect for confidentiality. It will continue until the position is filled. Interested individuals should provide a letter describing their interest in and qualifications for the position and a resume detailing work experience and chief accomplishments.

**About Wayne State University**

WSU is a nationally recognized public research university with an urban teaching mission. WSU is a public Carnegie Doctoral/Research Extensive institution with 13 academic schools and colleges offering more than 350 undergraduate, graduate and professional degrees. WSU is home to nearly 28,000 students from nearly every state and 60 countries – the most diverse student body among Michigan’s 15 public universities:

* One of the nation's 50 largest public universities, with Michigan's most diverse student body.
* Approximately 350 degree and certificate programs in 13 schools and colleges.
* Annual research expenditures of $244 million.
* More than 500 student organizations.
* Affiliations with more than 100 institutions worldwide.
* Classified as "doctoral university: very high research activity" by the Carnegie Classification of Institutions of Higher Education.
* Wayne State is a partner with Michigan State University and the University of Michigan in the University Research Corridor, helping create a vibrant state economy.
* More than 1,900 new jobs created through TechTown, Wayne State's research park and business incubator.
* A leader in green technology, the College of Engineering was first in the nation to launch an electric-drive vehicle engineering program and offer an alternative energy technology master's program.
* Study abroad opportunities in 16 countries on five continents.
* Eighty percent of Wayne State Law School graduates live and work in Michigan.

**Non-Discrimination**

Wayne State University is an Equal Opportunity Employer. Wayne State complies with all Federal and state rules and regulation and does not discriminate on the basis of race, color, sex (including gender identity), national origin, religion, age, sexual orientation, familial status, marital status, height, weight, disability, or veteran status.