

LEADERSHIP PROSPECTUS

Director of Admissions
Delta State University
Cleveland, Mississippi

This Leadership Profile is intended to provide information about Delta State University and the position of Director of Admissions in Cleveland, MS. It is designed to assist qualified individuals in assessing their interest.



The Opportunity:

Delta State University, a four-year public institution and a **Top Southern Regional University** in Cleveland, Mississippi, has a rich history of achievement and growth. Through decades of change and expansion 98 years in the making, Delta State continues its proud legacy as a transformative educational force in the community, Mississippi Delta region, and beyond.



Delta State University has increasingly recognized the need for developing and implementing an enrollment management and student affairs plan to further raise the visibility of the programs, degree offerings, services, and activities of the University. Ultimately, impacting the region's educational landscape.

To continue this trajectory, **Delta State University** invites nominations and applications for the full-time position of **Director of Admissions**. We seek a leader who shares our values of a diverse and equitable workplace based on collaborative teamwork, personal initiative, and a commitment to consistency and excellence.

Delta State University strongly encourages nominations and applications from individuals traditionally underrepresented. A rich benefits package is available, upon hire, including medical, dental, vision, life and tuition remission for employee, spouse, and dependents.

As a **regional Carnegie Master's 1 university**, Delta State University serves as an educational and cultural center for the Mississippi Delta, emphasizing service to the Delta and contiguous counties in traditional and distance education formats. The University offers undergraduate, graduate, and continuing education programs of study leading to baccalaureate and master's degrees in the Colleges of Arts and Sciences, Business and Aviation, Education and Human Sciences, and the School of Nursing, as well as the Educational Specialist degree and Doctorates in Education and Nursing Practice.

Emphasis is placed on excellence in instruction, followed by service and research, in the creation of a community of scholars. With special attention to small classes, a friendly environment, and a broad liberal arts foundation, the University encourages significant student-faculty interactions. Delta State provides programs and services that promote intellectual, cultural, ethical, physical, and social development. Students from different cultural, socioeconomic, and ethnic backgrounds will develop the ability to respect and value others; to develop, assess, and express their own thoughts effectively; and, to use the techniques of research and performance associated with their disciplines.

Named by *Southern Living* and *Smithsonian Magazine* as one the **best small towns in the South**, Cleveland, Mississippi, is home to an easy-going and gracious Delta lifestyle with all the shopping, restaurants, and accommodations that go with it. With a vibrant and ever-evolving downtown complete with independent boutiques, jewelry stores, galleries, antique shops, cafes, and restaurants, there is excitement on every corner in the downtown area. Along with the downtown, Delta State University adds a university-town atmosphere to the area, making Cleveland one **Mississippi's best college towns**, and one of the **best retirement towns** in Mississippi.



The Position:

The **Director of Admissions** contributes to the overall success of the University by ensuring strategic growth and enrollment management as identified in annual goals and strategic planning. The Director assists the University by attracting qualified applicants, developing a “student first” admissions process, and ensuring a seamless transition from applicant to enrolled student. Through effective strategic planning and assessment, the Director provides the leadership in developing a recruitment plan for specified populations of students, including first time freshmen, transfer, online completion, graduate, and identified academic majors. The Director is responsible for targeted recruitment initiatives, coordinating recruitment territories, budget, management, and supervision/training of the admissions staff.

This position reports to the Vice President for Student Affairs and is a member of the institution’s Enrollment Retention Management Team (ERM). [View Delta State University Organizational Chart.](#)

Essential Job Functions of the Director of Admissions

Other Responsibilities:

- Supervises a staff of 10 (and growing) professional team members and assists the VP in all matters related to enrollment management.
- Works with the VPSA, President, VPAA and other members of the Enrollment Retention Management (ERM) team to develop an enrollment management plan.
- Develops enrollment forecasting models for new student growth as well as special program enrollments.
- Ensures exemplary customer service and a “student-first” approach in all interactions, written communication/publications, campus tours/events and in every aspect of the admissions process.
- Identifies, hires, and professionally develops admissions counselors and support team members; Develops comprehensive on-boarding and on-going training, including scholarships.
- Develops a communication & marketing plan to ensure consistent, prompt, and creative outreach to students and parents/families, develops marketing strategies to increase brand awareness using multiple platforms, including print, digital, and social media campaigns; Maintains working knowledge of Ellucian Recruit & Banner in the admissions funnel process.
- Ensures all admissions’ process and procedures are operating at an optimal level at all times to enable efficient and prompt student transition through the various stages of the admissions process.
- Collaborates with the VPSA to develop and coordinate smart, creative, effective, and efficient travel strategies, to stabilize existing markets and grow in new markets.
- Generates, analyzes, and presents comprehensive admission reports on a weekly basis for members of the ERM team. Provides an analysis to be shared with President’s Cabinet & Executive Committee.
- Works with the Academic Deans to develop programs, communication, and other strategies to increase enrollment in targeted programs of study.
- Works to create and implement comprehensive strategies for enhancing relationships with high school counselors, 2-year college advisors, community-based agency leaders, and other key external stakeholders.
- Works with the Department of Athletics to develop processes and communication that foster coordination, cooperation, and collaboration, as well as an understanding of NCAA Division II rules on admission.

Position Specification
Director of Admissions – Delta State University

- Develops a full array of recruitment and yield events, on and off campus to ensure outreach to every specified student population, including usage of the President as a guest speaker/lecturer.
- Understands the financial aid process including knowledge of institutional scholarships, Foundation scholarships, federal regulations, and effective strategies for financial aid as it relates to the admissions process.
- Serves as the lead spokesperson for admissions events and off campus presentations.
- Participates in general admissions activities, which would include but not limited to scholarship events, open houses, financial aid briefings and other events as necessary.
- Performs other duties as required, as assigned by the VPSA.

The Candidate:

Minimum Professional Qualifications

The Director of Admissions must possess the following qualifications:

Education and Experience:

- Bachelor's degree with progressive years of experience in Admissions/Enrollment Management.
 - Degrees in Communications, Marketing, or Leadership, or related area.
- Must be proficient at generating, analyzing, and presenting data-driven reports. Proficiency in Ellucians Banner and Recruit platforms (preferred).
- Three (3) to five (5) years of progressively responsible experience in admissions, higher education, or a related field or equivalent combination of education and experience required.
- Experience in budget planning and monitoring.

Knowledge, Skills, and Abilities:

- Demonstrated project management skills and the ability to prioritize projects in a high-volume and timeline-driven process.
- Knowledge of financial aid packaging and using scholarships as admission tool.
- Knowledge of enrollment planning, demographics, recruitment, marketing strategies, communications, and admission office operational functions.
- Leadership, supervisory and office management skills.
- Excellent communication, public speaking, and interpersonal skills.
- Ability to work as a member of a team in a collaborative decision-making environment.
- Excellent organizational skills including the ability to prioritize and perform a variety of projects and assignments simultaneously and in a timely manner.

Key Leadership
Vice President for Student Affairs
Delta State University
Edward (Eddie) Lovin, Ed.D.



Dr. Eddie Lovin joined Delta State University in July of 2021 from Cumberland University, where he had mostly recently served as the Executive Director of Enrollment Services for the last six years.

With two decades of experience in higher education, Lovin has held positions as the director of Residence Life, Greek Affairs and Orientation at Cumberland University; coordinator of Residence Life at Maryville College; and senior academic counselor for Athletics at the University of Mississippi.

Lovin said his early goals will include learning from everyone in the community on how his experiences can elevate current programs, foster new opportunities for growth, and capitalize on student-focused ideas to enhance the DSU student experience.

“My wife, Brandi, and I have enjoyed returning to Mississippi, getting involved in the greater Cleveland community and donning some green for DSU. I am excited to join in and help our students stand out on campus, in the Delta, and around the world!” he commented recently.

Lovin received his Doctor of Education in Educational Leadership from Tennessee State University, Master of Business Administration from Cumberland University, Master of Arts in Higher Education and Student Personnel at the University of Mississippi, and a Bachelor of Arts in Criminal Justice Administration from the University of Mississippi.

[Meet Dr. Lovin](#) | [Visit the Office of Student Affairs](#)



Office of Admissions
Department of Enrollment Management
Delta State University

Serving the Mississippi Delta region for over 98 years, this well-established higher education institution has a selective admission policy based on entrance examinations and students' past academic record and grades. **The student acceptance rate at Delta State is 99.78%.**



International, non-traditional, and transfer applicants are eligible to apply for enrollment. Delta State University also provides several academic and non-academic facilities and services to students including a library, housing, sports facilities, financial aids and/or scholarships, online courses, and distance learning opportunities, as well as administrative services. Explore [Admissions Options](#) at Delta State.

Graduate & Continuing Studies:

Delta State offers a variety of flexible and affordable degree options, including online programs designed not only to serve the student's academic and professional needs but also to make coursework easier to complete while juggling life's other responsibilities. With core disciplines such as arts, business, education, and nursing, we are committed to meeting the evolving needs of the students we serve. Explore [Graduate Admissions](#) at Delta State.

Teach for America:

In 1991, two years after its founding, Teach For America began placing teachers in the Mississippi Delta. In 2009, Delta State University was selected as the eighth national training location for the organization and the first in a rural area, joining Atlanta, Chicago, Houston, Los Angeles, New York City, Philadelphia, and Phoenix. During TFA Institute, participants are enrolled in 9.0 graduate-level credit hours with Delta State University.

International Student Services:

Delta State University welcomes international students to the Mississippi Delta – providing them with a HOME-AWAY-FROM-HOME experience. International students receive assistance, guidance, and advice from application through post-graduation.

84 Currently enrolled	96% International retention rate	42 Countries represented	29 Currently participating in Post-Completion Optional Practical Training
---------------------------------	--	------------------------------------	---

View Delta State University [Student Profile Fact Book](#).



Delta State University
Join in. Stand Out.
Statesmen Nation

Delta State University is a public institution providing a comprehensive undergraduate and graduate curriculum to approximately 2,556 students representing all 50 states and 42 countries. Dozens of degree programs at the undergraduate level provide educational opportunities in the Colleges of Arts & Sciences, Business and Aviation, Education and Human Sciences, and in the Robert E. Smith School of Nursing. Graduate programs at the masters, educational specialist, and doctoral levels provide advanced training in a broad range of disciplines.

Acknowledging its beginning as a teacher’s college in 1924, the University sustains excellence in teacher education while continuing to expand offerings in traditional as well as unique programs of study. From the core disciplines such as arts, humanities, and sciences, to unique programs such as Commercial Aviation, the Delta Music Institute, and the nationally recognized Geospatial Information Technology program, the University is committed to meeting the evolving needs of the students it serves.

VISION STATEMENT

Students at Delta State University will learn and grow in an environment that fosters discovery and creativity. The institution intends to be the best regional university in America as it combines a heritage of academic strength with a robust commitment to serving people and communities, particularly in the Mississippi Delta.

Arts & Cultural Offerings at Delta State University:

The historic Delta State University is home to many unique Delta attractions and the “Fighting Okra” football team. From the “Living Masks” of Mississippi bluesmen, to the Delta Chinese Heritage and “Boo” Ferris Museums, to one of the state’s only sculpture gardens, to the state’s only university-sponsored planetarium, there’s plenty to explore on the Delta State campus. The Delta State campus is also home to world-class facilities like the \$13-million GRAMMY™ Museum Mississippi and the Bologna Performing Arts Center (BPAC), which hosts dozens of events throughout the year.

One of the largest sculpture gardens in the south, the Mathews - Sanders Sculpture Garden, located on the Delta State campus just across from the GRAMMY™ Museum Mississippi, as well with pieces at different locations throughout the city, boasts over 50 sculptures from around the world.



Statesmen & Fighting Okra Athletics and Intramural Sports:

An [NCAA Division II institution](#), Delta State University competes in 13 intercollegiate sports as a member of the Gulf South Conference and is the **only university in the state** with a swimming and diving program. In over 80 years of competition, no other Mississippi university has enjoyed the level of success that Delta State has achieved. Championships are not just claimed on the field; they are earned in the classroom. **Delta State University ranks 10th all-time in NCAA Division II in Academic All-American honors earned.**

The Intramural Program is designed to provide Delta State students, faculty, and staff with the opportunity to participate in a variety of social recreational sports and activities.

Position Specification
Director of Admissions – Delta State University

Other Delta State athletics and extracurricular activities include:

- NCAA Division II Athletics:
 - Men – baseball, basketball, cheerleading, football, golf, soccer, swimming and diving, and tennis
 - Women – basketball, cheerleading, cross country, soccer, softball, swimming and diving, and tennis
- [Forest E. Wyatt Center](#)
- Student-run clubs and organizations



Delta State Fast Facts & Distinctions:

- **Affordability:** Delta State University is [more affordable](#) than other regional institutions. Plus, there are \$0 out-of-state fees.
- **Enrollment:** **193** dual-credit; **1,637** domestic undergraduates; **642** domestic graduate students; **84** international students; **2,556** total students enrolled (as of Dec 2022).
- **Student-to-faculty ratio:** 11 to 1.
- **Faculty:** 128 full-time faculty members; a majority with terminal degrees (75% have terminal degrees).
- **Best Online Programs:**
 - Delta State’s MBA program recognized as a **Top MBA Online Program** by *Fortune*.
 - Delta State was rated the **No. 1 RN to BSN online program** and the **No. 2 most affordable** master’s degree in nursing online.
- **Aviation:** Delta State is the only 4-year university in the state that offers a bachelor’s and master’s degree in commercial aviation.
- **Accreditation:** Delta State University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award bachelor, master, educational specialist, and doctorate degrees.
- **Scholarships, Grants, and Financial Aid:** Nearly \$12 million in grant/scholarship aid was awarded to undergraduate students in 2021. Institutional aid – 37%; Pell/other federal grants – 54%; State/local grants – 9%.
- **Delta Music Institute:** The DMI features world-class recording facilities, GRAMMY™ U, opportunities with GRAMMY™ Museum Mississippi, and the traveling Mobile Recording Studio.
- **University Faculty/Staff Apartments:** University Apartments is a new residential facility constructed for the exclusive use of Delta State faculty and staff. Conveniently located near dining and recreational facilities.
- **Economic impact:** Delta State and our students generated an additional \$175 million in income to the economy.

UNIVERSITY GUIDING PRINCIPLES

- Commitment to Quality in Academic Programs
- Commitment to Learning, Scholarship, & Student Engagement
- Support for the Arts
- Encouragement of Innovation & Experimentation
- Respect for People & Ideas
- Commitment to a Student-Centered Campus
- Commitment to Institutional Effectiveness
- Commitment to Regional & Economic Development
- Commitment to Health
- Commitment to Teaching & Faculty Development
- Commitment to Leadership

Location:
Cleveland, Mississippi

Living in the Heart of the Delta:

The charming Mississippi Delta town of Cleveland (named after President Grover Cleveland) is home to “The Most Southern Place on Earth.” With lively attractions, homegrown music, luxurious accommodations, renowned restaurants, excellent shopping, and plenty to see and do, Cleveland is the best base for your Delta adventure.



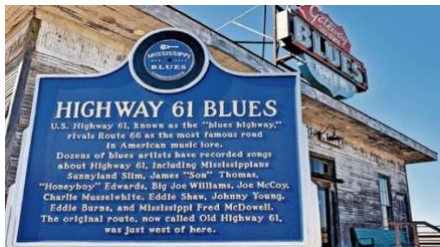
Cleveland’s rich culture and history offers an authentic glimpse at the diverse happenings in the Mississippi Delta region. Whether you’re looking for a quaint coffee shop featuring performances by local talent, or a lively night on the town with a blues, country, or rock concert, Cleveland’s live music scene has it all.

Cleveland Profile:

Cleveland, Mississippi, a town of approximately 13,000 citizens, is the agricultural, manufacturing, commercial, medical, and educational center of Bolivar County and the Central Mississippi Delta. The Mississippi Delta is a crescent-shaped, largely agricultural region situated on the Mississippi River, in the northwest corner of the State of Mississippi. It is home to some of the most fertile soil in the world and is a world leader in farming crops such as cotton, rice, soybeans, and corn. In addition, the Mississippi Delta is rapidly developing its cultural tourism possibilities, which is centered around the Delta's rich literary heritage, its historic role in developing Blues and other genres of American music, and its pivotal role in the American Civil Rights Movement.

Cultural Attractions:

Cleveland is widely known as the "Crossroads of Culture in the Delta." In 2013, *Smithsonian* magazine ranked Cleveland as one of the best small towns in the U.S., noting its concentration of museums, art galleries,



performing arts venues, historic sites, and its Delta Blues heritage, with Cleveland being part of the "Cradle of American Music" along U.S. Highway 61. **Did You Know?** The GRAMMY™ Museum Mississippi is the first Grammy Museum outside of Los Angeles. It’s fitting that the museum is in Mississippi, as Mississippi has, per capita, more GRAMMY winners than any other state in America!

Delta State University's many artistic, cultural, economic, and community outreach include performing arts complexes, development centers, academic facilities, and public venues, which, in concert with Cleveland's cultural attractions.

Discover Recreational Opportunities:

Cleveland's recreational facilities are exceptional, with Delta State's state-of-the-art, Olympics-style Aquatics Center, as well as multiple municipal parks, walking trails, ball fields, golf courses, and tennis courts. Complementing a wide variety of public, family-friendly recreational opportunities are Delta State University's athletics programs, with many regional and national titles across a range of women's and men's sports.



In every area of civic life, city officials, the Cleveland-Bolivar Chamber of Commerce, and Delta State University work in unison to continue Cleveland's growth and development.

Birthplace of the Blues:

According to the King of the Blues, B.B. King, American Blues music started at Dockery Farms just outside of Cleveland. Often called the “Birthplace of the Blues,” Dockery Plantation was home to world-famous Delta blues musician, Charley Patton. And, as legend has it, Robert Johnson often tried to play at the “Frolicking House” located at Dockery but was rebuffed so many times that he purportedly sold his soul in the nearby river town of Rosedale in exchange for the fame, popularity, and easy living that he thought would come with being a blues musician. Dockery Farms is an open-air museum that you can explore on your own. There’s no admission, but donations are accepted.

The Pottery Capital of Mississippi?

With not one, but two, of the most famous pottery locations in America located just minutes from Cleveland, the argument could be made that Bolivar County is Mississippi’s Pottery Capital. McCartys Pottery and Gardens in Merigold and Peter’s Pottery in Mound Bayou have been attracting both domestic and international visitors for many years. The unique styling of the Delta clay, the creative craftsmanship, along with the beautiful gardens of McCartys and welcoming vibe of Peter’s, make Cleveland and Bolivar County one of the best places for pottery in Mississippi.



Arts & Culture—Where to Be Inspired:

Cleveland’s arts and culture scene is one of many facets. Cleveland has several great venues to catch live entertainment. The Bologna Performing Arts Center (BPAC), named one of the best indoor concert venues in Mississippi, hosts national touring acts, concerts, film, comedy, and other programming on a regular basis and offers overnight packages for concertgoers.

Deep Roots and the Delta Arts Alliance also offer concerts on a frequent basis at the historic Ellis Theater in downtown Cleveland, featuring up-and-coming musicians and songwriters. The Martin and Sue King Railroad Heritage Museum in downtown Cleveland is fascinating, with one of the largest train dioramas in the southeast. The Mississippi Delta Chinese Heritage Museum, Blues Life Masks Exhibit, Mathews-Sanders Sculpture Garden and Wiley Planetarium at Delta State University are great for a full day of enjoyable learning, and the Crosstie District downtown includes several galleries to explore.

Seasonal Events:

In the **winter**, the city’s signature holiday event, 50 Nights of Lights, lights the town with hundreds of thousands of lights and light displays that attract admirers from across the southeast. Coupled with holiday open houses, an oversized Christmas Parade, and other holiday events, Christmastime is when Cleveland literally shines. The **spring** brings the acclaimed Crosstie Arts and Jazz Festival which attracts artists and musicians from around the mid-south. The city’s largest **fall** festival, Octoberfest, is situated along the greenway downtown and features scores of vendors, Octoberfest beers, and nightly concerts. And Cleveland’s guerilla arts organization, “Keep Cleveland Boring” hosts several eclectic events throughout the year, including Otherfest, Anotherfest, and Pour Mississippi.



Great Outdoor Adventures:

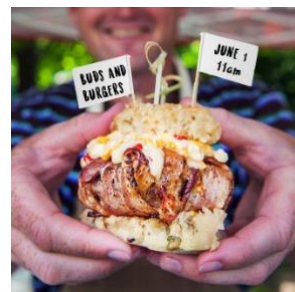


Get adventurous outdoors. Walk, bike, or hike through the city’s parks and green spaces. While Cleveland is not on the river, it is close enough to the river that it is a stop for many of the paddle-wheel steamboat cruises that come down the Mississippi River. Soak up the breathtaking views of the rich, flat Delta land as you get inspired by the natural views of the river from the bluff at Terrene Landing. You’ll also get an unobstructed view of the tree-lined banks of Arkansas. It’s a great place for a picnic and to watch the expansive Delta sunsets. For the adventurous and intrepid, drive on into Great River Road State Park, where you’ll discover trails leading to the banks of the Mississippi River itself.

Experience Cleveland’s Award-Winning Restaurant Scene:

For a town its size, Cleveland has a remarkable number of high-quality, independent restaurants. From hot tamales and cold beer to gourmet, chef-created meals, flights of wine and bespoke cocktails, rustic Italian, and the classic burger joint, there’s plenty of culinary variety in Cleveland, something for every taste. Have a country breakfast where plans were made during the Civil Rights movement, then a lunch of Delta hot tamales and catfish, cocktails at a rooftop lounge overlooking the city, and dinner prepared by a James Beard Award nominated chef. We are sharing experiences, traditions, and culture – and we are ready to host you.

Cleveland and the Delta boast an idyllic setting to work and live in. Historical landmarks, parks, a lively art scene, museums, and annual festivals – whether you’re a foodie, music lover or art enthusiast, there’s something for everyone here in Cleveland, Mississippi.



Application Instructions:

For immediate and confidential consideration, please submit applications no later than **April 1, 2023, by 6:00 p.m. (CST) to the [Delta State University Application Page](#)**. Completed applications should include: **1) a current resume, 2) a cover letter, and 3) an unofficial copy of your transcript** to be considered for the position. Review of resumes will begin immediately and continue until the position is filled.

All inquiries about the position should be directed to Trey Wright, Managing Partner with Kaye/Bassman at twright@kbic.com and/or DeltaStateDOA@kbic.com

Salary is commensurate with experience. Delta State University offers competitive pay and a full [benefits package](#) that includes Health, Dental and Vision insurance, Retirement Plan, paid vacation, sick, and holidays.

Contact Information:

Trey Wright
Managing Partner & Practice Leader
Kaye/Bassman International Corp.
Phone: (972) 265-5338 – Direct
Email: twright@kbic.com and/or DeltaStateDOA@kbic.com

Nondiscrimination/Equal Education Opportunity

As an institution of higher education and in the spirit of its policies of equal employment opportunity, the University declares its policy of equal educational opportunity. All applicants for admission will be considered without regard to

Position Specification
Director of Admissions – Delta State University

an applicant's race, color, religion, sex, gender identity, sexual orientation, national origin, disability related to program performance, disabled veteran status, or Vietnam era veteran status. This policy is noted in all student handbooks. Complaints or grievances of any student who has reason to think he or she has been affected by discrimination will be considered through established procedures

Americans with Disabilities Act

Delta State University is committed to a policy of equal employment and educational opportunity. Delta State University does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, or veteran status. This policy extends to all programs and activities supported by the University.

Delta State University has partnered with Kaye/Bassman to provide executive search services for the University.