



UNIVERSITY OF  
ST. THOMAS

JANUARY 2026



# Vice President for Enrollment Management

*Executive search conducted by EMA Partners/Trinity Executive Partnership*



***The University of St. Thomas-Houston (UST) announces a national search for the position of Vice President for Enrollment Management (VPEM). As the University strives to continue to enhance its reputation as a premiere institution of Catholic higher education on the national stage, UST seeks a VPEM to steward the future of the University's enrollment initiatives and help guide UST's strategic growth while staying true to its distinctive mission. Under the new leadership of its 10th president, Dr. Sinda Vanderpool, on the brink of celebrating its 80th anniversary, and a new Archbishop in the Archdiocese of Galveston-Houston and UST alumnus Archbishop Joe S. Vásquez, UST is seeking an enrollment management leader energized by the vibrancy of UST's unique culture and Catholic identity, right in the heart of Houston.***

The **University of St. Thomas**, located in the Midtown area near downtown Houston, TX, is the only Catholic university in Houston and the Archdiocese of Galveston-Houston. Committed to the proliferation of faith and reason, UST aims to form the hearts and minds of its students in accordance with the truth of the human person as taught by the Catholic Church, faithful to the Magisterium, and in accordance with *Ex Corde Ecclesiae*. UST gladly welcomes students of all faiths and backgrounds, and its student body closely reflects the diversity of the communities it serves. A proud Cardinal Newman Guide Recommended College, UST touts several Catholic Identity Special Recognitions. UST also celebrates the inclusion of many cultures and faith traditions among faculty, staff and students to encourage a fruitful dialogue highlighting the dignity of the human person.

The Congregation of St. Basil, with the collaboration of the Archdiocese of Galveston-Houston, founded the University in 1947, fulfilling the dream of establishing Catholic higher education in Houston. They are committed to UST, where they remain closely engaged in campus ministry and the Board of Directors.

UST's careful attention to the formation of students includes a strong Core Curriculum grounded in the liberal arts, the integration of faith and reason, exceptionally talented and dedicated faculty, and innovative co-curriculum programs grounded in the Catholic Intellectual Tradition. UST attracts students near and far, enrolling over 4,300 students who come from 43 states and 45 countries.

UST is governed by a Board of Directors that includes Basilian representatives, along with members drawn from the business, medical, philanthropic, and cultural communities of Houston and beyond.

The UST campus is located in the beautiful Montrose neighborhood, immediately adjacent to the Menil collection and the Rothko chapel, with easy access to some of the best shopping, restaurants, museums, music, and art that the city has to offer. UST's campus features a central quad and many adjacent buildings, including the historic Link-Lee Mansion, once the largest home in Houston. The mansion now houses the offices of the president and vice presidents, and serves as a gathering place for campus events, meetings and luncheons.

In this school year, 2025-26, UST is currently celebrating its 10-year reaffirmation of accreditation, recognition as the No. 1 University in Texas for Social Mobility in *U.S. News and World Report*, and No. 13 in Texas by *Military Times* 'Best for Vets: Colleges'. Its motto "Crescamus in Christo," May We Grow Together in Christ, allows UST to serve its students with a keen sense of its identity in Jesus Christ and the flourishing of the common good.



## MISSION

We are University of St. Thomas, the Catholic university in the heart of Houston. We are committed to the Catholic intellectual tradition and the dialogue between faith and reason. By pursuing excellence in teaching, scholarship, and service, we embody and instill in our students the core values of our founders, the Basilian Fathers: goodness, discipline and knowledge. We foster engagement in a diverse, collaborative community.

University of St. Thomas is a comprehensive university, grounded in the liberal arts. Committed to the unity of all knowledge, we offer programs in the traditional liberal arts, professional, and skill-based disciplines. Graduates of University of St. Thomas think critically, communicate effectively, succeed professionally, and lead ethically.

## ACADEMIC PROGRAMS



**UST offers 51 undergraduate degrees, 20 graduate degrees and multiple pre-professional programs across its schools, centers and institutes.**

- ◆ Cameron School of Business
- ◆ Carol and Odis Peavy School of Nursing
- ◆ School of Arts and Sciences
- ◆ School of Education and Human Services
- ◆ School of Theology at St. Mary's Seminary
- ◆ William J. Flynn Center for Irish Studies
- ◆ Center for International Studies
- ◆ Center for Thomistic Studies
- ◆ Nesti Center for Faith & Culture
- ◆ St. John Paul II Institute
- ◆ Center Semillero
- ◆ Honors Program
- ◆ Post-Baccalaureate Pre-Health Programs

The University recently updated its core curriculum by adding a stand-alone Core department to create a stronger common culture among students and faculty continuing the liberal arts tradition of the University while accommodating majors in other fields. UST offers a distinctive breadth of academic programs rooted in its Catholic intellectual tradition, from the Honors Program and robust undergraduate opportunities in engineering, nursing, business, philosophy and theology to unique and exceptional graduate offerings including the Master of Fine Arts in Creative Writing and the Master of Arts in Catholic Women's and Gender Studies.

The University is served by over 400 dedicated faculty, the majority of whom are full-time, 37% are tenured, and 84% possess terminal degrees in their respective fields.

UST's accreditation by the Southern Association of Colleges and Schools Commission on Colleges was recently reaffirmed for the next decade. UST is a Newman Guide school, reflecting its commitment to a strong Catholic identity, and is accredited by the Association of Theological Schools, the Association to Advance Collegiate Schools of Business, the Commission on Collegiate Nursing Education, the Council for Accreditation of Counseling and Related Educational Programs, the American Society for Biochemistry and Molecular Biology, and the American Chemical Society.



*For more information,  
please visit UST's website: <https://www.stthom.edu/>*

## VICE PRESIDENT FOR ENROLLMENT MANAGEMENT

The **Vice President for Enrollment Management** (VPEM) serves as the University of St. Thomas' senior leader for enrollment strategy and retention. Reporting directly to the President and serving as a member of the President's Council, the VPEM provides strategic leadership for Admissions, Financial Aid, and the Registrar, ensuring a coherent, mission-aligned enrollment enterprise that supports the University's academic priorities and long-term sustainability.

The VPEM will lead the development and execution of an integrated enrollment strategy that reflects UST's Catholic mission and commitment to forming students for lives that flourish and professions that serve. This leader will approach enrollment as a mission-critical institutional system that integrates recruitment, financial aid strategy, and communications in service of students and responsible stewardship of institutional resources, while partnering with academic leadership to support student retention.

In collaboration with Marketing and campus stakeholders, the VPEM will oversee the development of enrollment strategies that are supported by effective, coordinated communications across recruitment, yield, and retention. These efforts will clearly articulate the value of a UST education to prospective and current students and families, with particular attention to personal engagement consistent with the University's mission across all student populations.

The VPEM will provide strategic leadership for both undergraduate and graduate enrollment, recognizing the distinct roles these populations play in the University's academic vitality and financial health. This includes stabilizing and strengthening undergraduate enrollment and student quality, increasing the number of undergraduate students recruited from outside of the Houston area, and advancing thoughtful, sustainable growth in graduate and professional programs aligned with institutional strengths and market demand.

In collaboration with the Vice President for Finance, the Vice President for Enrollment Management will contribute to multi-year tuition and enrollment projections and support sound financial planning. The VPEM will also leverage data, analytics, and emerging technologies to inform decision-making, improve operational effectiveness, and enhance the scalability and sophistication of enrollment systems and processes. At the same time, this leader will balance data-informed strategy with creativity, judgment, and a deep understanding of the human dimensions of enrollment work, including the cultivation of strong, trust-based relationships with secondary schools, academic partners, and other external stakeholders.

Finally, the VPEM will lead, mentor, and develop a talented enrollment staff, fostering a culture of collaboration, accountability, professional growth, and shared purpose. The successful candidate will be a visible, trusted partner across the University community, working closely with faculty, staff, campus ministry, and students to advance UST's mission and enrollment success.



## **VPEM PRIMARY RESPONSIBILITIES**

### **Leadership**

- Engage and galvanize the university community around a shared mission-aligned vision for enrollment and adapting to the highly competitive enrollment landscape; lead the campus community in understanding current trends and enacting creative solutions to combat arising challenges.
- Provide executive leadership and oversight for Admissions, Financial Aid, and the Registrar, ensuring coherent policies, processes, and service across the student lifecycle.
- Serve as a member of the President's Council and a close strategic partner to the President, providing regular updates and presentations to senior leadership over university-specific enrollment goals and performance measures.
- Ensure high-quality, responsive, and mission-consistent first impressions for prospective students and families, working through enrollment management leadership and in partnership with academic stakeholders across all points of engagement.
- Partner with academic leadership to advance student retention and lend expertise on the residential housing campaign.
- Guide undergraduate enrollment strategy to stabilize and strengthen enrollment, student quality, and mission fit, while advancing graduate and professional enrollment through thoughtful growth aligned with institutional strengths, market demand, and program quality.
- Ensure enrollment strategies are supported by effective communications and decision-support insights, leveraging data, analytics, and technology to inform day-to-day planning and continuously improve recruitment, yield, and retention outcomes, in collaboration with campus stakeholders.
- Build, develop, and sustain high-performing teams across Admissions, Financial Aid, and the Registrar, fostering a culture of excellence, collaboration, accountability, and continuous professional development, while strengthening recruitment capacity and student-facing engagement in support of responsible, mission-aligned enrollment strategy.
- Represent UST values while participating in both internal and external committees, professional organizations, events, programs, and panels.

### **Finances**

- Align enrollment strategies with revenue goals, optimize financial aid modeling, and support long-term financial planning through accurate enrollment forecasting and tuition revenue projections.
- Maintain budget and allocate resources appropriately to achieve institutional goals, can manage and balance multiple budgets at once.

### **Enrollment Marketing**

- Develop engaging recruitment and yield campaigns to enhance the reputation of the university and increase reach among talented students nationally and internationally.
- Foster and maintain strong relationships with college counselors and other stakeholders in key markets and feeder high schools that are critical to recruitment efforts.

### **Additional Skills**

- Outstanding communication skills and storytelling, including the ability to persuasively convey academic distinctions and community differentiators to prospective students, families, and college counselors within the marketplace.

# QUALIFICATIONS & EXPERIENCE

## Required:

- Bachelor's degree and a minimum of 10 years of enrollment management experience or a closely related area within higher education, with responsibility for institution-wide strategy and cross-functional leadership.
- Demonstrated experience leading integrated enrollment strategies that span recruitment, financial aid, and student persistence/retention outcomes.
- Proven ability to collaborate effectively with senior leaders across academics, finance, marketing, and student-facing units to advance institution-wide priorities.
- Advanced competency using data, analytics, and performance indicators to inform strategy, evaluate results, and drive continuous improvement.
- Experience leading, mentoring, and developing high-performing teams, including a track record of building healthy organizational culture with clear goals and accountability.
- Understanding of the mission of a Catholic university, including respect for the religious and intellectual traditions articulated in *Ex Corde Ecclesiae*.

## Preferred:

- Master's degree and 10 years of enrollment management experience at a college or university setting, with at least 5 years of experience in a senior-level enrollment leadership position.
- Demonstrated understanding of Catholic doctrine and the mission of Catholic higher education, and the ability to articulate and advance the University's Catholic mission and identity in an inviting and faithful manner.
- Experience leading or significantly advancing graduate and professional enrollment strategies within a comprehensive university or similar institutional context.
- Demonstrated experience serving as a visible, external-facing institutional leader, including building trust-based relationships with schools, academic partners, or other key constituencies.

*The University of St. Thomas is committed to the religious, ethical, and intellectual traditions of Catholic higher education. As permitted by law, practicing Catholics who will advance the mission of the school are preferred for this position. However, the University invites all qualified applicants to apply.*

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To apply, interested and qualified candidates should submit a comprehensive letter of interest and complete CV to:

[info@trinityexecutivepartnership.com](mailto:info@trinityexecutivepartnership.com)

Applicants will be reviewed immediately and accepted until the position is filled.

The University of St. Thomas-Houston  
is an Equal Opportunity Employer.