



### **Assistant Vice President for Enrollment/Director of Financial Aid**

[Stetson University](#) seeks a proven, dynamic, and forward-thinking financial aid professional for the position of Assistant Vice President for Enrollment & Director of Financial Aid (AVP/DFA). As a key member of the enrollment management leadership team, reporting to the [Senior Vice President for Enrollment and Marketing](#), (SVP-EMM) Jeffery Gates, the AVP/DFA serves as a strategic partner and collaborative leader in the ongoing advancement of the University's financial aid programs, policies, compliance, and strategies. The AVP/DFA will diligently promote outstanding service from the financial aid staff of nine professionals in support of providing the best customer care to students and families. In collaboration with faculty and staff, the new Assistant Vice President & Director of Financial Aid will also ensure federal and state compliance and program eligibility, efficient financial aid processing, and timely and transparent communication with a central focus on meeting goals in enrollment, discount rate, and net tuition revenue.

#### **The Position**

The AVP/DFA will establish and execute policies that support the objectives, goals and priorities of the enrollment management division and of the institution. The AVP/DFA will create, update and bring to life procedures and written policies that exceed the scope of regulatory compliance, assure staff knowledge and professional training, foster the continuity and consistency of office duties, and ensure effective financial aid packaging, including timely notification and delivery of financial aid funds. The AVP/DFA will be expected to follow current research on the impact of aid on students' enrollment decisions, academic work, and life after college, anticipating and adjusting to future changes.

The AVP/DFA is responsible for the integrity of all financial aid programs and will maintain accuracy in compliance. The AVP/DFA will manage the awarding and disbursement of student aid funds and will provide fiscal accountability as related to processing applications, verification, eligibility determinations, return of federal aid, and professional judgment decisions. The AVP/DFA will oversee the submission of all required federal, state, and institutional reports, as well as supervise the A-133 annual financial aid audit, facilitate the preparation and reporting for the FISAP, and ensure that the college's ECAR and PPA are up to date.

Bringing in strong skills in technology, the AVP/DFA will continuously explore the capabilities of Banner and Slate to provide efficiency and accuracy to all financial aid processing. The AVP/DFA will oversee the management of the systems used in processing and reporting of all financial aid sources and ensure the accuracy of all electronic programming used for such purposes. In addition, the AVP/DFA will provide dashboard data on key financial aid data points for the Senior Vice President of Enrollment and Marketing and peer leaders in the enrollment management division on a regular basis throughout the financial aid packaging season, and will actively engage in all financial aid optimization discussions and development with external partners, currently EAB, and work closely with senior administration, including the University's three academic deans and associate deans in the setting of enrollment and net revenue goals.

Supervising a team of nine, and demonstrating strengths in leadership and decision-making, the AVP/DFA will guide and mentor staff to engage effectively in daily operations, to meet all compliance requirements, to continually seek and implement best financial aid practices, and to collaborate internally within the enrollment management division and with other key staff partners to ensure the best and most efficient delivery of services. The AVP/DFA will coach and mentor staff in guiding students and families through all stages of enrollment via interpersonal counseling, publications, workshops, and correspondence with a keen eye toward consistent service for all within a diverse student and family population. The AVP/DFA is expected to seek out and partake in professional activities and encourage staff to participate in training and professional development opportunities, including workshops, webinars and other methods of training.

Finally, the AVP/DFA will foster appropriate collaborative partnerships with campus constituents and participate, alongside the SVP-EMM, in educating internal partners, both faculty and staff, to pertinent and/or changing regulatory statutes. The AVP/DFA will serve on a variety of campus committees dedicated to streamlining and improving policies, procedures, and service across function areas of the University, and to share knowledge and work toward the common good of the institution. In addition, the AVP/DFA will be an outstanding communicator who is able to write and speak clearly about complex processes to a variety of internal and external constituencies and participate in all admissions events.

### **Qualifications:**

Stetson University is seeking a high-level financial aid professional with a minimum of eight years of progressive experience in higher education financial aid or related areas, preferably at a private college or university. The successful candidate will be required to have earned a bachelor's degree; an advanced degree is preferred. In addition, the successful candidate will possess the following qualities for success:

- A history of crafting financial aid policy and comprehensive working knowledge of Title IV financial aid programs, as well as the ability to quickly master Florida student scholarships and grants programs (particularly if former experience has not been in Florida);

- Precision and accuracy in all areas of regulatory compliance, reconciliation and annual audits and federal reporting, and consistently up-to-date with regulatory moving targets;
- Vision to forecast and plan long-term and ability to work with staff at a detailed level to carry out the vision;
- High financial and analytical acumen with a dedication to providing excellent student service throughout the student life cycle;
- Works strategically and thinks critically with an understanding of econometric enrollment models, development of financial aid leveraging programs, and strategic use of merit and need-based aid funding, while balancing institutional needs with the needs of individual students from a variety of backgrounds;
- Energetic, collegial, and results-oriented and can represent accurately and enthusiastically the University to a wide variety of University constituents;
- A collaborative spirit with openness and appropriate transparency with staff and colleagues;
- Strong leadership qualities and excellent administrative skills to manage, train, and develop staff, with a spirited team-building collegiality;
- Expertise in the use of financial aid student information systems; knowledge of Ellucian's Banner Financial Aid System is preferred;
- Experience in financial aid packaging and processing automation, as well as the automation of checks and balances, and reconciliation;
- An open and honest communication style with outstanding written and oral communication skills;
- A non-siloed, collegial approach to serving students with a recognition of interdependence within enrollment and other administrative offices to recruit, enroll, and retain students;
- Student-centered with an empathetic approach to students' issues and circumstances;
- Experience in all government processing and reporting systems related to financial aid;
- Innovative, always with an eye toward efficiency and customer service;
- Enrollment thought partner and excellent financial steward; and
- Able to bring energy, enthusiasm, and simplicity to the communication and presentation of financial aid.

## **Stetson University**

Founded in 1883, Stetson is a top-ranked, comprehensive university known for academic rigor and active citizenship. As Central Florida's first private university, Stetson enrolls over 3,500 students at its three locations: a historic campus in DeLand, between Daytona Beach and Orlando; its College of Law campus in Gulfport near St. Petersburg; and the Tampa Law Center in downtown Tampa. At its core, Stetson is a community with a deep commitment to learning and values. Faculty, staff and alumni create an environment that nurtures students' intellect, opens them to new possibilities, and gives them the space and resources to develop holistically as free thinkers, leaders and innovators. Toward this end, and as a dynamic and diverse reflection of its communities, Stetson champions the

respectful, constructive exchange of ideas and viewpoints. It places high value on preserving, building and restoring the connections that celebrate individuality and uplift us all

### Leadership

Stetson University's 10th president, [Christopher F. Roellke, PhD](#), officially took office on July 1, 2020. Previously, Roellke was the Dean of the College and Professor of Education at Vassar College, and upon his departure was named Dean of the College Emeritus. Also, Roellke is a past president for the Association of Education Finance and Policy, and as an American Council on Education Fellow, he served as a visiting scholar at Yale Law School, conducting research on school finance litigation.

Roellke earned his BA degree in political science from Wesleyan University and MS and PhD degrees in the social and philosophical foundations of educational administration from Cornell University. He was a 2014 Fulbright Scholar.

Upon arrival at Stetson, Roellke immediately emphasized the importance of kindness, empathy and shared aspirations — themes that continue to permeate the Stetson community. In addition, he displayed the highly regarded traits of an exceptionally effective and collaborative leader in higher education.

Under his leadership, Stetson forged ahead with major projects, renovating the Sage Hall Science Center and adding a new suite of labs in time for the Fall 2021 semester. Construction began on the 40,000-square-foot Cici & Hyatt Brown Hall for Health & Innovation to create a new combined science complex. In addition, the University announced a number of significant grants and gifts, greatly expanding opportunities for students and, in effect, transforming the campus for generations to come. Roellke led the charge during a ceremonial ribbon-cutting on the Cici & Hyatt Brown Hall for Health & Innovation, and Stetson's new Center for Public Opinion Research was launched with national aspirations. In 2023, the Cici & Hyatt Brown Hall for Health & Innovation officially opened in time for the spring semester.

Stetson shattered its fundraising record for a second consecutive year during the 2023 fiscal year, with a total of \$65 million. With Roellke as president, the four-year fundraising total exceeds \$191 million. Also, led by Roellke, the University's head cheerleader and inspirational leader, Stetson robustly celebrated its 140th anniversary.

In 2024, the recently announced [FORWARD TOGETHER Strategic Priorities Framework, 2023-2030](#), outlines five core themes: Experiential, Contemporary & Integrative Learning; Student-Centered Success & Wellness; People, Culture & Inclusive Excellence; Lifelong Relationships & Connections; and Comprehensive Sustainability. The Strategic Priorities Framework was established to enhance and modernize the academic and co-curricular environment of Stetson's campuses, as well as include a host of capital projects.

Roellke's current goal is to take the University from "Florida Gem to National Treasure."

## Mission

The mission at Stetson University is to provide an excellent education in a creative community where learning and values meet and to foster in students the qualities of mind and heart that will prepare them to reach their full potential as informed citizens of local communities and the world.

At Stetson, the art of teaching is practiced through programs solidly grounded in a tradition of liberal learning that stimulates critical thinking, imaginative inquiry, creative expression, and lively intellectual debate. The art of learning is enhanced through small interactive classes, close student-faculty alliances, and collaborative approaches that provide the foundation for rewarding careers and advanced study in selective graduate and professional programs. We embrace diverse methodologies to foster effective communication, information and technological literacy, and aesthetic appreciation. We encourage the development of informed convictions, independent judgment, and lifelong commitments to learning which are characteristic features of the enlightened citizen. In bringing together learning and values, the University encourages all of its members to demonstrate personal integrity; develop an appreciation for the spiritual dimension of life; embrace leadership in an increasingly complex, interdependent, and technological world; and commit to active forms of social responsibility.

## Values

Stetson values the development of the whole person committed to engaging and building lifelong connections with the larger world through Personal Growth, Intellectual Development, and Global Citizenship. To that end, the University fosters policies, practices, and modes of inquiry to support and explore these values areas.

### *Personal Growth*

Personal Growth encompasses the understanding that no single formula defines the journey to personal success, but that passion, the drive to increase self-knowledge, and the quest for balance are important tools in this process. Intercultural competence, religious and spiritual exploration, self-awareness, and wellness are components of personal growth.

### *Intellectual Development*

Intellectual Development is a commitment from the University and students to achieve excellence in academics, foster the spirit of exploration that drives an engaged and active mind, cultivate rigorous methods of academic inquiry, model and support absolute integrity, and value creativity and professionalism.

### *Global Citizenship*

Global Citizenship is an important part of Stetson's mission to prepare students to be informed, active, and engaged citizens of both local communities and the world.

Global citizenship includes University and individual commitments to community engagement, diversity and inclusion, environmental responsibility, and social justice.

### Academics

Stetson is a vibrant intellectual community where learning and values meet to educate the whole person. In bringing together learning and values, the University encourages all of its members to cultivate academic inquiry, demonstrate personal integrity, commit to active forms of social responsibility, develop an appreciation for the spiritual dimension of life and embrace leadership in an increasingly complex world. The University emphasizes an education grounded in liberal learning with practical experiences infused in its programs, culture and community. Stetson's liberal education fosters in students critical and creative thinking, problem solving, and the ability to see the world from multiple perspectives. It creates an inclusive environment that stimulates open, honest discourse. The University's steadfast commitment to teaching and learning is demonstrated in its 10:1 student-to-faculty ratio.

Through the [College of Arts and Sciences](#), [School of Business Administration](#), and [School of Music](#), undergraduate students can choose from over 95 majors and minors. Graduate programs are also available. Stetson's graduate programs are crafted to link students' professional capabilities with essential skills. These skills form the basis of effective leadership and can pave the way for a more successful career. Stetson offers: Business Programs (MAcc, MBA); Counseling Programs (MS); Education Programs (EdS, MEd, MS); English Programs (MFA); and Law Programs (JD, LLM, MJ) through [The College of Law](#).

### Hatter Ready

"Stetson is deeply committed to providing students a chance to apply what they're learning in the classroom to real-world settings. We know bridging the gap between theory and practice prepares students to be career-ready, which is essential in today's competitive job market."

Christopher F. Roellke, PhD, Stetson President and Professor of American  
Studies and Education

Following a successful one-year pilot program, Stetson University has announced the launch of a new [Hatter Ready program](#) that provides immersive learning opportunities for every student and prepares them for successful careers.

Across the DeLand campus, about 80 faculty members added dozens of experiential learning opportunities for students in the 2024-2025 academic year. The new offerings built upon the University's rich history of providing hands-on learning outside the classroom. Through these transformative experiences, students can conduct cancer research with expert faculty, take study abroad trips around the world, perform in international concert tours, manage a \$6 million investment fund, and more. Hatter Ready allows students to acquire practical skills, such as critical

thinking, collaboration and creative learning, that are highly valued by potential employers and graduate schools.

For additional up-to-date information on current events at Stetson University, check out "[Rolks Report](#)."

### Enrollment and Student Life

Stetson University is home to approximately 2,300 undergraduate students at the DeLand campus, with an additional 1,400 graduate and law students across three campuses. Approximately 40 percent of the undergraduate students demonstrate eligibility for the federal Pell Grant. As a residential university, 72 percent live in a variety of college housing choices, with a three-year housing requirement. Undergraduate students hail from 45 states or U.S. territories, and 60 foreign countries.

Stetson offers students hundreds of opportunities to get involved, hone their leadership skills and follow their passions. Students form a vibrant Hatter community where learning extends beyond the classroom and into co-curricular activities that include intramural and club sports, academic fraternities, interest- or demographic-specific clubs and groups, Greek life, student government, media, international learning and more. With an emphasis on maintaining a safe and respectful community, the University fosters active student engagement that improves students' academic performance and satisfaction with their Stetson experience. Students on all campuses choose from a wide array of organizations, lectures, competitions and wellness programs. They become involved in alternative spring break travel experiences, an active Student Bar Association and numerous other activities.

Known as the Hatters, Stetson University has 18 NCAA Division I teams that compete in the Atlantic Sun Conference, Pioneer Football League and Metro Atlantic Athletic Conference.

[www.stetson.edu](http://www.stetson.edu)

### **DeLand and Central Florida**

Stetson's historic campus is in DeLand, Florida, which has received numerous awards for its eclectic and exciting downtown, including being named one of the best small towns in America by CNN. There are plentiful shops, restaurants, festivals and live music, all within easy walking distance of the campus. DeLand is about 8% less expensive than the state average cost of living, and about 5% less than the national average cost of living.

Stetson is 30 minutes from Daytona Beach, New Smyrna Beach and the Canaveral National Seashore. The campus is an hour north of Orlando and the attractions of Disney World, Universal Studios and SeaWorld. The Space Coast, home to Port

Canaveral and Kennedy Space Center, are just over an hour away from Stetson. The Central Florida area also has some of the most beautiful natural attractions, including freshwater streams, rivers, lakes and unique natural springs. Just over two hours west are the Gulf Coast, Tampa and St. Petersburg.

[Visit West Volusia](#)

### **To Apply**

[NES](#), a national executive search firm specializing in higher education, is assisting Stetson University with this search for an Assistant Vice President for Enrollment & Director of Financial Aid. If you wish to have a confidential conversation about this opportunity or submit nominations, please contact: Robin Reynders, [robin.reynders@nessearches.com](mailto:robin.reynders@nessearches.com) or Laura Robinson, [laura.robinson@nessearches.com](mailto:laura.robinson@nessearches.com). To apply, please send the following items: 1) a resume, 2) a detailed letter of interest, and 3) contact information for five professional references by email to: [stetson@nessearches.com](mailto:stetson@nessearches.com). For assurance of full consideration, please submit application materials no later than June 27, 2025. Applications will be reviewed until the position is filled. All applications and nominations will be considered confidential, and notice will be given before references are contacted. The AVP/DFA's anticipated start date is early fall, 2025.

### **Equal Opportunity and Non-Discrimination**

*Stetson University is an equal opportunity employer that affirms cultural diversity and inclusion as a core value and does not discriminate on the basis of race, color, religion, gender, sexual orientation, national and ethnic origin, age, marital status or disability in the recruitment and employment of its faculty and staff. Stetson University's commitment to equal employment opportunity and nondiscrimination extends to recruitment, employment, advancement and promotion, compensation and benefits, administration, training and development, and other personnel actions.*

