

LMU | Lincoln Memorial University



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Inviting Applications and Nominations for

Assistant Vice
President for
Enrollment
Management

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Lincoln Memorial University in Harrogate, Tennessee, invites nominations and applications for the position of **Assistant Vice President for Enrollment Management**. Reporting to the Executive Vice President for Administration, the Assistant Vice President will provide strategic and operational leadership for student recruitment, admissions, and enrollment planning across the University.



The mission of **Lincoln Memorial University** is to give students a foundation for a more productive life by upholding the principles of Abraham Lincoln's life: a dedication to individual liberty, responsibility, and improvement; a respect for citizenship; recognition of the intrinsic value of high moral and ethical standards; and a belief in a personal God.

About Lincoln Memorial

Lincoln Memorial's mission emphasizes quality educational experiences at the undergraduate, graduate, and professional levels and a commitment to improving the lives of students and communities throughout the Appalachian region.

The University has developed significantly over the past decade, expanding its academic and professional offerings and its geographic reach. Today, LMU offers programs across a broad range of disciplines, including business, humanities, arts and sciences, education, and health professions, along with graduate and professional programs.

Founded in 1897, Lincoln Memorial University is a comprehensive, values-based institution located in Harrogate, Tennessee, near the Cumberland Gap where Tennessee, Kentucky, and Virginia meet.

LMU's main campus encompasses approximately 1,000 acres in Harrogate, while the University also serves students through regional locations, online education, and other instructional sites. This distributed academic environment creates both opportunities and challenges for coordinated enrollment strategy.

A UNIVERSITY EXPERIENCING GROWTH

LMU has experienced six consecutive years of record enrollment. Fall 2026 enrollment reached 6,808 students, the highest enrollment in the University's history. Enrollment increased by 6.8 percent from the previous year, while total enrollment has grown by more than 61 percent

since 2016.

Particularly notable has been the growth of LMU's professional programs. Professional enrollment reached 4,219 students in fall 2026, reflecting the University's expanding role in educating physicians, dentists, veterinarians, attorneys, therapists, educators, and other professionals.

This growth creates an exceptional opportunity for an enrollment leader who can help LMU build sustainable enrollment strategies, strengthen recruitment infrastructure, improve the student experience from inquiry through enrollment, and align enrollment activity with academic capacity and institutional priorities.



The Opportunity

Lincoln Memorial University invites nominations and applications for the position of Assistant Vice President for Enrollment Management. Reporting to the Executive Vice President for Administration, the Assistant Vice President will provide strategic and operational leadership for student recruitment, admissions, and enrollment planning across the University.

This is an important leadership opportunity at a university experiencing significant enrollment growth and continued expansion of its undergraduate, graduate, and professional programs. The successful candidate will bring a strategic, data-informed approach to enrollment management while maintaining a highly student-centered and collaborative leadership style.

The Assistant Vice President will lead enrollment staff, strengthen recruitment and admissions operations, advance coordinated processes across programs and locations, and use enrollment data to improve recruitment, applicant engagement, yield, and enrollment outcomes. The position will work closely with academic leadership, Student Financial Services, Student Success, Athletics, Marketing and Public Relations, the Registrar, and other university leaders.

The opportunity is particularly well suited to an enrollment leader who understands the distinctive needs of rural, Appalachian, first-generation, transfer, undergraduate, graduate, and professional students and who can translate institutional mission and academic strengths into effective recruitment and enrollment strategies.



The Position

The Assistant Vice President for Enrollment Management will provide leadership for enrollment planning and assigned recruitment and admissions operations.

The position will:

- Develop and implement a comprehensive enrollment plan aligned with LMU's mission, academic priorities, enrollment goals, and financial objectives.
- Establish recruitment and enrollment goals by program and location and monitor progress toward those goals.
- Lead strategies to improve applications, application completion, yield, and incoming student enrollment.
- Direct recruitment and admissions operations while ensuring timely, accurate, responsive service to prospective students and families.
- Advance centralized admissions processes across designated undergraduate, graduate, and professional programs while respecting program-specific requirements and academic decision-making authority.
- Lead, mentor, supervise, and evaluate enrollment personnel.
- Establish clear performance expectations and support professional development.
- Prepare enrollment forecasts, dashboards, and reports to inform recruitment strategies, staffing decisions, and institutional budget planning.
- Manage assigned budgets and evaluate recruitment expenditures for effectiveness and measurable results.
- Collaborate with Finance and Student Financial Services regarding affordability, institutional aid strategies, and net tuition revenue.
- Partner with academic leadership, Student Success, the Registrar, and Athletics to align recruitment with program capacity, student readiness, persistence, and degree completion.
- Work closely with Marketing and Public Relations to ensure accurate and consistent recruitment communications.
- Strengthen relationships with schools, community colleges, counselors, alumni, and other external partners.
- Expand prospective-student outreach and transfer pathways.
- Oversee recruitment events, campus visits, and admitted-student engagement activities across LMU locations.
- Improve enrollment technology, application workflows, CRM/SIS utilization, and data quality.
- Ensure recruitment and admissions practices reflect institutional policies, confidentiality requirements, ethical recruitment standards, and applicable regulations.
- Advise the Executive Vice President for Administration regarding enrollment trends, challenges, opportunities, and strategies for sustainable growth.
- Represent LMU at recruitment events, professional meetings, and appropriate community and external engagements.
- Participate in University committees, Administration Division meetings, and accreditation-related activities.

Leadership Priorities

The Assistant Vice President will be expected to focus on several priorities during the first phase of service.

1. **Develop a Strategic Enrollment Framework**

Create and implement an enrollment strategy that connects recruitment activity with LMU's academic priorities, institutional mission, financial objectives, program capacity, and student-success goals.

2. **Strengthen Enrollment Analytics**

Establish a consistent, accessible system of enrollment dashboards, forecasting, goals, and performance measures. The AVP should be able to move from data to action—identifying trends, diagnosing challenges, and implementing measurable strategies.

3. **Build a High-Performing Enrollment Organization**

Lead an enrollment team characterized by accountability, collaboration, professionalism, responsiveness, and a strong service orientation. The AVP will establish expectations, develop talent, and create a culture of continuous improvement.

4. **Improve the Prospective Student Experience**

Evaluate the recruitment and admissions experience from first inquiry through enrollment. The AVP should identify opportunities to reduce unnecessary barriers, improve communication, strengthen applicant engagement, and increase yield.

5. **Coordinate Enrollment Across Programs and Locations**

LMU's undergraduate, graduate, and professional programs have different markets, requirements, and enrollment cycles. The AVP will provide a coordinated institutional approach while preserving the academic and operational requirements of individual programs.

6. **Expand Transfer and External Partnerships**

Strengthen relationships with high schools, community colleges, counselors, alumni, community organizations, and other partners throughout the region and beyond. Transfer pathways and community relationships should be viewed as important components of LMU's long-term enrollment strategy.

7. **Connect Enrollment, Affordability, and Net Tuition Revenue**

Work collaboratively with financial and academic leaders to understand the relationship among tuition pricing, institutional aid, affordability, enrollment, student composition, and net tuition revenue.

8. **Support Sustainable Growth**

LMU's recent enrollment trajectory presents substantial opportunity. The AVP will help ensure that future growth is intentional, financially responsible, academically appropriate, and connected to student persistence and degree completion.





Ideal Candidate

LMU seeks an experienced enrollment leader who combines strategic vision with strong operational execution.

The ideal candidate will be a collaborative and visible leader who understands that successful enrollment management requires partnership across the institution. The candidate will have demonstrated success using data, technology, market intelligence, and relationship-building to improve enrollment outcomes.

The successful candidate will also appreciate LMU's distinctive mission and understand the educational needs and aspirations of students from rural and Appalachian communities.

REQUIRED QUALIFICATIONS

The successful candidate will possess:

- An earned doctorate.
- Leadership experience at a private university or an institution serving rural and first-generation students.
- Experience coordinating undergraduate, graduate, or professional admissions across multiple programs or locations.
- Demonstrated success with admissions process improvement.
- Experience with enrollment forecasting.
- Experience with transfer recruitment.
- Experience analyzing institutional aid strategies.
- Strong knowledge of strategic enrollment management, student recruitment, and admissions operations.
- Demonstrated ability to use enrollment data to establish goals and develop actionable strategies.
- Strong supervisory and organizational leadership skills.
- Excellent written, verbal, and interpersonal communication skills.

PREFERRED EXPERIENCE

Preference will be given to candidates with experience in:

- Leading organizational change.
- Developing and mentoring enrollment professionals.
- Multi-campus or distributed enrollment operations.
- CRM and student information systems.
- Enrollment analytics and dashboard development.
- Undergraduate, graduate, and professional recruitment.
- Financial aid and net tuition revenue analysis.
- Accreditation processes and standards.
- Recruitment and enrollment in rural, Appalachian, or first-generation student markets.

Leadership Attributes

Beyond technical enrollment expertise, LMU seeks a leader who demonstrates:

Strategic perspective — Sees the relationship between enrollment, academics, finance, student success, and institutional mission.

Data-informed decision making — Uses reliable data and thoughtful analysis to identify opportunities, measure performance, and make decisions.

Collaborative leadership — Builds productive relationships with academic and administrative leaders and creates shared ownership of enrollment objectives.

Student-centeredness — Keeps prospective and current students at the center of recruitment and enrollment decisions.

Accountability — Establishes clear expectations, measures results, addresses challenges directly, and follows through.

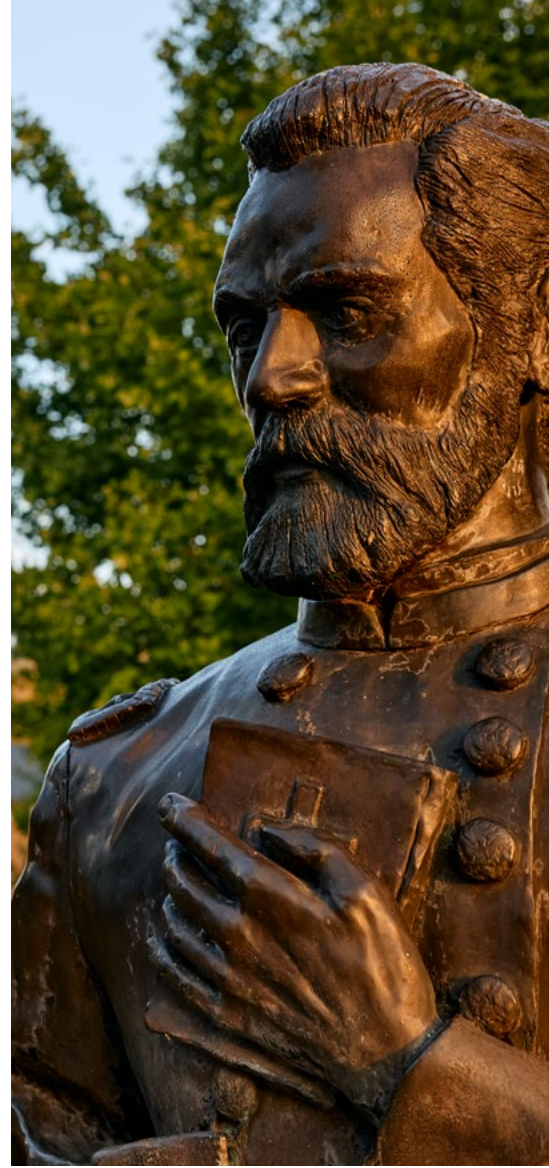
Change leadership — Can improve systems and processes while respecting institutional culture and the expertise of colleagues.

Communication — Communicates clearly and candidly with students, families, faculty, staff, administrators, trustees, and external partners.

Relationship building — Develops meaningful connections with schools, community colleges, counselors, alumni, community leaders, and other enrollment partners.

Mission alignment — Demonstrates respect for LMU's values, history, Appalachian heritage, and commitment to serving students and communities.

Operational discipline — Is highly organized, attentive to detail, and capable of managing multiple priorities, deadlines, programs, and locations.





Why LMU — Why Now

The Assistant Vice President for Enrollment Management will join LMU at an especially significant point in its institutional development.

The University has experienced sustained enrollment growth, expanded its professional schools and academic offerings, increased its geographic reach, and strengthened its role in educating students throughout Appalachia and beyond.

At the same time, continued growth requires increasingly sophisticated enrollment management practices. The next AVP will have an opportunity to help shape the systems, people, strategies, partnerships, and analytics that support LMU's next stage of development.

This is not simply an admissions leadership position. It is an opportunity to help shape the University's future through enrollment strategy.

The successful candidate will have the opportunity to:

- Influence University-wide enrollment strategy.
- Lead a growing and evolving enrollment operation.
- Work across undergraduate, graduate, and professional programs.
- Partner directly with senior University leadership.
- Help strengthen enrollment analytics and forecasting.
- Develop recruitment and transfer partnerships.
- Improve the prospective student experience.
- Connect enrollment strategy with student success and financial sustainability.
- Serve an institution with a distinctive Appalachian mission and national aspirations.





The Community and Mission Connection

LMU's history is inseparable from the Cumberland Gap and the Appalachian region. Founded as a living memorial to Abraham Lincoln, the University has maintained a commitment to educational opportunity and service to the people and communities of Appalachia.

For the Assistant Vice President for Enrollment Management, this creates an important leadership context. Effective enrollment strategy at LMU requires more than conventional recruitment practices. It requires an understanding of the communities LMU serves, the aspirations and barriers faced by prospective students, and the University's role as an educational and economic resource for the region.

The successful candidate will be energized by that mission and capable of communicating LMU's distinctive value proposition to prospective students, families, counselors, community partners, alumni, and other stakeholders.





About Harrogate, TN

Harrogate provides a distinctive setting for both professional and personal life.

Located in northeastern Tennessee at the intersection of Tennessee, Kentucky, and Virginia, Harrogate is approximately 55 miles north of Knoxville. LMU's 1,000-acre campus is situated in the Appalachian Mountains and adjacent to the Cumberland Gap region.

The community offers a small-town environment closely connected to the University. LMU's undergraduate catalog describes Harrogate as providing nearby banks, restaurants, a pharmacy, grocery store, medical and dental offices, and other services within walking distance of campus. The neighboring community of Middlesboro, Kentucky, provides additional shopping, dining, entertainment, and everyday amenities.

For those seeking outdoor recreation, the Cumberland Gap National Historical Park is a defining regional asset. The park encompasses approximately 14,000 acres of wilderness and offers nearly 85 miles of hiking trails, camping, historic sites, cave tours, wildlife, and opportunities for exploring the Appalachian landscape.

The region's location also provides access to larger metropolitan amenities in Knoxville, approximately an hour from campus by LMU's stated distance, while maintaining the character and pace of an Appalachian community.

For an executive and family seeking a university-centered community, outdoor recreation, historic surroundings, and access to a larger city without living in a major metropolitan area, the Harrogate setting offers a distinctive combination.



Application & Nomination Process

Confidential inquiries are welcomed, and nominations are invited.

APPLICATIONS

Application materials should be submitted as a PDF.

Materials should include:

- A letter of interest addressing your qualifications and interest in LMU
- A current curriculum vitae
- Three (3) personal/professional references with names, titles, and contact information

References will not be contacted without your consent.

Initial screening of applications will begin immediately and continue until the position is filled.

For best consideration, application materials should be provided by **November 20, 2026**.

NOMINATIONS

If you know someone who would be an outstanding candidate for this opportunity, we encourage you to share this profile and invite them to apply through the outlined process.

CONSULTANT

Lincoln Memorial University has retained **Daugherty Search Group** to assist the Search Committee in its identification and review of candidates. **Jennifer Barfield, Senior Consultant**, is the lead consultant for this search. Request a confidential conversation regarding this search by emailing jennifer@daughertysearch.com.

APPLY HERE

NOMINATE SOMEONE



Lincoln Memorial University is committed to providing equal educational and employment opportunities in accordance with applicable law.