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OPPORTUNITY PROFILE

AVP STUDENT EXPERIENCE & ENROLMENT SERVICES

College  
of New  
Caledonia

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**CNC**

## COLLEGE OF NEW CALEDONIA AVP STUDENT EXPERIENCE & ENROLMENT SERVICES

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## THE ORGANIZATION COLLEGE OF NEW CALEDONIA

The College of New Caledonia (CNC) has been dedicated to helping meet the adult and post-secondary educational needs of northern British Columbians since 1969. Serving an area approximately 117,500 square kilometers in size, or 12% of the province, CNC plays an important role in training and educating students in health sciences, trades and technologies, social services, business and university studies. CNC is a pillar in its communities and has six campuses across BC's Central Interior – Prince George, Burns Lake, Fort St. James, Mackenzie, Quesnel and Vanderhoof. Across all campuses, 5,000 students in 90 distinct programs are enrolled each year.

With affordable tuition, practical, hands-on learning and no more than 37 students per class, students can acquire the skills they need for a long-lasting, stable and successful career in as few as 10 months. CNC offers students the ability to easily transfer into the third year of degree programs, with 15 agreements with 10 universities in BC, AB, and elsewhere.

CNC is honoured to work with the Aboriginal people in this region, inclusive of the First Nations, Métis and Inuit peoples. CNC acknowledges the graciousness of the First Nations peoples in welcoming those who are seeking knowledge on their traditional territories. There are 22 First Nations communities within the region served by the College: Cheslatta Carrier Nation, ?Esdilagh First Nation, Kwadacha Nation, Lake Babine Nation, Lheidli T'enneh Nation, Lhoosk'uz Dene Nation, Lhtako Dene First Nation, McLeod Lake Indian Band, NadlehWhut'en, Nak'azdliWhut'en, Nazko First Nation, Nee Tahi Buhn Band, Saik'uz First Nation, Skin Tsee Nation, Stelat'en First Nation, Takla Lake First Nation, Tl'azt'en First Nation, Tsay Keh Dene Band, Ts'il Kaz Koh, Wet'suwet'en First Nation, and Yekooche First Nation.

To learn more, please visit CNC's [website](#), and read its [Strategic Plan](#) and [Academic Plan](#).





## THE LOCATION PRINCE GEORGE & NORTHERN BC

Prince George is a mid-sized city of about 74,000 people located in central British Columbia on the traditional territory of the Lheidli T'enneh. Surrounded by tree-covered hills and a short drive in all directions from the beautiful BC outdoors, Prince George has all of the amenities of a larger city mixed with the charm and friendliness of a smaller town. Due to being the largest city in the surrounding region and its wide variety of employment options, Prince George serves as a dynamic hub for Northern BC.

Prince George has a thriving and diverse economy that offers professionals and tradespeople numerous opportunities to advance their careers. Prince George is growing faster than both the provincial and national economies in terms of GDP. The largest employment sectors include Wholesale & Retail Trade, Manufacturing, Healthcare & Social Assistance, Construction, and Forestry, Fishing, Mining and Oil & Gas.

The dream of owning a home can become a reality in Prince George, where the average cost of a single-family home well under the costs in other urban areas across Canada.

Prince George's location offers immediate access to four-season outdoor recreation activities that are complemented by a full range of urban amenities. Whether you prefer a relaxing day at the lake, hiking in an inland cedar rainforest, kayaking, canoeing, playing soccer or hockey, a day of shopping, an evening spent watching live theatre or a symphony performance, or good food at a top-notch local restaurant, Prince George has it all. And the best part is that everything is accessible, with the average round-trip in Prince George being only 30 minutes.

To learn more, please visit [City of PG](#) | [Move Up Prince George](#) | [Tourism PG](#) | [PG Chamber of Commerce](#) | [Community Arts Council of PG](#) | [Theatre Northwest](#) | [PG Symphony Orchestra](#) | [Parks and Recreation](#)



## THE OPPORTUNITY    AVP STUDENT EXPERIENCE & ENROLMENT SERVICES

The Associate Vice-President Student Experience & Enrolment Services (AVPSEES) will be a member of the Executive leadership team and administrator responsible for providing leadership, insight, innovation, and accountability in a student support ecosystem that has a variety of student support service areas. They will play a critical role in the cohesive management and integration of diverse student experiences, will advocate for students, and foster relationships to support students voices in college decisions which impact student success.

The AVPSEES will lead the strategic direction in the implementation of CNC's Strategic Enrolment Management (SEM) Plan, providing institutional leadership that spans across all college departments to empower the seven existing SEM Councils and providing co-leadership with the VP Academic for enrolment planning and management. They will integrate quantitative data planning and analysis with strategic decision-making to support optimal enrollment management. Success is driven by a commitment to continuous improvement, fostering strong relationships, and promoting flexibility and collaboration to achieve enrollment goals.



The AVPSEES is responsible for a portfolio dedicated to fostering student success and fulfilling the College's strategic commitments to Indigenization and decolonization; equity, diversity, inclusion & belonging; student-centered education; academic excellence; civic leadership, and community engagement. As a newly created position, this role will support the development of effective systems and services to support students, while expertly employing change management skills.

The AVP will bring a systems-level lens to executive decision making, ensuring that the student experience, equity, and access remain central when critical decisions are shaped by competing priorities across the institution. These commitments should be embedded in everyday systems, policies, and practices across the portfolio, informing how decisions are made rather than being treated as parallel or stand-alone initiatives.

Reporting directly to the President, the AVPSEES lead and integrate a robust holistic student support, services and programming model for CNC's six campuses, and work to ensure the advancement of College's mission, vision, values, and goals, with a commitment to the success of students, staff, faculty, and the community. Reporting to this position are the Directors of Institutional Research and Enrolment Management; Learning Commons & Academic Success Centre; Marketing, Events and Future Students; Office of the Registrar; and Student Services and International. As a member of the Executive team, they will collaborate with Executive and Senior Leaders on the development of college-wide policies, short and long-term strategic plans, budgetary accountability structures, and campus initiatives.



## Nature and Scope

The AVPSEES is responsible for budgeting, coordination, development, management, and strategic planning in all student support services areas. All areas are represented and actively participate in the SEM Councils.

- **Learning Commons & Academic Success Centres:** student accessibility services; testing & tutoring services; library services.
- **Student Services & International:** student conduct; student policy development and implementation; student life and housing; recreation services; student academic and career advising; financial aid & awards; student retention and first year experiences, and Health Center and wellness supports.
- **Office of the Registrar:** The Registrar facilitates and ensures the integrity of each student's movement through the College by ensuring consistent, efficient and effective systems, the integrity and accuracy of all student records and credentials, in alignment with legislation and the work of Education Council.
- **Marketing, Events & Future Students:** integrated & consistent communications, promotions, recruitment, advertising, web and special events.
- **Institutional Research & Enrolment Management:** data & data audits, cyclical & internally requested reports, maintenance of data dashboard, and Ministry of Post Secondary and Future Skills reports.

In addition to the existing departments and functions within the portfolio:

- Development of new partnerships, relationships, & initiatives within the College's strategic priorities, such as: strategic enrolment management (SEM); equity, diversity, inclusion & belonging (EDIB); truth & reconciliation commission (TRC); service component of the redevelopment of regional campuses; automated & digital services; a high school transitions strategy, and student health and wellness strategy;
- The incumbent will be part of a team actively engaged in contributing to and accomplishing the vision, mission, and goals of the College and in supporting the aspirations and needs of our learners; and
- The incumbent will promote a positive work atmosphere by interacting and communicating in a professional manner that demonstrates mutual respect with students and colleagues.





## Specific Duties

- Articulates college support of student experience and enrolment services in all areas of this portfolio;
- Provides overall leadership and coordination for Strategic Enrolment Management.
- Contributes to the development, review, and revision of student policies and procedures relevant to student success, personal growth, and development of students;
- Delegates appropriate authority to direct reports and assumes the duties of those leaders when required;
- Develops and circulates reports and college documents for internal and external purposes as required;
- Develops the annual budget with CNC's Finance Department (operating and capital) and the overall allocation and effective utilization of budgets for all assigned areas of responsibility, representing those areas in the College budgetary process, and ensuring that annual expenditures fall within the limits of approved budgets;
- In collaboration with Human Resources, leads, implements, and provides effective leadership in the management of the College collective agreements. Supports directors and managers managing human resources-related cases and leads the development and understanding of effective employee relations;
- Mentors and develops staff within the AVPSEES portfolio to support continuous growth in order to enable a high-caliber student experience;
- Encourages an open, supportive relationship with the student community, recognizes and promotes innovative approaches to student success, and understands and appreciates the diversity of student issues and experiences;
- Along with the Director of Student Services serve as the Executive Leadership member in advising and developing ongoing relationships and partnerships with the CNC Student Union;





- Facilitates and maintains optimal communication and cooperation within and between areas under their authority and between those areas and other areas of the College;
- Maintains an ongoing schedule of planning, assessment, and reporting for all areas of responsibility including the development of short and long-term goals for student success;
- Oversees the development of student support services, in collaboration with other functional areas, to move toward a “student hub” or “one stop shop” service concept;
- Collaborates, advises, assists, and reviews the team's work, ensuring responsibility for work to be completed at a high standard, including mentoring, managing, and evaluating the work with a lens of continuous improvement. Provides the necessary information, supervision, and support to enable the Directors reporting to the AVPSEES to fulfill their duties;
- Provides guidance, information analysis and resources to the Vice-President Academic on matters pertaining to areas of responsibilities regarding educational, personnel, and fiscal planning;
- Represents CNC on international, national, and regional levels through participation on committees and task forces, government initiatives, school district collaboration, and post secondary institutions;
- Represents the College to external constituencies by developing relationships and partnerships with local communities and external organizations, including Provincial Government, primary and secondary school districts, and other post-secondary institutions in BC and beyond;
- Works closely with department leaders, specifically with the academic division and marketing department in the development, implementation, and assessment of student success services; and
- Works collaboratively with Student Experience and Enrolment Strategy Director's portfolios to maximize efficient and relevant services to prospective, current, and future students, including developing plans and programs with student recruitment and retention, engagement, integration, support, and success.



## THE PERSON

The ideal candidate is a humble leader with substantial experience navigating the complexities of post-secondary enrolment management and student services. With an inclusive and collaborative leadership style, they foster strong engagement across teams and with internal and external partners, breaking down silos, creating a unified environment that values the expertise and insights found throughout CNC. The AVPSEES should be decisive and bring well-developed planning, analytical, and team-leadership skills to support CNC in making complex, data-informed decisions and guiding staff through periods of change and system enhancement. They will draw on their background in student services and enrolment strategy to shape impactful, responsive, and culturally-safe experiences that support recruitment, retention, and long-term student success.



### Professional and Personal Qualifications

- Master's Degree required/enrolment management education and/or credentials preferred;
- Eight+ years of experience in senior leadership in a post secondary setting, which includes a combination of experience in strategic enrolment management and project leadership/management, supervisory, operational, and administrative duties for post secondary student experience and enrolment and services; a combination of education and experience may be considered;
- Experience with change management, and current technology used in enrolment management, i.e. customer relationship management tools, recruitment technologies, admissions technology tools, processes, marketing and web technology tools and processes;
- Experience teaching in a post-secondary environment is preferred;
- Evidence of professional accomplishment in support of innovative practises leading to student success;





- Experience developing and implementing an institutional student-centered philosophy;
- Understanding of the system, philosophy, and mandate of colleges in British Columbia;
- Demonstrated skill in managing student conduct cases and responding to complex situations involving student conduct;
- Experience in student-centered program and services delivery with knowledge of how to apply student development theories with knowledge and research in student support services and success initiatives in post secondary environments;
- Proven expertise in data-informed, learning and teaching focused post secondary environments;
- Extensive knowledge of and experience with student support and success services in a post secondary environment, including:
  - Strategic enrolment management practices
  - Data informed decision-making processes
  - Technologies that are used to promote and monitor enrolment planning and management





- Demonstrated ability to represent student support and success services to internal and external audiences including departments, committees, boards, government, and other organizations; the ability to represent student support and success services in budget development and management of college programs and services, and the ability to collaborate and engage with all members of the College community including students, staff, faculty, administrators, and external stakeholders;
- Works with a coaching mindset, creates a thought-provoking and creative environment to help others achieve their goals; and
- Builds effective working relationships through open communication and trust, seeking clarity on matters where there are impacts to staff while engaging with active listening and empathy.





## Required Leadership Competencies

- **Relationship Building** – Relates comfortably with staff across all levels of the organization; builds rapport in an open, friendly, and accepting manner even when facing tense or demanding situations; identifies interpersonal and group dynamics and reacts effectively; solicits input from others and is continually listening enabling a flow of information that is open and appropriate.
- **Service Focus** - Values the importance of high-quality delivery; provides innovative service to internal and external customers (colleagues, students, families, visitors, etc.), and understands the needs of the customer and follows up to ensure satisfaction. Able to prioritize and set work activities accordingly and uses relevant skills to achieve goals and finds innovative solutions to achieve the “extra mile.”
- **Result Oriented** - Takes responsibility for the work; personally, commits to and will be accountable to deliver results quickly, accurately and effectively, and uses thoughtful judgment when responding to challenging situations using foresight to overcome obstacles.
- **Initiating Action/Taking Initiative** - Readily acts and makes decisions consistent with departmental or College objectives; volunteers readily and takes independent actions when appropriate; leads by example; is a good role model for others to follow and suggests methods and procedures to improve departmental operations.





- **Leadership and Supervisory Abilities** - Attracts and recruits the best talent; coaches and inspires staff and colleagues; sets expectations, recognizes achievements, and proactively manages conflict; delegates and consistently guides the team towards the outlined goals; clearly defines responsibilities and authority limits of subordinates, and recognizes individual capabilities and assigns work accordingly.
- **Problem Solving and Decision Making** - Identifies problems; involves others in seeking solutions; conducts appropriate analyses; searches for best solutions, and responds quickly to new challenges; makes clear, consistent, and transparent decisions; acts with integrity in all decision-making, distinguishing relevant from irrelevant information; assures adequate control and accounting of all funds including maintaining sound financial practices, and demonstrates an institutional view.
- **Strategic Planning and Organizing** - Aligns departmental priorities with the College's strategic plan; and other cascading college plans with measured outcomes and uses feedback to make changes as required, and approaches decision making (including, where applicable, program development, modification and or cancellation) with a focus on the potential impact on student enrolment, engagement, and success.
- **Employee Development** - Encourages and supports employee participation in personal and professional development; coaches, evaluates, develops, and inspires direct reports; provides constructive and objective performance feedback on a regular basis; acknowledges and encourages reliable performance; proactively identifies and discusses any performance issues in a timely manner, and ensures risks are minimized through initiative-taking succession planning.





CNC is strongly committed to hiring based on merit with a focus on fostering diversity of thought within its community. CNC welcomes those who would contribute to the further diversification of its staff, its faculty and its scholarship including, but not limited to, women, Indigenous, Black and People of Colour, persons with disabilities and persons of any sexual orientation or gender identity. Please note that all qualified candidates are encouraged to apply, however applications from Canadians and permanent residents will be given priority.

## COMPENSATION

A competitive compensation package will be provided including an attractive base salary and excellent benefits. The range is from \$128,636 to a control point of \$171,514. Further details will be discussed in an interview.

## FOR INFORMATION PLEASE CONTACT:

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