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OPPORTUNITY PROFILE

ASSOCIATE VICE-PRESIDENT, STUDENTS

College
of New
Caledonia

CNC

the right people

COLLEGE OF NEW CALEDONIA AVP, STUDENTS

CONTENTS

THE ORGANIZATION	COLLEGE OF NEW CALEDONIA	1
THE LOCATION	PRINCE GEORGE, BC	2
THE OPPORTUNITY	AVP, STUDENTS	3
	Nature and Scope	4
	Specific Duties	5
THE PERSON		7
	Professional and Personal Qualifications	7
	Required Leadership Competencies	8
COMPENSATION		10
CONTACT		10



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 ~117,500 square kilometers, or 12% of the province, CNC plays an important role in training and educating students in health sciences and human services, trades and technology programs, business, university studies and continuing education. CNC is a pillar in its communities and has five campuses across BC’s Central Interior – Prince George, Burns Lake, Mackenzie, Quesnel and Vanderhoof. Across all campuses, about 5,000 students are enrolled each year.

With affordable tuition, practical, hands-on learning and small class sizes, students can acquire the skills they need for successful career in as few as 10 months. CNC offers students the ability to easily transfer into the third year of degree programs, with transfer agreements with numerous 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 Tye 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 100,000 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 cost 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 under 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 ASSOCIATE VICE-PRESIDENT, STUDENTS

The Associate Vice-President, Students (“AVPS”) is a member of the Executive Committee and provides strategic leadership, innovation, and accountability for a comprehensive and integrated student support ecosystem. The AVPS ensures the effective coordination of diverse, interrelated service areas, fostering a cohesive and student-centered approach to the delivery of programs and services that enhance student success, engagement, and well-being. The role plays a critical leadership function in advancing the student experience at CNC, advocating for students and ensuring their perspectives inform institutional planning and decision-making, working synergistically with the academic units.



Reporting to this position is a broad and complex portfolio aligned with the College’s strategic commitments to Indigenization and Reconciliation, equity, diversity, inclusion and belonging; student-centered education; academic excellence; and community engagement. As a newly established role, the AVPS will lead the development and integration of systems, services, and practices that enhance the student lifecycle, applying strong change management principles to support institutional growth and transformation.

The AVPS leads the delivery of a relevant and responsive holistic model of student supports, services, and programming across all campuses, ensuring consistency, accessibility, and responsiveness to learner needs. As a key member of the Executive Team, the AVPS collaborates closely with senior leaders on institutional policy development, strategic planning, budget stewardship, and cross-functional initiatives. The AVPS is responsible for leading the implementation and ongoing evolution of CNC’s Strategic Enrolment Management (SEM) Plan, cultivating a culture of enrolment management across the institution in collaboration with academic and administrative leaders. This includes leveraging data analytics, environmental scanning, and evidence-based planning to inform strategic decisions and optimize enrolment outcomes. Direct reports include the Directors of Institutional Research & Enrolment Management, Learning Commons & Academic Success, Marketing & Future Students, the Office of the Registrar, Student Services, and International.



Nature and Scope

The AVPS is accountable for the leadership, strategic direction, planning, coordination, and financial oversight of an integrated portfolio of student-facing services and enrolment functions. These areas collectively support the College's Strategic Enrolment Management framework and actively contribute to SEM governance and decision-making structures. Portfolio responsibilities include:

- **Learning Commons & Academic Success Centre:** Oversight of student accessibility services, testing and tutoring supports, and library services, ensuring equitable access to academic resources.
- **Student Services & International:** Oversight of student conduct and policy development; student life, housing, and recreation; academic and career advising; financial aid and awards; student retention and first-year experience initiatives; and health, wellness, and international student supports.
- **Office of the Registrar:** Oversight in ensuring the integrity, accuracy, and compliance of student records, credentials, and academic processes in alignment with legislation and Education Council requirements.
- **Marketing, Events & Future Students:** Oversight in the development of integrated communications strategies, student recruitment, marketing campaigns, digital presence, and event coordination to support enrolment objectives.
- **Institutional Research & Enrolment Management:** Oversight of the institutional data strategy, reporting, enrolment analytics, dashboard development, and mandated reporting to the Ministry of Post-Secondary and Future Skills.

In addition, the AVPS advances institutional priorities through the development of strategic partnerships, initiatives, and frameworks related to SEM, EDIB, Truth and Reconciliation, community campus development, digital transformation, K-12 transition pathways, and student health and wellness strategies.



The AVPS contributes to institutional planning and effectiveness, supports CNC's mission and strategic goals, and fosters a positive, respectful, and inclusive workplace environment. They also oversee automated & digital services, a high school transitions strategy, and student health and wellness strategy.

The AVPS 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; they will promote a positive work atmosphere by interacting and communicating in a professional manner that demonstrates mutual respect with students and colleagues.

Specific Duties

- Provide strategic and operational leadership for all areas within the Student Experience & Enrolment Services portfolio;
- Lead the advancement of the College's Strategic Enrolment Management framework and SEM culture;
- Advance integrated recruitment, retention, engagement, and student success strategies across the learner lifecycle;
- Collaborate closely with academic leadership to align student services and enrolment strategies with academic priorities and student success outcomes;
- Lead comprehensive planning, evaluation, and reporting processes, including the establishment of short- and long-term goals aligned with institutional priorities;



- Responsible for student conduct and student related crisis intervention and support;
- Oversee the development, implementation, and review of student policies, procedures, and initiatives that support student success, development, and well-being;
- Build and sustain relationships with external stakeholders, including government, school districts, Indigenous communities, and post-secondary partners;
- Foster meaningful engagement with students, including collaboration with the CNC Student Union and promotion of student voice in institutional processes;
- Ensure effective communication, collaboration, and integration across portfolio areas and with other College divisions;
- Develop and manage operating budgets in collaboration with Finance, ensuring effective resource allocation and fiscal accountability;
- Provide leadership in human resource management, including collective agreement administration, employee relations, and support for Directors and managers;
- Mentor, coach, and evaluate Directors, supporting leadership development and continuous improvement; and
- Represent the College provincially, nationally, and internationally through committees, partnerships, and sector engagement.

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 AVPS 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 to shape impactful, responsive, and culturally-safe experiences that support recruitment, retention, and long-term student success.



Professional and Personal Qualifications

- Master's degree in a relevant field; additional credentials in enrolment management or related fields preferred;
- 5+ years of progressive senior leadership experience, preferably in a post-secondary environment;
- Demonstrated knowledge and expertise in strategic enrolment management, project leadership, and administration of student services;
- Demonstrated leadership with a lens of cultural safety;
- Experience leading change initiatives and implementing technology solutions such as student ERP admissions platforms, and enrolment tools;
- Proven record of innovation and achievement in advancing student success and service excellence;
- Strong knowledge of student development theory, student support models, and post-secondary systems;
- Experience managing complex student conduct processes and sensitive situations;
- Understanding of the BC post-secondary system a plus, including governance, policy, and regulatory frameworks;
- Proven ability to apply data analytics and research to inform decision-making and strategic planning; and
- Exceptional interpersonal, communication, and stakeholder engagement skills across diverse audiences.



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. Can 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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