



Tabor College

Vice President of Enrollment, Marketing, and Communication

Hillsboro, Kansas





Institutional Overview

History

Established in 1908, Tabor College was founded by a group from the Mennonite Brethren denomination. The Mennonite Brethren, established in 1860, is part of the broader Mennonite family of believers who came out of the so-called “radical wing” of the Protestant Reformation. Influenced by Menno Simons and others, these Christians held deeply to the centrality of the Gospels, including the Sermon on the Mount (Matthew 5-7); the importance of discipleship; the centrality of Jesus; the church as a covenant, counter-cultural community; and the belief in believer’s baptism. (The name “Anabaptist” which means “rebaptizer”, was originally a derisive designation pinned on Anabaptists for rejecting the ceremonial sprinkling they received in infancy as valid baptism).

Among the numerous Mennonites who migrated from Russia to the Great Plains of the United States and Canada, it was the Mennonite Brethren and a similar group, the Krimmer Mennonite Brethren, who saw the need for an institution of higher education, and chose Hillsboro, Kansas, for its location. The first class at Tabor College included 35 students that quickly grew to 104 by the end of the first year. Ten years later, the college’s only building was destroyed by a fire; however, the resiliency of the Mennonite Brethren prevailed. Two years after the fire, construction of two new buildings replaced the first. This spirit of resiliency has continued with the college since 1908.

Tabor College continues to be affiliated with the Mennonite Brethren Church. The college operates under its own charter and is accountable to the Mennonite Brethren churches of the Central, Southern, Latin America, and Eastern districts.

Doctrine

Tabor College, as a ministry of the Mennonite Brethren Church, accepts the “Confession of Faith of the Mennonite Brethren Churches of the United States,” adopted in 1999. Mennonite Brethren follow evangelical Anabaptist theology, which emphasizes new birth in Christ and faithful discipleship, a mission of personal evangelism and social justice, and obedience to the Bible as interpreted within the community of faith. A full copy of the MB Confession of Faith is available online at the conference website: usmb.org/confession-of-faith-4/



Opportunity

Tabor College is a Great Institution

Since 1908, Tabor has faithfully carried out its Christ-centered mission, “preparing people for a life of learning, work, and service for Christ and His kingdom.” Thousands and thousands of students have come to Tabor and experienced a Christ-centered, Liberal Arts education that has been life-transforming; and, in response, have gone on to minister Christ’s redemptive love to a world in need. Our graduates have been recognized for their influence and accomplishment in virtually every form of endeavor. For being a small school in a rural environment, it would be hard to overstate Tabor’s impact in the state, in the region, and in the world.

Tabor College has a Great Future

We enthusiastically seek “to be the college of choice for students who seek a life-transforming, academically excellent, globally relevant, and decidedly Christian education.” We believe that it is exactly the kind of school that the world needs and the kind of education that the college is uniquely positioned to offer. Building on the school’s rich history, generous constituents, beautiful campus, strong balance sheet, and talented faculty, coaches, and staff, Tabor is poised for an incredible future.

Institutional Overview

Tabor College is a four-year Christian liberal arts college located in Hillsboro, Kansas. Tabor College is a member of the Council for Christian Colleges and Universities (CCCU), Kansas Collegiate Athletic Conference (KCAC), National Association of Intercollegiate Athletics (NAIA), Kansas Independent Colleges Association (KICA), and is accredited by the Higher Learning Commission.

Mission, Values, and Vision



The **mission** of Tabor College is to prepare people for a life of learning, work, and service for Christ and His kingdom.



The **core values** that underlie this mission include a commitment to being Christ-centered in all aspects of life, a passion for learning, meaningful involvement in co-curricular activities, the promotion of service to others, and substantial community experiences.



The **vision** of Tabor College is to be the college of choice for students who seek a life-transforming, academically excellent, globally relevant, and decidedly Christian education.

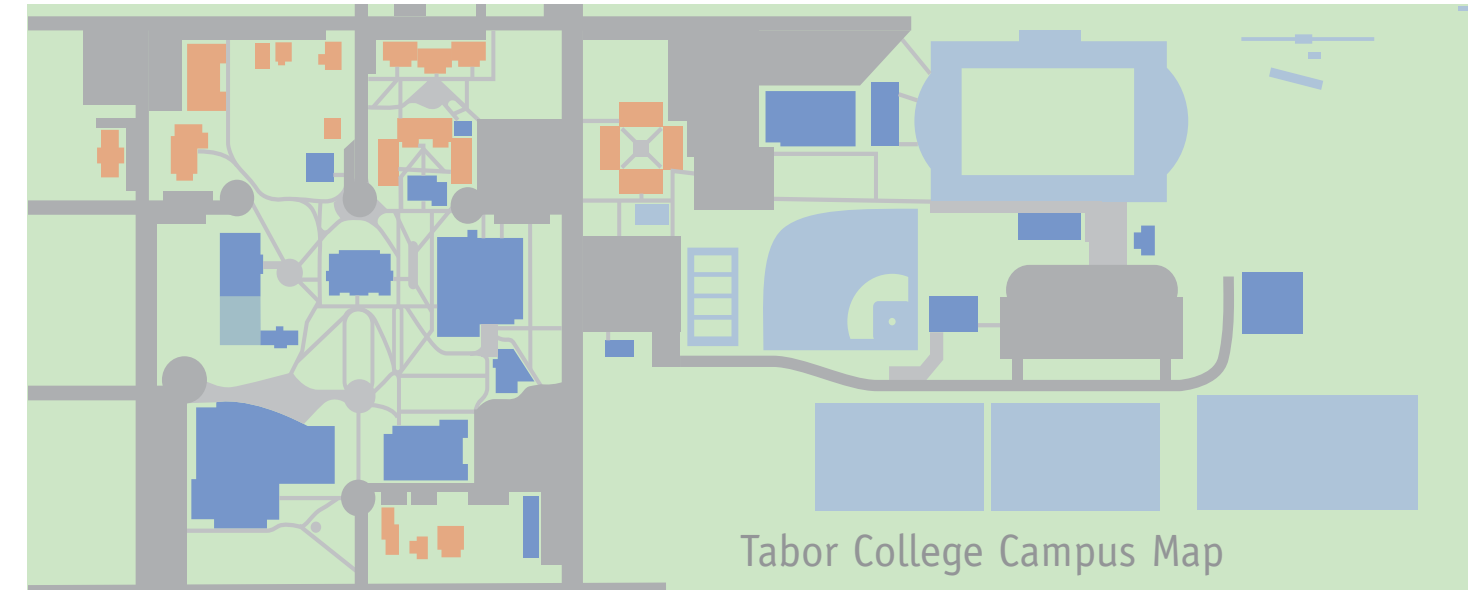
Enrollment

742
Total enrollment

567
Residential undergraduate

116
Graduate program

59
Dual credit



Campus

Tabor's campus is beautiful, consisting of 45 buildings, located on an 86.5-acre tract in the southeast part of Hillsboro. Recent projects include the construction of the 86-bed Jost Hall, the 55,000-square-foot Shari Flaming Center for the Arts, the Shari Flaming Welcome Center, and an indoor tennis facility. A new 33,000-square-foot Business and Entrepreneurship Center is currently under construction.

Community

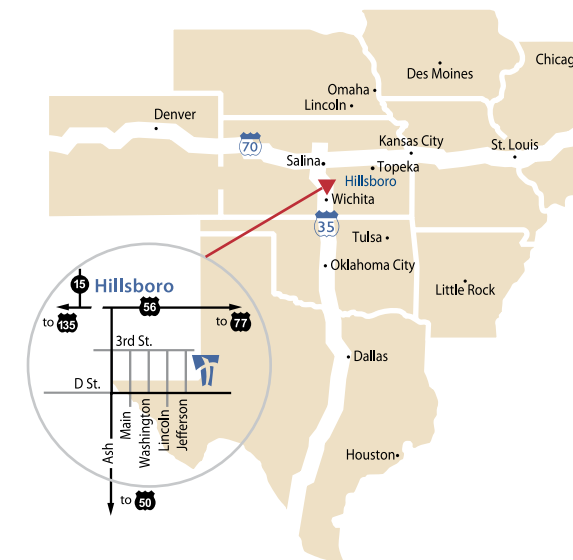
Hillsboro is located in central Kansas along US Highway 56, near Kansas Highway 15. A rural community of 3,000, and an additional 2,400 people within a 10-mile radius, Hillsboro is the largest city in Marion County. It is 50 miles northeast of Wichita, Kansas's largest city. Local education is provided by Unified School District 410, the K-12 public school, which has an enrollment of 560. Marion County Reservoir, Marion County Lake, Hillsboro Municipal Golf Course, and Hillsboro Family Aquatic Center provide a wide range of recreational opportunities.

Hillsboro features plenty of opportunities for work, play, worship, and a great quality of life.

Region

Tabor is strategically positioned in the middle of the US with major cities of Dallas, St. Louis, Kansas City, Omaha, Des Moines, Tulsa, and Oklahoma City all within six hours of campus. Interstate 35 and Interstate 70 are accessible within one hour.

The closest airports with multiple carriers include Wichita (ICT) and Kansas City (MCI).



Recognitions

Accreditation

Tabor is regionally accredited by Higher Learning Commission (HLC).

The College holds membership in the Kansas Collegiate Athletic Conference, the Kansas Independent College Association, the Council of Mennonite Colleges, and the Council for Christian Colleges and Universities. In addition, Tabor holds private accreditations in Education, Music, and Social Work. Students who complete the social work major are eligible to be licensed at the Licensed Bachelor of Social Work level.

For 22 consecutive years, Tabor has received a Top 50 rating in the Midwest Regional Colleges in US News & World Report Best Colleges edition. Tabor is also ranked No. 52 in social mobility.

26
Bachelor Degree Programs

3
Master's Degree Programs

14:1
Student to Faculty Ratio

38
States Represented on Campus

34
Countries Represented on Campus

27
Student-led Organizations

19
Varsity Sports Teams

94
KCAC Scholar-Athletes

82
NAIA Scholar-Athletes

40.9
Percent of Pell-eligible Students



The Position: Tabor College invites applications and nominations for the position of Vice President of Enrollment, Marketing, and Communications. The individual in this position is responsible for the management and conduct of the enrollment, marketing, and communication affairs of the College. As a member of the Executive Team, this leader will collaborate with others to execute Tabor's strategic plan. This position reports directly to the President of the college, serves on the Executive Team, and functions as the Chief Brand Officer of the college.

Qualifications

The ideal candidate will possess the following characteristics:

Leadership: Support the vision, mission, and strategic initiatives of the college with effective enrollment, marketing, and communication for the College. Provide leadership in creating a viable and sustaining enrollment management model for the college. Review and create systems that will provide meaningful data to inform decisions for each respective area. Develop and promote consistent Tabor College branding. Hire, develop, train, and retain employees within areas of responsibility.

Enrollment Management: Develop and implement a comprehensive enrollment/recruiting program to ensure continued growth in enrollment for undergraduate and graduate students. This includes supporting new strategies to grow online undergraduate and graduate enrollments. Oversee recruiting activities across campus, including arts and athletics. Develop relationships with third-party suppliers to provide student recruiting services. Lead the admissions acceptance and appeal/exceptions process and teams. Oversee the development and measurement of key performance indicators for enrollment and recruiting. Lead the college in developing a sustainable financial aid leveraging program.

Marketing and Communications: Develop and implement a comprehensive, integrated strategic marketing and communications strategy for Tabor College. Provide effective utilization of tools and resources, such as the website, media relations, social media, video, photography, and printed materials. Oversee content for all messaging to promote the Tabor brand. Oversee the development of admissions and marketing materials for the entire campus, development of materials supporting advancement, athletics, performing arts, and other departments. Lead public relations activities, including serving as the primary spokesperson for the institution.

Theological Commitment: Have a passionate commitment to Jesus Christ. Be committed to the local church, as evidenced by membership and regular attendance. Embrace core Evangelical/Anabaptist convictions. Respect and support the USMB Confession of Faith.

Expectations: Commitment to Tabor's mission, vision, and core values. Effectively lead the institution in communicating to internal and external stakeholders. Demonstrate an understanding of Christian higher education. Maintain relationships with national and regional professional organizations. Serve as an advisor to the president.

Formal Preparation/Experience Required: Master's degree preferred. Extensive results-oriented experience in enrollment, marketing, and communications. While extensive experience in all three areas is ideal, candidates may be stronger in one area than others. Experience with effective brand management. Exceptional written and verbal communication skills. High-level leadership experience, preferably within a higher education setting. An effective team player with strong interpersonal skills.

Ideal Candidate Characteristics

Personal Characteristics:

We are looking for a leader who demonstrates:

- Passion and conviction
- Optimism and positivity
- Emotional Intelligence, including a high level of self-awareness
- Wisdom and spiritual maturity
- Confidence and courage, willing to make unpopular decisions and lead against the tide, when necessary, without burning bridges
- Kindness and sincerity
- Executive presence and polish, representing Tabor well in all places
- A servant's heart, appropriately using his/her power
- Cultural competence evidenced by an awareness, sensitivity, and appreciation for a diverse range of perspectives
- Global mindedness, demonstrating strong intercultural proficiency, openness, and a desire to expand domestic and international opportunities for students

Strengths and Abilities:

We believe the vice president needs to:

- Be an **excellent communicator**, speaking, and writing with clarity, insight, and conviction, inspiring others to action.
- Be a **good listener**, curious about people's lives, and interested in hearing and understanding various points of view.
- Be a **lover of people**, building strong rapport and relating well with a wide range of stakeholders and audiences.
- Bring significant **leadership experience**.
- **Genuinely love students**, being personable and approachable, authentically investing in students' lives and in their growth/formation.
- Be a **team builder** with a proven record of building collaborative, collegial, lasting, professional relationships.

Leadership Style and Abilities:

We believe that the vice president needs to:

- Be **collaborative and supportive**, encouraging dialogue and building consensus when possible
- Be **visionary**, cultivating and expressing a compelling shared vision of what is possible
- Be **adaptive, flexible, and open to change**, adjusting readily to new perspectives and changing conditions
- Be **strategic**, developing high-level outcomes and strategic objectives
- Be **action-oriented and ambitious**, discontent with the status quo, leading with a sense of urgency
- Be **business-minded**, understanding the business aspect of the college
- Be able to **set clear performance expectations** and hold people accountable
- Be **innovative**, looking for resourceful and creative ways to accomplish big things
- Be **persevering**, demonstrating resilience and the ability to stay the course in the face of significant challenges

Requirements:

- Demonstrates strong character, integrity, and honesty at all times
- Demonstrates a deep, vibrant, evangelical faith
- Affirms the Mennonite Brethren Confession of Faith. usmb.org/confession-of-faith-4/
- An advanced degree with significant leadership experience
- Possesses at least five years high-level leadership experience, ideally in complex and diverse institutions
- Makes Hillsboro his/her home is preferred and be an active member of the community

Nominations and Applications

If, after reading this Profile, you feel that your values, abilities, and experiences make you a good match for Tabor College, we warmly invite you to begin the inquiry process.

Please provide the following documents and responses for review.

- 1 A current resume or curriculum vitae
- 2 A detailed cover letter, addressing your interest in and perceived alignment with the position
- 3 Names and contact information (telephone numbers and email addresses) for five references who know you well enough to comment on your suitability for this role (References will not be contacted without your permission)
- 4 A personal statement of faith that describes your spiritual journey, and how your faith informs both your personal and professional life

- Please submit this information in Microsoft Word or PDF format. All applications and nominations should be sent to tchumrec@tabor.edu.
- Applications will be reviewed until a selection is made.
- All qualified candidates are encouraged to apply.
- Tabor College is an Equal Opportunity Employer operating under the auspices of the Mennonite Brethren churches of the United States. It complies with all applicable non-discrimination laws.



Tabor College

400 South Jefferson, Hillsboro, Kansas 67063



www.tabor.edu



taborbluejays.com



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