



UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

VICE PRESIDENT
PROGRAM STRATEGY

POSITION SPECIFICATIONS

THE UNIVERSITY

Founded in 1979, the University of St. Augustine for Health Sciences is one of the nation's leading universities committed to graduate level health sciences education. Its geographic footprint includes five campuses located in St. Augustine and Miami, Florida; Austin and Dallas, Texas; and San Marcos, California. A Certified B Corporation, the University is committed to being a force for good in the lives of its students and communities it serves, through rigorous financial, social, and environmental performance standards. Combining innovative facilities, industry-leading technology, and best practices in online education, the University currently educates over 5,000 students in fifteen graduate and post-graduate certificate health science programs. The University is committed to expanding its reach without sacrificing program quality, in order to meet the growing demand for healthcare professionals across the country and around the globe.

To learn more, visit the [University of St. Augustine for Health Sciences](https://www.usaahs.edu) website.



THE OPPORTUNITY

The University of St. Augustine for Health Sciences drives performance through adherence to the highest standards in financial and academic outcomes. To that end, the primary role of the Vice President, Program Strategy is to proactively and collaboratively lead across the organization in order to support new and existing degree programs in meeting both the business and customers' needs.

The Vice President will play a key leadership role in managing P&Ls, achieving new enrollment, driving revenue and profitability goals for existing programs, launching new initiatives, developing business cases, managing stakeholder relationships, coordinating key stakeholders, analyzing the pros and cons of business decisions, developing program and marketing strategy, summarizing the value proposition to key stakeholders and establishing metrics for success. The Vice President will report to the Vice Chancellor and will serve as business partner to the Deans in Academic Affairs.

Duties will include:

- ◆ **Program Quality and Profitability.** In partnership with Academic leadership, collaborate with Academic Affairs, Accreditation, Student Services, Legal and Regulatory, etc. to foster program quality and overall student experience. Responsible for overall program profitability and management of the program P&L in partnership with academic leadership.
- ◆ **Consumer Insight.** Identify, recommend, and develop plans for potential market opportunities by understanding the consumer through intensive market research and segmentation activities leveraging focus groups, surveys, and direct customer interviews.
- ◆ **Competitive Positioning.** Identify and implement new initiatives that enhance competitive positioning and foster strong financial results.
- ◆ **Industry Insight.** Foster in-depth understanding of the higher education and health care industries in order to provide informed recommendations to executive leadership on strategic direction, profitability, and ROI for new and existing programs. Become active in industry associations and events to understand market trends, establish a strong network, and identify potential partnership opportunities.
- ◆ **Marketing & Enrollment Strategy.** Collaborate closely with Enrollment and Marketing to drive inquiries, conversions, and enrollments, and with Finance to report, track and manage program-level financial performance; actively utilize data from these sources to determine strategic approaches.
- ◆ **Operational Effectiveness.** Manage and improve program specific operations by identifying and coordinating the launch of new technology, campuses spaces, and student services.
- ◆ **Internal Coordination.** Cultivate effective business relationships with executive leadership, functional management, customers, and peers to achieve excellence in the student experience.

DESIRED EDUCATION AND EXPERIENCE

- ◆ Bachelor's degree with a history of progressively responsible experience in product management, strategic initiatives, marketing, or finance positions within consumer products, publishing, healthcare or higher education enterprises. A Master's degree will distinguish the ideal candidate.
- ◆ Demonstrated ability to grow businesses with strong creative ideas and practical implementation planning.
- ◆ Prior P&L experience with strategic planning and marketing experience.
- ◆ Prior experience with leading teams and influencing stakeholders in diverse remote locations. The ideal candidate will also have experience with matrixed or indirect organizational structures.
- ◆ Excellent written and verbal communication skills, including ability to develop and deliver presentations to senior leadership; demonstrated ability to communicate issues and recommendations persuasively and effectively to key stakeholders.
- ◆ Demonstrated research and analytical skills, as well as the ability to formulate strategic recommendations from disparate data and information sources.
- ◆ Advanced knowledge of product and project management principles, practices, methods, and terminology:
 - Financial and business analysis and data mining
 - Planning, organizing, and project management
 - Budget development and management
 - Management of multiple, competing priorities
 - Advanced critical thinking, analysis, and synthesis skills
- ◆ Proficient with Microsoft Office Suite with aptitude in Excel and PowerPoint
- ◆ Must thrive under pressure and in a fast-paced, constantly changing environment with tight deadlines and multiple priorities; must be willing to push the envelope, embrace risk, and be extremely resourceful within a highly regulated business.



PERSONAL CHARACTERISTICS

- ◆ **Committed to Mission and Core Values** – Demonstrates a commitment to the institution's mission and values. Has a passion for facilitating learning and for enabling students to navigate their own learning journey. Consistently demonstrates constructive, positive behaviors and builds trust of others throughout the university through honesty, integrity, collaboration, and professionalism.
- ◆ **Dedicated to Students First** - Committed to having students at the center and building an inspiring student experience; anticipates, monitors, and meets the needs of students and responds to them in a proactive, consistent and timely manner; Understands their individual contribution, whether direct or indirect, to creating a quality student experience and treats others, including all students and colleagues, with respect.
- ◆ **Accountable** - Takes personal responsibility for own goals and outcomes to drive results and ensure success. Establishes clear expectations, follows through on commitments and holds themselves and others accountable for performance; consistently achieves results, even under tough circumstances; resilient.
- ◆ **Drives Engagement** - Creating a climate where people are motivated to do their best to help the organization achieve its objectives. Builds a team identity characterized by pride, trust and commitment. Demonstrates a personal commitment to create a collaborative and engaging environment.
- ◆ **People Leadership** - Leads by example when it comes to identifying, developing, and retaining talent; setting performance targets that raise standards and development of high potential talent; provides opportunities for growth and development of the workforce.
- ◆ **Decision Making** – Committed to supporting and/or executing a timely course of action to accomplish a long-range goal after considering logical assumptions, facts, resources, and constraints; identifies deliverables needed to achieve objectives in support of a strategic direction and communicates them effectively; analyzes information to identify major trends, issues and causes and to make data-driven decisions; assumes accountability for outcomes of decisions.

COMPENSATION

The University of St. Augustine for Health Sciences offers competitive salaries, relocation, and comprehensive benefits that include various options for health and wellness, income planning and protection, a generous paid time off policy including holidays, and professional development opportunities. [See the full summary](#)

HIRING RANGE \$148,000 - \$212,100

Compensation is a reasonable estimate and will be determined using the hiring range listed above and factors including, but not limited to, skillset, level of experience, education, and physical work location, to the extent consistent with applicable law.

GEOGRAPHIC LOCATION

This is a campus-based leadership position. The selected candidate may choose to work at any of our campus locations in St. Augustine and Miami, Florida; Austin and Dallas, Texas; and San Marcos, California.



APPLICATION PROCESS

CBIZ EFL Associates, an executive search firm, is assisting University of St. Augustine for Health Sciences with this important search. All calls and inquiries should be made through the search firm. Nominations and applications will be held in confidence. Review of applications will begin immediately and will continue until the position is filled.

STEP 1: Complete a brief online application (2-3 minutes):

- ◆ <https://www.surveymonkey.com/r/USA-VPPS>

STEP 2: Send us your résumé or curriculum vitae:

- ◆ Send in **PDF format**
- ◆ Send to ApplyHigherEd@EFLAssociates.com
- ◆ Email subject line should read – “**USA - VP, Program Strategy Application**”

Key Dates

- ◆ Candidate vetting and interviews will begin immediately.

Confidential Inquiries

Steve Waldron, JD

VP & Managing Dir, Higher Ed
Practice 816-945-5423 (direct)
Email: swaldron@eflassociates.com

Wynn Goering, Ph.D.

Senior Consultant, Higher Ed Practice
505.620.6171 (direct)
Email: wgoering@eflassociates.com

Nominations & Application Questions

To provide a nomination, please email all contact information of the nominee to:

Edith Ketay

Prog Manager, Higher Education Practice
816-841-4001 (direct)
Email: Edith.Ketay@EFLAssociates.com

NON-DISCRIMINATION

Our client and CBIZ EFL Associates firmly support the principle and philosophy of equal opportunity for all individuals, regardless of age, race, gender, creed, national origin, disability, veteran status or any other protected category pursuant to applicable federal, state or local law.

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