

Advancing Your Career in Higher Education Administration

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BRIDGING THE GAP: WHY NOT US?

The New Leadership Skillset

Diversity and Access

Entrepreneurship

The New Leadership Skillset

Adult Learners

Online Learning

The New Leadership Skillset

Financial Acumen

Fundraising Skills

The New Leadership Skillset

Enrollment Management

- Traditional Students, Minorities, Adult Learners
- Big Data
- Partnerships between Curriculum Development, Finance and Marketing

Crisis Management / Public Relations / Social Media

Relevant Issues and Trends

The Gap Between What Colleges,
Parents and Students Think Education Is

Students as Consumers / Education as a
Commodity

Tuition Dependence and Discounting

“Free” College

Relevant Issues and Trends

Diversity

Collegiate Sports

Violence on Campus / Guns on Campus

Expanded Governmental Meddling:
Budgets, Tuition, Free Speech

Relevant Issues and Trends

Donations with
Strings Attached

The Future of the
Humanities

BECOMING AN EFFECTIVE CANDIDATE

Becoming An Effective Candidate

Navigating an Excruciatingly Random Process

- The insanity of the search committee
- Unions and Shared Governance
- Sunshine Laws

Becoming An Effective Candidate

Understanding the Role of Search Firms

- The Limitations of Internal HR
- Multiple approaches
- They don't work for you

Becoming An Effective Candidate

Becoming an Expert in the Job You Seek

- Ditch the generic cover letter
- Consider redoing you CV/
Resume
- Do your homework
- Be certain you want this job – as opposed to wanting a promotion

Becoming An Effective Candidate

Framing Your Candidacy

- A Relevant Letter of Interest
- A Navigable CV/Resume
- Relevant References
- An Impressed Search Agent

Becoming An Effective Candidate

Resiliency

- **Nevertheless You Persisted!**

Questions?

Thank You