

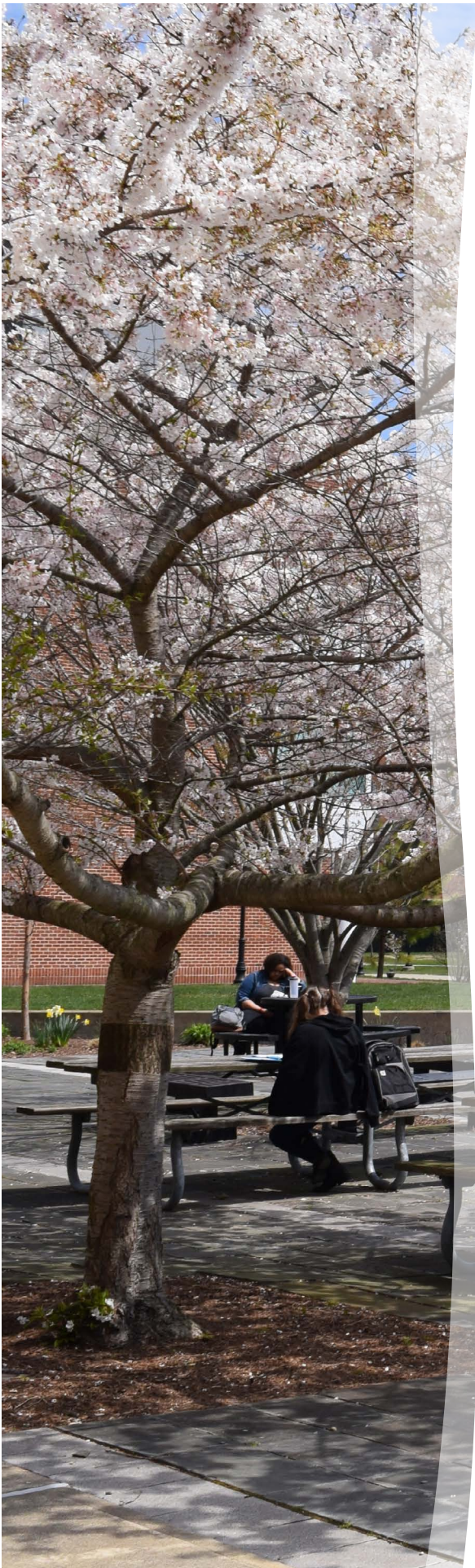
# DIRECTOR OF FINANCIAL AID AND SCHOLARSHIPS

POSITION PROFILE • OCTOBER 2025

Salisbury  
UNIVERSITY







# TABLE OF CONTENTS

THE ROLE .....	4
DIVISION HIGHLIGHTS .....	5
DIVISION ORGANIZATION .....	6
POSITION DETAILS .....	7
PRINCIPAL DUTIES & RESPONSIBILITIES .....	7
PROFESSIONAL QUALIFICATIONS .....	8
PERSONAL QUALIFICATIONS .....	8
PROCEDURE FOR CANDIDACY .....	8
SALISBURY UNIVERSITY OVERVIEW .....	9
SALISBURY UNIVERSITY PRESIDENT .....	11
SALISBURY, MARYLAND .....	12



**Make Tomorrow Yours**  
.....  
Go to [salisbury.edu](https://salisbury.edu)



Salisbury University is a proud member  
of the University System of Maryland.

Salisbury University is an equal educational and employment opportunity institution.



# Tomorrow Maker





# THE ROLE

Salisbury University (SU) is pleased to accept applications for the Director of Financial Aid and Scholarships.

Reporting to the Associate Vice President for Enrollment Management, the Director of Financial Aid and Scholarships plays a critical role in advancing Salisbury University's enrollment and retention goals through the strategic management of nearly \$100 million in federal, state, institutional, and foundation aid. This position is a key member of the Enrollment Management leadership team and provides both visionary direction and operational oversight for all aspects of financial aid administration.

The successful candidate will bring a strong record of leadership in financial aid, a deep understanding of enrollment strategy, and a commitment to equity, compliance, and innovation in student financial support. The Director will oversee strategic packaging and awarding policies, ensure compliance with Title IV and Maryland State Aid regulations, and develop data-informed financial aid strategies that support access, affordability, and student success.

The Director leads a dedicated team of financial aid professionals and collaborates closely with senior university leadership, academic colleges, and administrative units to align financial aid resources with institutional priorities. This role also includes budgetary authority over multiple aid budgets, including approximately \$20 million in institutional aid and \$1.6 million in foundation scholarships.

Key responsibilities include:

- Oversight of federal, state, and institutional financial aid programs and compliance reporting (e.g., FISAP, NCAA, FAIS, IPEDS)
- Strategic leadership in financial aid policy development and budget forecasting
- Management of office operations, staff training, and systems integration (e.g., PeopleSoft, Slate, CampusESP)
- Completion of institutional reporting and participation in strategic planning and assessment activities

Salisbury University is one of 12 institutions in the University System of Maryland and is widely recognized for its commitment to student success, academic excellence, and community engagement. With more than 7,200 students and over 60,000 alumni, SU offers 52 undergraduate and 17 graduate programs and continues to earn national recognition from publications such as *U.S. News & World Report*, *Forbes*, *Money*, *Washington Monthly*, and *The Princeton Review*.





# DIVISION HIGHLIGHTS

The Director of Financial Aid and Scholarships serves within the Enrollment Management team, which plays a central role in recruiting, onboarding, and supporting students throughout their academic journey at Salisbury University.

## **FINANCIAL AID & SCHOLARSHIPS**

Administers nearly \$100 million in federal, state, institutional, and foundation aid annually. The office ensures compliance with Title IV and Maryland State Aid regulations, supports strategic enrollment initiatives, and provides personalized financial counseling to students and families.

## **INTERNATIONAL ENROLLMENT SERVICES**

Supports international students from around the globe through admissions, visa guidance, and transition support. The office collaborates with Financial Aid to ensure global students understand available funding options and eligibility requirements.

## **ENROLLMENT MARKETING**

Promotes SU's student experience through integrated marketing strategies and digital engagement. Financial Aid partners with this team to communicate aid opportunities and deadlines effectively.

## **ORIENTATION, TRANSITION, & FAMILY PROGRAMS**

Supports new students and families from onboarding through their first year. Financial Aid collaborates with this office to deliver timely and accessible financial aid information during orientation and transition events.

## **REGIONAL & AFFILIATE OPERATIONS**

Coordinates outreach and recruitment efforts across Maryland and beyond. Financial Aid supports these efforts by ensuring prospective students understand their financial options and eligibility.

## **UNDERGRADUATE ADMISSIONS**

Leads recruitment and application processing for incoming students. The Financial Aid and Scholarships Office works closely with Admissions to align aid packaging strategies with enrollment goals and timelines.

Together, these offices form a collaborative and student-centered division focused on access, affordability, and academic success.



# DIVISION ORGANIZATION

## ENROLLMENT MANAGEMENT

### ASSOCIATE VICE PRESIDENT FOR ENROLLMENT MANAGEMENT

*Allen Koehler*

- Provides strategic leadership for the division and oversees all enrollment-related functions.

### DIRECTOR OF FINANCIAL AID & SCHOLARSHIPS

- Provides leadership and oversight for all financial aid operations, compliance, and strategic planning. Manages institutional, federal, state, and foundation aid programs.

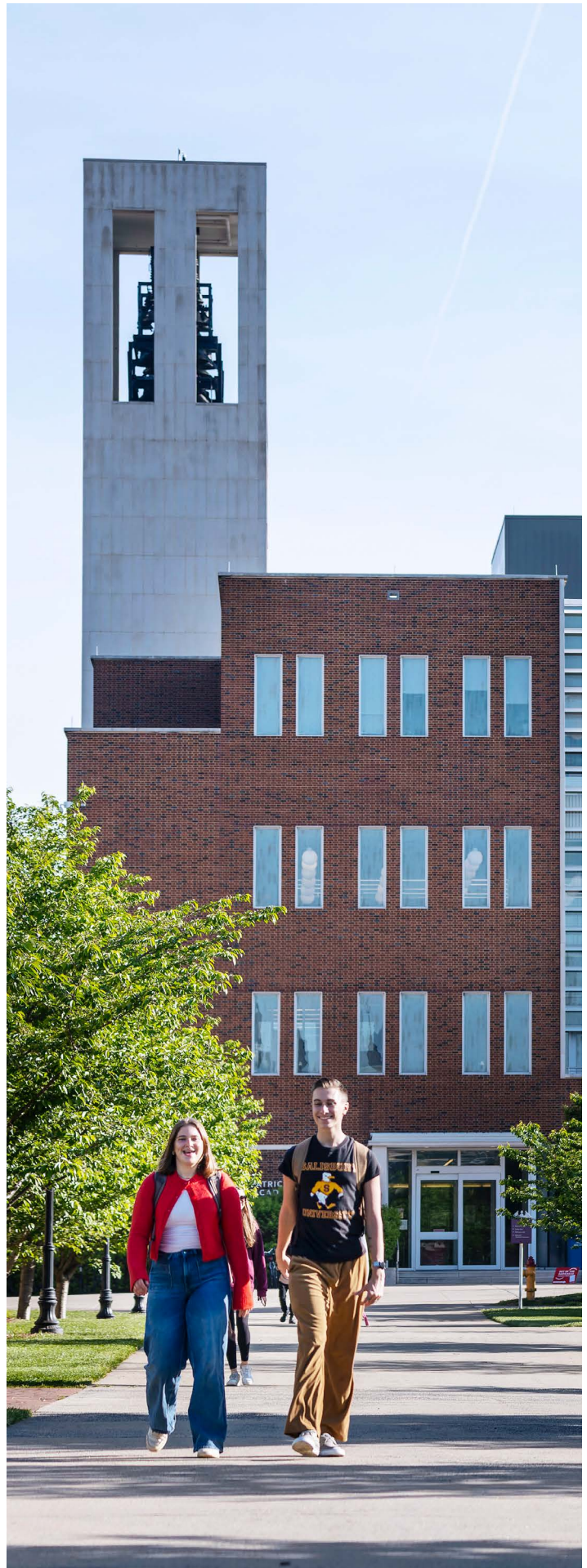
### COLLABORATIVE UNITS WITHIN ENROLLMENT MANAGEMENT:

- **Enrollment Marketing** – Katie Curtin, Director
  - Strategic communications and brand engagement
- **Orientation, Transition, & Family Programs** – Joe Benyish, Director
  - Onboarding and family engagement
- **Regional & Affiliate Operations** – Amy Benjamin, Director
  - Outreach and recruitment coordination
- **Undergraduate Admissions** – Beth Skoglund, Director
  - Application processing and recruitment strategy
- **International Enrollment Services** – Ongoing search
  - Admissions and support for international students, visa coordination, and global outreach

### STRATEGIC COMMITTEES & INITIATIVES:

- Enrollment Action Team (EAT) – Advisory group focused on recruitment and marketing
- Strategic Enrollment Planning – Division-wide initiative to align resources and goals

Enrollment Management's guiding philosophy, "Soaring to SUccess," reflects the division's commitment to helping students achieve their academic goals through coordinated support and innovative practices.



# POSITION DETAILS

## PRINCIPAL DUTIES & RESPONSIBILITIES

### ADMINISTRATIVE FUNCTIONS & OVERSIGHT

- Oversee all federal, state, institutional, and foundation financial aid programs, totaling nearly \$100 million annually
- Ensure compliance with Title IV, Maryland State Aid, and other regulatory requirements
- Manage annual reporting processes including FISAP, NCAA, FAIS, and IPEDS
- Supervise financial aid staff and ensure ongoing professional development and Title IV training
- Maintain seamless integration of financial aid data across platforms such as PeopleSoft, Slate, and CampusESP
- Serve as the primary liaison to internal and external partners including auditors, scholarship donors, and state agencies

### STRATEGIC PLANNING

- Lead the development and implementation of financial aid strategies that support SU's Strategic Enrollment Plan
- Collaborate with Enrollment Management and campus leadership to set packaging parameters and forecast budget impact
- Oversee unit-based strategic planning aligned with divisional and university goals
- Monitor and report progress on strategic initiatives and assessment activities

### DIVISIONAL LEADERSHIP

- Serve as a senior member of the Enrollment Management leadership team
- Participate in strategic enrollment committees and cross-divisional planning efforts
- Represent Financial Aid and Scholarships in institutional planning, compliance, and accreditation processes
- Contribute to divisional initiatives focused on access, affordability, and student success

### DATA, COMPLIANCE, & REPORTING

- Run monthly audit reports to ensure compliance and resolve student financial aid concerns
- Collaborate with the Financial Aid IT Technical/Functional Analyst and University Analysis, Reporting, and Assessment to complete institutional reports
- Attend federal, state, and regional financial aid training to remain current on regulations and best practices
- Lead assessment and evaluation efforts to improve service delivery and operational efficiency

### CAMPUS ENGAGEMENT & OUTREACH

- Support campus outreach programs, including financial aid presentations and family engagement initiatives
- Participate in emergency response protocols and student support efforts as needed
- Promote transparency and accessibility in financial aid communications to students and families





## PROFESSIONAL QUALIFICATIONS

The ideal candidate will be a strategic, student-centered, and compliance-driven leader who can advance Salisbury University's commitment to access, affordability, and student success through effective financial aid administration.

### OTHER QUALIFICATIONS INCLUDE:

- Bachelor's degree required; master's degree preferred
- 7-10 years of progressive experience in financial aid or a related field
- Demonstrated leadership in financial aid strategy, compliance, and budget management
- Experience managing large-scale financial aid budgets, including federal, state, institutional, and foundation aid
- Strong understanding of Title IV regulations and Maryland State Aid programs
- Proficiency in Excel and data analysis for financial forecasting and reporting
- Experience with financial aid systems and platforms (e.g., PeopleSoft, Slate, CampusESP)
- Demonstrated ability to lead and develop professional staff
- Experience working with consultants, auditors, and external agencies
- Familiarity with strategic enrollment planning and institutional reporting (e.g., FISAP, NCAA, FAIS, IPEDS)
- Commitment to equity, compliance, and innovation in student financial support
- Willingness to work occasional evenings and weekends to support outreach and emergency response efforts

## PERSONAL QUALIFICATIONS

The successful candidate will be a collaborative and detail-oriented professional with a strong sense of purpose and a passion for student success

### MUST DEMONSTRATE EXCELLENCE IN

- Strategic thinking and problem solving
- Oral and written communication
- Organization, planning, and prioritization
- Time management and follow-through
- Interpersonal relations and customer service
- Ability to manage multiple projects simultaneously
- Working independently and as part of a team
- Maintaining a visible and engaged presence on campus

## PROCEDURE FOR CANDIDACY

All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a CV or resume and a cover letter addressing the themes in this profile.

Visit our website [salisbury.edu/hr/careers](https://salisbury.edu/hr/careers) to apply online and submit a resume and cover letter by **November 9, 2025** to be given full consideration.

The position will remain open until filled. Only applications submitted through Salisbury University's Online Employment Application System will be considered. Any other documents must be uploaded with your online application. No documents will be accepted via email. Three professional references will be requested and required before the final stages of the search. Candidates will be notified prior to references being contacted.

Salisbury University has a strong institutional commitment to diversity and equal educational opportunities. To that end, the University prohibits discrimination on the basis of sex, gender, marital status, pregnancy, race, color, ethnicity, national origin, age, disability, genetic information, religion, sexual orientation, gender identity or expression, veteran status, or other legally protected characteristics. Direct all inquiries regarding the nondiscrimination policy to the Office of Institutional Equity/ Title IX Coordinator, 1216 Camden Ave., Salisbury, MD 21801, 410-543-6426.

The material presented in this Position Profile is provided for informational purposes only. The material has been compiled from various Salisbury University documents and is believed to be accurate at the time of this document's creation.





# SALISBURY UNIVERSITY OVERVIEW

Salisbury University sets success in motion. As a student-centered, public regional comprehensive University, SU provides a high-quality undergraduate education, along with excellent graduate and certificate programs. Located on Maryland's Lower Eastern Shore, the friendly campus has a powerful sense of community and "just right size" feel, and our beautiful grounds are a nationally recognized arboretum.

At SU, anyone can "Make Tomorrow Yours." We are known for our:

- Warm and Friendly Environment
- Faculty and Staff Who Open Doors for Students
- Opportunities for Students
- Affordability and Return on Investment

## ENROLLMENT

Over 7,200 students attended SU in the 2024-25 academic year, with over 6,400 undergraduate and 700 graduate students.

With a student-to-faculty ratio of 14:1, the University fosters close engagement between students and faculty, and brings together talented students from across campus in collaborative research, professional development, and experiential learning opportunities. Students come from 36 states and 37 foreign countries.

## RESOURCES

SU has sound financial footing, with a Fiscal Year 2026 budget of approximately \$227 million. For the 2025-26 academic year, tuition and fees are estimated to be \$11,306 for in-state undergraduate students and \$22,810 for out-of-state.

SU's Business, Economic and Community Outreach Network (BEACON) has estimated the University's regional economic impact at some \$600 million.



## COMMUNITY

SU is a campus of more than 1,600 staff and 600 full- and part-time faculty. These dedicated and devoted faculty and staff value a culture of collaboration and shared governance, and a creative and engaged student population that is increasingly comes from various backgrounds.

SU graduates join a growing network of nearly 65,000 alumni worldwide, working for corporations including Amazon, JPMorgan Chase & Co., NASA, Perdue Farms, Under Armour, and the Walt Disney Co., to name just a few. The average salary of recent graduates is \$58,000.

The University houses several centers of excellence, including:

- Charles A. Wight Center for Equity, Justice, & Inclusion
- Institute of Public Affairs & Civic Engagement
- Dave & Patsy Rommel Center for Entrepreneurship
- Business Economic & Community Outreach Network
- Mid-Atlantic Sales & Marketing Institute
- Edward H. Nabb Research Center for Delmarva History & Culture
- Bosserman Center for Conflict Resolution
- Eastern Shore Regional GIS Cooperative
- Eastern Shore Child Care Resource Center

## STRATEGIC PLAN GOALS

SU is guided by a Strategic Plan developed through broad collaboration. The plan reflects analysis and discussion with faculty, staff, students, and other constituents. The five overarching goals are:

1. Enrich Academic Success and Student Development
2. Inspire a Campus Culture of Inclusive Excellence, Support, and Collaboration
3. Support Access, Affordability and Academic Excellence
4. Deepen Engagement with Our Community
5. Enhance Environmental, Social, and, Economic Sustainability



## ACADEMICS

The University seeks to provide all of its students rich opportunities, a broad worldview, and a balance of challenge and support to use their talents to shape the future. SU offers 52 bachelor's degrees, and 17 master's and doctoral programs, with several online options. Believing that affordable access to public higher education is essential, the University's highest purpose is to empower students with the knowledge, skills, and core values that contribute to active citizenship and gainful employment in an interdependent world.

SU is home to seven schools and colleges:

- College of Health and Human Services
- Glenda Chatham & Robert G. Clarke Honors College
- Charles R. & Martha N. Fulton School of Liberal Arts
- Richard A. Henson School of Science and Technology
- Franklin P. Perdue School of Business
- Samuel W. & Marilyn C. Seidel School of Education
- Graduate School

## RANKINGS & ACCOLADES

- Since 2011, SU students have won more than 100 national and international fellowships, including the National Science Foundation Greater Research Fellowship, Charles B. Rangel Scholarship, Barry M. Goldwater Scholarship, Critical Language Scholarship, David L. Boren Scholarship, and Gates Cambridge Scholarship, including 41 Fulbright Students
- SU is consistently named among the best universities in the U.S. by guides including *U.S. News & World Report*, *The Princeton Review*, and *Forbes*.
- *U.S. News & World Report*, *Money*, *Kiplinger's Personal Finance*, *Forbes*, and *Washington Monthly* have named SU among the best college values in the nation.
- *U.S. News & World Report* has named SU's M.B.A. and nursing programs among the nation's best online graduate programs.
- SU's Patricia R. Guerrieri Academic Commons has consistently been named a "Best College Library" (top 25 in the U.S.) by *The Princeton Review*.
- *The Princeton Review* and U.S. Green Building Council have named SU among the nation's top 50 "Green Colleges."
- SU is home to 23 varsity athletics programs, with 23 NCAA Division III team championships and 24 individual national championships.





# SALISBURY UNIVERSITY PRESIDENT

## DR. CAROLYN RINGER LEPRE

Dr. Carolyn “Lyn” Ringer Lepre became Salisbury University’s 10th president on July 15, 2022. She came to the Delmarva Peninsula from Radford University in Virginia, where she formerly served as interim president.

At Salisbury, she has set goals of increasing enrollment and retention rates; creating a plan to increase the sense of belonging across campus; making SU a top 25 campus in *U.S. News & World Report* rankings; placing a greater emphasis on study abroad and study away programs; creating a facilities plan to attract students and support high-quality educational experiences; restructuring the SU budget to ensure the University’s spending is the most strategic it can be; adding new varsity sports; creating 100 new endowed scholarships as part of fundraising efforts for the University’s 100th anniversary in 2025; and continuing to tell the SU story through its “Make Tomorrow Yours” brand.

Lepre began her academic career as a faculty member at California State University, Chico; the University of Tennessee, Knoxville; and Marist College in Poughkeepsie, NY. During her tenure at Marist, she served as chair of the Department of Communication and director of the college’s Honors Program. In 2013, she was named assistant dean of Marist’s School of Communication and the Arts, advancing to interim dean in 2014 and then dean in 2016.

She joined Radford as provost and vice president for academic affairs in 2020. In that position, she collaborated with the academic leadership team and the student-centered faculty and staff to advance critical initiatives designed to foster the delivery of high-quality academic programs and experiences, and support the University’s strategic plan.

These endeavors included launching the Academic Success Center; launching a distinctive new general education curriculum, which empowers students to be in control of their coursework from day one and provides an individualized path

to degree completion; establishing a stand-alone School of Nursing; establishing a partnership with the Appalachian School of Law that created dual-degree programs; and developing three online fast-track degree programs (R.N.-to-B.S.N., M.B.A., and M.S.N.).

In addition to her academic work, Lepre has extensive professional experience in the communication industry, having worked for various national publications and media outlets. Her research has focused on media representation of gender and diversity, health communication and mass communication education, and she has published more than 40 book chapters, refereed journal and conference articles. She also is the co-author of *U.S. Media and Diversity* (Wiley-Blackwell), now in its third edition.

Lepre earned her B.A. in English and journalism at Miami University (OH), her M.S. in journalism from Ohio University and, her Ph.D. in mass communication from the University of Florida.



### PRESIDENT’S CABINET

- Provost and Senior Vice President for Academic Affairs
  - Associate Provost and Acting Vice President of Academic Affairs
- Vice President of Administration and Finance
- Vice President of Student Affairs
- Vice President of Advancement and Alumni Engagement and Executive Director, SU Foundation, Inc.
- Vice President of Inclusion, Access, and Belonging
- Chief of Staff and Vice President of Public Affairs and Strategic Initiatives
- General Counsel

## THE SALISBURY SEVEN

*During SU President Carolyn Ringer Lepre’s inaugural State of the University Address she outlined the pursuit of specific goals and initiatives aligned with seven priorities – the Salisbury Seven:*

1. We will invest in the people who deliver on our promises to students
2. We will provide a rigorous, student-centered academic program led by world-class educators on a world-class campus
3. We will maintain a continual commitment to access, opportunity, equity, and foster a strong sense of belonging
4. We will pursue strategic growth to meet the needs of the Eastern Shore, Maryland, and the nation, while staying true to our identity as a student-focused institution
5. We will be recognized for innovative, high-impact practices and for educating the whole student for a lifetime of leadership and service
6. We will secure resources to support SU programs, students, and culture
7. We will strengthen our institutional identity and reputation



# SALISBURY, MARYLAND

Perfectly located between Atlantic Ocean beaches and the Chesapeake Bay, the City of Salisbury is the largest city on the Eastern Shore of Maryland and the economic and cultural hub of the Delmarva Peninsula. *U.S. News & World Report* has rated Salisbury among the nation's top 20 Fastest Growing Cities and Safest Places to Live, and in the top 100 Best Places to Live. Realtor.com has called Salisbury the No. 1 Best College Town for Families.

SU boasts a strong relationship with the city and its leaders, and contributes to an engaged community fostering an exciting downtown revitalization. The city is home to an arts and entertainment district, the Salisbury Zoo, and City Park, and is surrounded by a region known for its charming small towns and refreshing outdoor activities. The city and campus are close to Ocean City, MD, and two hours from the metropolitan areas of Washington, Baltimore and Philadelphia.





Make Tomorrow Yours  
.....  
Go to [www.salisbury.edu](http://www.salisbury.edu)



Salisbury University is a proud member of the University System of Maryland.

Salisbury University is an equal educational and employment opportunity institution.