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The POSITION

Buffalo State College seeks strategic, forward-thinking, committed individuals to apply for the position of Chief Information Officer (CIO) and Vice President for Enrollment, Marketing, and Communications.

This senior leadership position has oversight of the following divisions of Buffalo State:

- RITE (Resources for Information, Technology, and Education)
- Enrollment Management, which includes Undergraduate Admissions, Financial Aid, and Registrar
- College Relations, which includes marketing, web communication and administration, publications, and public relations

In addition, this position provides administrative oversight for the State University of New York’s Information Technology Exchange Center (ITEC), a SUNY-wide service unit physically located at Buffalo State.

The CIO and vice president reports directly to the president and is a member of the President’s Cabinet.

The successful candidate will be an experienced, innovative, and creative leader who has the ability and disposition to advance current campus strategic directions, technologies, efficiencies, policies, and procedures.

Candidates should possess an appreciation for shared governance, consultative decision making, continuous improvement, a demonstrated dedication to equity and inclusion, and the primacy of sophisticated technological applications within contemporary strategic enrollment management and strategic communication planning.

The successful candidate will both lead and inspire units to work collaboratively, skillfully, and effectively to serve Buffalo State’s mission and accomplish the goals within both the campus’s strategic plan and the divisions encompassed in the portfolio.

Buffalo State recognizes the uniqueness and eclecticism of the CIO and vice president’s portfolio and expects candidates to be proven executive leaders who have expertise in one or more areas of responsibility, as well as familiarity with and an understanding and appreciation of the remaining areas. It is further expected that candidates will have the ability to leverage new technological synergies across all areas of the college.
Required and Preferred QUALIFICATIONS

Required Qualifications
Successful candidates for the CIO and Vice President for Enrollment, Marketing, and Communications position will possess the following:

- A master’s degree or higher from an accredited institution.
- Direct experience and demonstrated excellence in one or more of the following areas: enterprise and educational computing and technology, enrollment management, marketing, and communication in a higher education environment.
- Demonstrated success as a transformational leader who sets high expectations for the entire team and works to ensure the availability of support and resources.
- Experience in managing complex projects and budgets.
- Experience using data to build a culture of evidence-based decision making, creative complex-problem solving, and high-functioning team building.

Preferred Qualifications
In addition to the required qualifications listed above, the ideal candidate will possess the following desirable personal and professional characteristics:

- Demonstrated success serving as a chief information officer, chief enrollment management officer, chief marketing officer, or chief communications officer in a higher education environment.
- Successful executive experience in a public, unionized higher education institution.
- The ability to ensure the security, integrity, and widespread availability of a robust information, communications, and networking infrastructure.
- Successful experience in building, shaping, protecting, and promoting an institutional brand.
- Successful experience as an open and transparent communicator who is able to explain sophisticated technological concepts to a variety of stakeholders.
- Successful experience with an integrated strategic and technological vision for College Relations’ and Admissions’ marketing and recruitment efforts, and with leveraging CRM data to maximize resources and increase impact.
- Experience with information technology service management (ITSM) that exceeds internal and external customer expectations.
- The ability to meaningfully contribute to and provide leadership for the SUNY Council of Chief Information Officers and the council’s Comprehensive Colleges Sector.
- A profound respect for diversity and inclusive excellence in higher education.
BUFFALO STATE: SUNY’s Urban-Engaged Campus

Buffalo State College is the largest comprehensive college in the SUNY system, with a long history of providing outstanding undergraduate and graduate education. Established in 1871 as the Buffalo Normal School, Buffalo State has grown from an institution primarily dedicated to training teachers for Buffalo's growing population to a large comprehensive college with programs in education, liberal arts and sciences, and professional studies.

Buffalo State is a diverse and inclusive college committed to the intellectual, personal, and professional growth of its students, faculty, staff, and alumni. Our mission is to provide a meaningful and relevant education that empowers students to succeed and inspires a lifelong passion for learning. Buffalo State is dedicated to excellence in teaching, research, service, scholarship, creative activity, and cultural enrichment.

Our location within the city of Buffalo's museum district and arts corridor is bordered by distinctive and emerging neighborhoods that enable students to participate in nationally recognized community engagement and service experiences in an urban setting. Our urban setting fosters an environment where the city becomes the classroom and academic programs can move beyond the campus buildings and into the surrounding neighborhoods. As an anchor institution for the city, Buffalo State takes seriously its role in improving the community through responsible stewardship of our human and financial resources, and fully embraces its mission as SUNY’s urban-engaged campus. Buffalo State’s diverse student population, engaged and exceptional faculty, wide range of academic programs, and applied-learning opportunities create a unique community of scholars who believe in the power of education to transform lives.
## BUFFALO STATE: At a Glance

<table>
<thead>
<tr>
<th>Name</th>
<th>Buffalo State College, State University of New York</th>
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</thead>
<tbody>
<tr>
<td>Founded</td>
<td>1871</td>
</tr>
<tr>
<td>Location</td>
<td>Buffalo, New York; 125-acre campus</td>
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<tr>
<td>Academic Offerings</td>
<td>181 undergraduate programs with 11 honors options</td>
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<tr>
<td></td>
<td>64 graduate programs, including 11 postbaccalaureate teacher certification programs</td>
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<tr>
<td></td>
<td>Five schools: School of Arts and Humanities, School of Education, School of Natural and Social Sciences, School of the Professions, the Graduate School</td>
</tr>
<tr>
<td>Accreditation</td>
<td>Middle States Association of Colleges and Schools; numerous professional accreditations for specific academic programs and supporting services.</td>
</tr>
<tr>
<td>Designation</td>
<td>Carnegie Master’s 1 institution</td>
</tr>
<tr>
<td>President</td>
<td>Katherine S. Conway-Turner, Ph.D.</td>
</tr>
<tr>
<td>Faculty and Staff Profile</td>
<td>Full time: 1,239</td>
</tr>
<tr>
<td></td>
<td>Part time: 572</td>
</tr>
<tr>
<td></td>
<td>Total: 1,811</td>
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<tr>
<td>Number of faculty with tenure: 273</td>
<td>Percent of full-time faculty with doctoral degrees: 78.7%</td>
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<tr>
<td></td>
<td>Percent of full-time faculty with terminal degrees: 86.5%</td>
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<tr>
<td></td>
<td>Faculty members awarded the SUNY Chancellor’s Award for Excellence in Teaching: 51</td>
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<tr>
<td>Student Enrollment (Fall 2017)</td>
<td>9,516 students</td>
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<tr>
<td></td>
<td>8,527 undergraduate</td>
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<tr>
<td></td>
<td>989 graduate</td>
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<tr>
<td>Class Size</td>
<td>85 percent of all classes have fewer than 40 students.</td>
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<tr>
<td></td>
<td>Classes for undergraduate majors generally have between 12 and 15 students.</td>
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<tr>
<td>Admissions Acceptance Rate</td>
<td>58 percent (first-time freshmen; fall 2017)</td>
</tr>
<tr>
<td>Alumni Profile</td>
<td>More than 100,000 alumni living throughout the world; more than 57,000 in Western New York</td>
</tr>
<tr>
<td>Athletics</td>
<td>NCAA Division III</td>
</tr>
<tr>
<td></td>
<td>8 men’s and 11 women’s varsity sports</td>
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<tr>
<td>2017–2018 Undergraduate Tuition and Fees</td>
<td>$6,670 annual (in state)</td>
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<td></td>
<td>$16,320 annual (out of state)</td>
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<tr>
<td></td>
<td>$1,306 annual fees</td>
</tr>
<tr>
<td></td>
<td>$13,236 room and board</td>
</tr>
<tr>
<td>2017–2018 Graduate Tuition and Fees</td>
<td>$10,870 annual (in state)</td>
</tr>
<tr>
<td></td>
<td>$22,210 annual (out of state)</td>
</tr>
<tr>
<td></td>
<td>$759 annual fees</td>
</tr>
<tr>
<td>Financial Aid</td>
<td>77 percent of undergraduates receive financial aid (fall 2016)</td>
</tr>
<tr>
<td></td>
<td>$17,677 average award package for full-time undergraduates</td>
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<tr>
<td></td>
<td>$13,557 average award package for part-time undergraduates</td>
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<tr>
<td></td>
<td>$18,838 average award package for first-time freshmen</td>
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</tbody>
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BUFFALO STATE:
Mission, Vision, and Values

Mission
Buffalo State is a diverse and inclusive college committed to the intellectual, personal, and professional growth of its students, faculty, staff, and alumni. Our mission is to empower students to succeed and to inspire a lifelong passion for learning. Buffalo State is dedicated to excellence in teaching, research, service, scholarship, creative activity, and cultural enrichment.

Vision
Buffalo State will be a nationally recognized leader in public higher education known for its caring and rigorous academic environment where lives are transformed through education; the intellectual and creative accomplishments of its faculty, staff, students, and alumni; and its cross-culturally competent community dedicated to developing leaders for an increasingly global society.

Values
We, the Buffalo State community, are committed to
• actively facilitating access to public higher education;
• excellent learning experiences in and out of the classroom;
• being student centered;
• the rigors, joys, and fulfillment of intellectual discovery;
• engagement, applied learning, and partnerships with the community;
• social responsibility;
• respect for diversity and individual differences;
• supportive and collegial relationships; and
• opportunities for individuals to realize their full potential.
DIVISION OVERVIEW:

Resources for Information, Technology, and Education (RITE)

2017–18 Budget Allocation: $11,167,844
Total Employees (Including Students): 120
Employees (Not Including Students): 81

Mission Statement
Resources for Information, Technology, and Education (RITE) is a unique collaboration dedicated to computing and instructional technology support for the Buffalo State community. Through the creative ideas and unique talents of each employee, RITE provides timely, professional expertise to support innovation, teaching and learning, research, and other strategic goals of the campus. We strive to create an atmosphere conducive to academic growth and success, to lead technology initiatives, and to respect and accommodate the diverse needs of our scholarly community.

Vision Statement
RITE believes technology and information are crucial components of an active, modern society. Serving as a foundation, RITE will inspire and collaborate with the Buffalo State community to embrace technological advancement while instilling values toward lifelong learning. Through leadership and professional enrichment, RITE will advance the campus toward a twenty-first-century global mind-set about computing and information technologies. RITE will be an energized, collaborative, cohesive team that, through creativity and innovation, fulfills the evolving educational and technological needs of the campus. We will act and communicate in a friendly, open, transparent manner while remaining dedicated to achieving our goals.

RITE has 81 employees working in the following areas:
- Enterprise Data and Analytics/Institutional Research
- Information Security and Compliance
- Instructional Design and Training (IDT)
- Network/Telecommunications Infrastructure
- Operations Management
- Systems Administration
- Technology Planning and Outreach
- Technology Support Services/Creative Media Services

The RITE Executive Committee is responsible for all major IT decision making for the institution. It provides guidance and sets IT priorities in harmony with the institution’s strategic goals and mission. To ensure significant opportunities for leveraging technology and to maximize opportunities for integration and collaboration, the RITE Executive Committee receives input from the following RITE governance advisory committees:

- Educational Technology Advisory Committee
- Administrative Technology Advisory Committee
- Infrastructure and Data Security Advisory Committee
- Data Governance Committee
DIVISION OVERVIEW:
SUNY Information Technology Exchange Center (ITEC)

2017–18 Budget Allocation: $12,890,000
Employees: 66

The Information Technology Exchange Center (ITEC) is a SUNY-wide department housed at Buffalo State College. Buffalo State provides office space and resources for ITEC employees, including human resource management and services. The CIO of ITEC reports administratively to the CIO of Buffalo State, while an executive board provides oversight for program direction and budget approval.

ITEC is a private cloud provider within SUNY, providing a Tier III+ data center, hosting and managed services, academic software distribution (certain products only), and technical support to all 64 campuses in the SUNY system.

ITEC currently has 66 positions, with an average of 21+ years of experience per individual, and is composed of the following teams: Unix/OS, Networking, Database, Infrastructure, LMS, Middleware, Project Management Office, Service Management Office, and Administrative Office.

ITEC is an opt-in model: campuses join via membership and are able to consume services. ITEC is self-funded and receives no operational budget from the State of New York or Buffalo State College. Basically, ITEC provides IT support for IT divisions across SUNY.

Mission Statement
The Information Technology Exchange Center is a receptive, innovative, and strategic organization delivering cost-effective technical services, expertise, and leadership within the collaborative SUNY community.

Vision Statement
ITEC provides strategic, innovative, and cost-effective opportunities to deliver high-quality services to advance the SUNY community.
Enrollment Management (EM) functions as the administrative area of the college that includes the offices of Financial Aid, Registrar, and Undergraduate Admissions. Located in Moot Hall, EM provides central access to prospective students and families as well as currently enrolled students. Sixty-four staff members and a group of student ambassadors form the EM team. EM executes call campaigns for newly accepted student cohorts (honors and merit scholarship recipients) and recent stop outs. The associate vice president for enrollment management serves as chair of the Strategic Enrollment Steering Committee and is completing phase one of the development of the institutional Strategic Enrollment Management Plan.

The Undergraduate Admissions Office assists undergraduate students with entry and re-entry to the college. The office serves first-year, transfer, international, and non-degree/readmission students. The Admissions staff works with over 40,000 inquiries and 16,000 applications every fall semester. The primary recruitment territory is within the state of New York. Recruitment-related travel and on-campus information sessions totaled 902 (fall 2016 = 556; spring 2017 = 346). Admissions offered 231 campus tours over the past year, the highest number recorded since 2009–10.

The Financial Aid Office (FAO) assists all students (undergraduate and graduate) applying for federal, state, and institutional financial aid. Students can also find information about the Federal Work-Study Program, available scholarships, and many other resources by visiting the FAO’s website (http://financialaid.buffalostate.edu). About 80 percent of Buffalo State’s students receive some type of financial aid. During the 2016–17 academic year, 8,195 students (unduplicated headcount) received financial aid resources totaling $100,679,764.

The Registrar’s Office maintains official academic records; issues academic transcripts; publishes online class schedules; certifies students for graduation; issues diplomas; administers college academic policies; maintains the degree audit system; provides support for FERPA inquiries; and responds to inquiries from all campus constituencies and the general public via e-mail, phone, and personal visit. The office responded to over 19,000 phone calls, 17,000 in-person inquiries, and 2,400 e-mails during the 2016–17 academic year.
DIVISION OVERVIEW:

College Relations

2017–18 Budget Allocation: $1,044,971
Employees: 14

The College Relations Office is responsible for Buffalo State’s marketing, advertising, public and media relations, publications, website communication and administration, and social media communications to coordinate strategic activities that support the Buffalo State brand, keeping it relevant, consistent, and visible via numerous internal and external communication channels.

College Relations provides marketing support and communication advisement to various areas across campus, including the President’s Office, Undergraduate Admissions, the Graduate School, Institutional Advancement, Academic Affairs, Finance and Management, University Police, and Student Affairs.

Modeled as a full-service marketing agency, the office develops and produces communication products and platforms to serve the campus community, including integrated marketing campaigns; campus news and events coverage; media pitches and alerts; website design and maintenance (official Buffalo State main site pages, department sites); official digital and social media presence (Facebook, Twitter, YouTube, Instagram, LinkedIn, search engine marketing [SEM]); prospective student recruitment and informational brochures (Undergraduate Admissions and Graduate School publications, academic brochures, annual reports, the Community Impact Report, development and fundraising publications, and 1300 Elmwood alumni magazine); and internal communication (the Daily Bulletin e-newsletter for faculty and staff).

In addition, recruitment and brand-related ad campaigns are developed and executed internally and include traditional (radio, television, outdoor, print) and digital media promotion (SEM, geofencing, social media, streaming music station ads). The current funding for all paid marketing campaigns, across roughly 10 communication channels, is $200,000.

College Relations also provides direct and consultative services to help campus departments and offices meet their specific communication needs. Services include communication planning; media strategies; issues management and crisis communication; publication coordination and production; website development and architecture; and writing, editing, and graphic design.

The office developed and manages Buffalo State’s Communication Standards and Policies, which comprises the Visual Identity Program and Editorial Style Guide, including the college’s official seal, logos, typography, color palette, and crest-mark identities across communication channels.

Mission Statement
College Relations manages the promotion of Buffalo State’s academic excellence, engagement, mission, and distinctive qualities through best practice communication initiatives that target key external and internal audiences. College Relations also offers expert marketing and communication services to assist the campus community in effectively reaching its specific audiences and goals.
Application Process
Candidates should visit jobs.buffalostate.edu/applicants/ Central?quickFind=51886 and electronically submit the following materials:

- Letter of interest that speaks directly to the applicant’s required and preferred qualifications.
- Résumé or curriculum vitae.
- Names and contact information (telephone and e-mail) for five references. References will be contacted only for finalists. Candidates will be given prior notification.

Deadline: January 14, 2018

Search Committee
Chair: Bradley Fuster, Associate Vice President for Institutional Effectiveness
Susanne Bair, Vice President for Institutional Advancement
John Cabra, Associate Professor, Center for Studies in Creativity
Jerod Dahlgren, Director of Public Relations, College Relations
Rock Doyle, Assistant Vice President, Weigel Wellness Center
Ann Emo, Chair and Associate Professor, Theater
Don Erwin, Chief Service Manager, Information Technology and Exchange Center
Kelly Frothingham, Chair and Professor, Geography and Planning
Yves Gachette, Director of Institutional Research
Julie Henry, Chair and Associate Professor, Elementary Education and Reading
Kimberly Jackson, Assistant Dean for Strategic and Enrollment Planning, Graduate School
Carolynn Krupp, Director of Technology, Planning, and Outreach, RITE
Nigel Marriner, Registrar