

**SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE**

Vice Chancellor for Enrollment Management
Leadership Profile

Fall 2026



Executive Summary

Southern Illinois University Edwardsville (SIUE) seeks an experienced, dynamic, and visionary leader to serve as its next Vice Chancellor for Enrollment Management (VCEM). This is an opportunity to lead enrollment strategy at a metropolitan public university experiencing sustained enrollment growth, strengthened fiscal stability, and the implementation of a bold strategic plan.

SIUE serves a diverse student body of more than 13,600 students on a 2,660-acre campus in Edwardsville, Illinois, 25 miles from St. Louis, Missouri, with additional locations in East St. Louis, Alton, and Belleville. Fall 2026 continues the upward trajectory in enrollment and retention. SIUE is celebrating the largest incoming class on record! This momentum gives the next VCEM a positive platform on which to build.

Reporting directly to the Chancellor, the VCEM serves on the Chancellor's Council, the university's executive leadership team. Working in close collaboration with other Vice Chancellors and academic leadership, the VCEM provides strategic direction and operational oversight for a division of more than 90 staff. The Division of Enrollment Management includes undergraduate, graduate, and international admissions; financial aid; the registrar; enrollment systems, research, and analytics; and military and veteran services.

The successful candidate will be an accomplished and dynamic enrollment management practitioner with at least seven years of progressive leadership experience and a demonstrated record of executing data-informed, entrepreneurial enrollment strategies. The incumbent will also possess the leadership skills to unite the enrollment management team and the university community to achieve ambitious goals. The VCEM will be charged with sustaining and shaping SIUE's enrollment momentum and further diversifying SIUE's enrollment across undergraduate, graduate, and professional student populations. The successful candidate must hold a bachelor's degree, with completion of a graduate degree valued.

To submit a nomination or express personal interest in this position, please see Procedure for Candidacy at the end of this document.

Role of the Vice Chancellor for Enrollment Management

The Vice Chancellor for Enrollment Management (VCEM) is SIUE's chief enrollment officer, responsible for providing strategic direction and operational oversight of the systems, people, and processes that advance the University's enrollment goals. Reporting directly to the Chancellor and working in close coordination with the Vice Chancellors and academic leadership, the VCEM translates institutional priorities and strategic plan targets into a coherent, data-informed enrollment strategy across the full student lifecycle — from initial inquiry and recruitment through admission, financial aid, registration, and persistence to graduation.

The VCEM leads the Division of Enrollment Management, a team of more than 90 staff working across the following areas:

- Undergraduate, Graduate, and International Admissions
- Student Financial Aid
- Office of the Registrar
- Enrollment Systems, Research, and Analytics
- Military and Veterans Services

As a member of the Chancellor's Council, the VCEM serves as a trusted advisor to the Chancellor and other members of the senior leadership team on all matters related to enrollment. Principal responsibilities include:

- Developing and executing a comprehensive, goal-based, and data-informed annual and multi-year enrollment strategy aligned with SIUE's Strategic Plan, mission, and values.
- Competitively leveraging predictive data analytics, institutional research, and enrollment technology to guide recruitment, retention, and completion strategy.
- Leading recruitment and admissions strategy across undergraduate, graduate, professional, international, transfer, and adult learner populations to ensure a consistent, exemplary prospective student experience.
- Leading university scholarship and financial aid programs and budgets — including strategy, precise and timely packaging, awarding, and fund management — to balance access, enrollment growth, and net tuition revenue, in partnership with the SIUE Foundation on scholarship fundraising.
- Directing custom enrollment marketing and promotion in coordination with University Marketing and Communications, including digital strategy, CRM utilization, and the campus visitor experience.
- Building, developing, and supporting a highly professional, diverse, and stable enrollment management leadership team, with attention to mentorship, accountability, succession planning, and staff retention.
- Strengthening partnerships with K-12 schools, community colleges, employers, community-based organizations, and philanthropic partners to expand pre-college pipelines, transfer pathways, and dual-credit opportunities.
- Collaborating with Academic Affairs, Student Affairs, and other divisions to align enrollment strategy with academic capacity, student success priorities, and the broader student experience.
- Ensuring efficient, timely compliance with Title IV, FERPA, and other federal and state regulations governing admissions and financial aid.
- Leading a transparent, forward-looking budgeting process for the enrollment portfolio that projects clear outcomes and evaluates cost-effectiveness.

Opportunities and Expectations for Leadership

Sustain and Extend SIUE's Enrollment Momentum

The next Vice Chancellor for Enrollment Management (VCEM) will inherit a division that has undergone significant evolution in recent years and will have a meaningful opportunity to refine its organizational structure, strengthen its talent, enhance systems and processes, and help shape Southern Illinois University Edwardsville's (SIUE) next phase of enrollment growth and student success.

SIUE enters this search from a position of institutional strength and momentum. The University has improved its financial position. The University operates with a balanced budget and holds strong cash reserves. At the same time, SIUE has made meaningful progress in modernizing its approach to enrollment management, with a renewed focus on tactical, data-informed recruitment; deeper and more sustained engagement with admitted students through matriculation; and a more coordinated, student-centered enrollment experience. Together, these developments reflect an institution committed to a first and best-in-class enrollment management operation. The next VCEM will have the opportunity to build on this momentum, further strengthen the University's enrollment practices, and lead its enrollment strategy into its next phase of growth.

SIUE has now posted enrollment increases for three consecutive terms, with overall fall 2026 enrollment up 6.6% and first-year enrollment reaching 2,323 students—an increase of 25.2% over the prior year. The next VCEM will inherit this progress along with a clear charge to understand what is driving gains, build upon strategies that are proving effective, and identify new opportunities to strengthen recruitment, yield, and student success. At the same time, the VCEM will be expected to stabilize and further develop the division's leadership team, deepen the use of technology, data, and predictive analytics across the enrollment lifecycle, and translate SIUE's strategic plan targets into an executable, multi-year enrollment strategy that sustains momentum and positions the University for continued growth.



The ideal candidate will be energized by the opportunity to partner closely with the Chancellor, other Vice Chancellors, academic deans, faculty, and campus partners to advance a shared vision for enrollment and student success. This leader will bring a collaborative, strategic, and student-centered approach to the work, while fostering a culture of accountability, innovation, and continuous improvement. The next VCEM will have the opportunity to help SIUE realize the aspiration articulated in its strategic plan: to become “a destination of choice for students who seek something greater.”

Shape the University's Next Strategic Plan

The VCEM will play a central leadership role in shaping SIUE's next strategic plan, helping the University establish ambitious, measurable goals for enrollment, retention, student progression, and degree completion. The VCEM will help ensure these priorities are integrated into the University's broader academic mission and strategic direction, positioning enrollment and student success as shared institutional priorities and key drivers of SIUE's long-term success.

Diversify and Strengthen Enrollment Markets

As institutions nationwide navigate uncertainty associated with international student enrollment, the next VCEM will be expected to pursue a broad-based enrollment strategy that reduces reliance on any single population while identifying targeted opportunities for growth. This leader will strengthen SIUE's domestic undergraduate, transfer, graduate, and adult learner pipelines while thoughtfully assessing where international recruitment efforts can deliver the greatest return. Expanding partnerships with community colleges, K-12 school districts, employers, and community-based organizations will be essential, particularly through dual-enrollment and dual-credit initiatives that already engage more than 700 high school students annually.

Deepen Data, Technology, and Analytics Capacity

The VCEM should be well-versed in enrollment management best practices, including data analytics, the integration of agentic AI, institutional research, CRM optimization, and the creation of an inspiring campus visitor experience. The next leader will continue to modernize enrollment infrastructure, strengthen forecasting and funnel analysis, and ensure that data informs recruitment, financial aid, and retention decisions across the University. The VCEM will steward a substantial institutional aid budget, ensuring scholarship and financial aid strategies support access, student success, enrollment objectives, and long-term financial sustainability.

Strategic Enrollment Investment

The VCEM will provide strategic leadership for the institution's financial aid and scholarship investments, ensuring these resources are deployed thoughtfully and effectively to advance enrollment goals, affordability, access, and student success. The VCEM will bring a sophisticated, data-informed approach to financial aid packaging and scholarship strategy, identifying opportunities to better leverage institutional aid to strengthen recruitment and yield, support enrollment priorities, and optimize net tuition revenue. This leader will foster a culture of continuous assessment and innovation, ensuring scholarship resources are aligned with institutional priorities and generate the greatest possible impact for students and the institution.

Build and Stabilize a Talented Leadership Team

The division is currently led on an interim basis following a recent leadership transition. The next VCEM has a genuine opportunity — and an early responsibility — to build rapport with a talented, experienced staff of more than 90; to recruit and develop a strong senior leadership team; and to create the stability, mentorship, and professional development pathways that will sustain the division's momentum for years to come. It will be equally important to exercise leadership and management in ways that foster a culture of accountability, collaboration, and innovation.

Champion Inclusive Excellence

SIUE holds every community member responsible for contributing to an open, respectful, and welcoming climate, and is a 2025 HEED Champion institution. The next VCEM will embed diversity, equity, inclusion, belonging, and anti-racism into enrollment management systems, structures, and practices — from recruitment and admissions through financial aid, employee recruitment, and professional development — with a demonstrated track record of enrolling and retaining a talented, diverse student body.

Strengthen Cross-Campus Partnerships

Enrollment success at SIUE depends on shared ownership across the institution. The VCEM will build strong, trusted relationships with the Chancellor, Chancellor's Council, and Dean's Council members, academic departments, University Marketing and Communications, and the SIUE Foundation to ensure enrollment strategy is understood, supported, and implemented across the University community.

Professional Qualifications and Personal Qualities

SIUE seeks an enrollment management professional who is an innovative, competitive, and entrepreneurial leader with a proven record of accomplishment in enrollment growth, strategic planning, data analytics, leveraging new technology, and a genuine commitment to student success. The successful candidate will bring most, if not all, of the following:

- **Educational background:** A bachelor's degree from an accredited institution is required; completion of a graduate degree is valued.
- **Professional experience:** At least seven years of relevant, progressive leadership experience in higher education enrollment management, admissions, or a related field; ten or more years is valued. The strongest candidates will have demonstrated success in personnel supervision, fiscal management, and external relations.
- **Enrollment management, marketing, and analytical expertise:** A track record of developing and implementing strategic enrollment management plans grounded in effective use of marketing, information technology, predictive modeling, and CRM analytics; extensive knowledge of regional, national, and international enrollment trends across undergraduate and graduate populations, particularly within public universities; strong competency in enrollment analytics, financial aid modeling, policy, and compliance; and a demonstrated record of growing both enrollment and net tuition revenue according to established goals.
- **Innovative and entrepreneurial thinking:** Evidence of strategic execution and organizational change leadership; the ability to cultivate a shared vision with campus partners and translate that vision into action, accountability, and results, including the identification of new and emerging enrollment management practices.
- **Leadership aptitude:** Demonstrated ability to shape a culture grounded in the University's objectives and student success goals; a strong record of hiring, mentoring, developing, managing, and retaining talent, including supervisory experience in a union-represented environment, is valued.
- **Commitment to inclusive excellence:** A demonstrated record of accomplishment in recruiting, enrolling, and retaining a diverse student body, and a clear understanding of the importance of anti-racist, equitable, and inclusive practice within a higher education setting.
- **Higher education experience:** Familiarity with academic governance structures, regulatory requirements, accountability measures, the threat of public scrutiny, and broad stakeholder engagement associated with university environments; experience aligning enrollment strategy with institutional financial sustainability is a strong plus.
- **Collaborative approach:** Demonstrated ability to actively build trust and effective partnerships with faculty, staff, senior administrators, students, alumni, K-12 and community college partners, civic leaders, corporations, and foundations.
- **Professional skills:** Dynamic leadership, integrity, communication, and interpersonal skills; empathy and a genuine commitment to the educational and career goals of students; wisdom, sound judgment, and organizational savvy; an entrepreneurial and competitive spirit, paired with operational discipline; a trusted thought-partner to other senior university leaders, and a reliable colleague who can be counted on to get things done with a consistent level of operational excellence.

About Southern Illinois University Edwardsville

Overview

Emphasizing teaching, research, and public service, SIUE is a premier metropolitan university enrolling more than 13,600 students. Founded in 1957, SIUE is a fully accredited public institution beautifully situated on 2,660 acres of woods and rolling hills in Edwardsville, Illinois, just 25 miles from St. Louis, Missouri. Built on a broad-based liberal education and enhanced by hands-on research and real-world experience, SIUE prepares students for successful careers and lives of purpose. SIUE competes at the NCAA Division I level in the Ohio Valley Conference and the Mid-American Conference (wrestling).

SIUE is the largest campus in the SIU System and extends its reach through additional locations. The University has a center in East St. Louis that includes a charter high school, Head Start, Upward Bound, and dental and nursing clinics; the SIU School of Dental Medicine is located in Alton; and the Southwestern Illinois Justice & Workforce Development Campus in Belleville — developed in partnership with the City of Belleville, the Illinois State Police, and Southwestern Illinois College — hosts the Center for Crime Science and Violence Prevention, the Institute for Community Justice and Racial Equity, the Master of Forensic Sciences program, and related workforce development initiatives.



SIUE awards degrees in 45 undergraduate, 64 graduate, and four doctoral programs across the College of Arts and Sciences and the Schools of Business, Education, Health and Human Behavior, Engineering, Nursing, Pharmacy, and Dental Medicine. Doctoral programs are offered in Education (Ed.D.) and Nursing (D.N.P.), with cooperative doctoral programs in Engineering and Arts and Sciences (Ph.D.) and a cooperative Ph.D. within the School of Pharmacy.

SIUE is led by Chancellor James T. Minor, Ph.D., who became the University's 10th Chancellor on March 1, 2022, and reports to SIU System President Daniel F. Mahony. Under Chancellor Minor's leadership, SIUE has pursued a bold strategic plan, strengthened its financial position, achieved record fundraising, and posted consecutive terms of enrollment growth even as national demographics and competitive headwinds have pressured many peer institutions. Minor began his career as a faculty member teaching and conducting research at the University of Southern California and Michigan State University. Prior to SIUE, Minor served as assistant vice chancellor and senior strategist in the Office of the Chancellor at California State University and as deputy assistant secretary at the U.S. Department of Education, where he administered more than \$7 billion in federal higher education programming.

Mission

Southern Illinois University Edwardsville is a student-centered educational community dedicated to communicating, expanding, and integrating knowledge. In a spirit of collaboration enriched by diverse ideas, our comprehensive and unique array of undergraduate and graduate programs develops professionals, scholars, and leaders who shape a changing world.

Vision

Southern Illinois University Edwardsville will achieve greater national and global recognition and academic prominence through innovative and interdisciplinary programs that empower individuals to achieve their full potential.

University Values

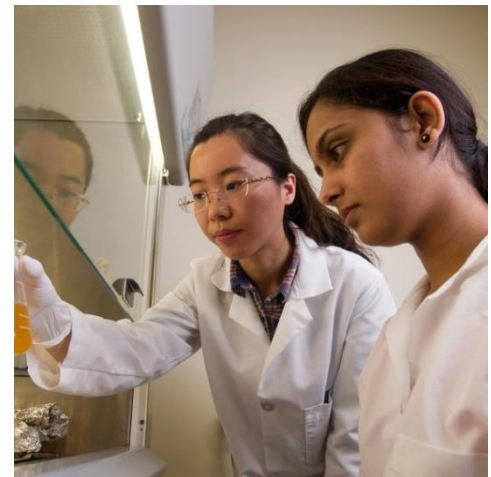
Civic Engagement

- Social, civic, and political responsibility – globally, nationally, locally, and within the University
- Active partnerships and a climate of collaboration and cooperation among students, faculty, staff, alumni, and the larger community
- Sustainable practices in environmental, financial, and social endeavors



Excellence

- High-quality learning within and beyond the classroom
- Continuous improvement and innovation
- Outstanding scholarship and public service



Inclusion

- A welcoming and supportive environment
- Openness to the rich diversity of humankind in all aspects of university life
- Respect for individuals, differences, and cultures
- Intellectual freedom and diversity of thought

Integrity

- Accountability to those we serve and from whom we receive support
- Honesty in our communications and in our actions

Wisdom

- Creation, preservation, and sharing of knowledge
- Application of knowledge in a manner that promotes the common good
- Lifelong learning





SIUE awards degrees in 45 undergraduate, 64 graduate, and four doctoral programs encompassing the arts and sciences, nursing, education, business, and engineering. Doctoral programs are available in the School of Education (Ed.D.) and in the School of Nursing (D.N.P.), featuring a concurrent M.B.A./D.N.P. in partnership with the School of Business. The School of Engineering and the College of Arts and Sciences feature cooperative doctoral programs (Ph.D.). The School of Dental Medicine awards a professional degree in dental medicine (D.M.D.), and the School of Pharmacy awards a professional degree in pharmacy (Pharm.D.). Additionally, the School of Pharmacy features a cooperative doctor of philosophy (Ph.D.) and concurrent programs in healthcare informatics and business administration.

The largest campus in the SIU System, SIUE includes campuses in Alton and East St. Louis that extend the University's reach and broaden its academic and service-oriented mission.

The Alton campus is home to the SIU School of Dental Medicine, located on 26 acres in Upper Alton. The location of the School provides dental students with a unique combination of a small-town environment and easy access to a major metropolitan area. The School offers nationally recognized dental education to nearly 200 students, approximately 50 per class year. Its International Advanced Placement Program enables qualified dentists who have graduated from an international dental school to pursue a Doctor of Dental Medicine degree at the institution.

With a focus on empowering people and strengthening communities, the SIUE East St. Louis Center prioritizes encouraging, supporting, and improving the success of East St. Louis residents and surrounding urban communities in the areas of education, careers, and life goals. The Center provides comprehensive programs, services, and training in education, health, social services, and the arts. It plays a wide role in SIUE's baccalaureate, professional, and master's programs by supporting clinical and practicum experience. Also located on the campus is the SIUE East St. Louis Charter High School, a school of choice for families in the East St. Louis School District 189. Its mission is to prepare students to be career- and college-ready upon graduation.

Dedicated to strengthening communities and preparing a skilled workforce, the Southwestern Illinois Justice and Workforce Development Campus in Belleville supports regional workforce needs and community engagement. Developed in partnership with the City of Belleville, Illinois State Police, and Southwestern Illinois College, the campus offers academic programs, workforce training, and community-based initiatives. Key programs include the Master of Forensic Sciences, the Institute for Community Justice and Racial Equity, and the Center for Crime Science and Violence Prevention. Together, these initiatives expand educational opportunities, promote equity, and provide industry-aligned training that helps individuals advance their careers while meeting the needs of employers in Southern Illinois and the greater St. Louis region.

Colleges and Schools

The College of Arts and Sciences offers degree programs in the natural sciences, humanities, arts, social sciences, and communications. The College touches the lives of all SIUE students, helping them explore diverse ideas and experiences, while learning to think and live as fulfilled, productive members of the global community.

The School of Business has earned accreditation from the Association to Advance Collegiate Schools of Business (AACSB International).

Undergraduate degrees are offered in accountancy and business administration, with specializations in computer information systems, cybersecurity, economics, entrepreneurship, finance, human resources, international business, management, marketing, and supply chain management.

Graduate degrees include accountancy, business administration, computer management, information systems, and marketing research. For the 15th consecutive year, the School of Business was named an outstanding business school by The Princeton Review.

The School of Education, Health, and Human Behavior offers a wide range of fields, including public health, exercise science, nutrition, instructional technology, psychology, speech-language pathology and audiology, educational administration, and teaching and learning. The School supports the community through on-campus clinics and outreach to children and families.



The School of Engineering offers eight fully accredited undergraduate degrees, five master's degrees, and two cooperative doctoral programs, all housed in a state-of-the-art facility. Students learn from expert faculty, perform cutting-edge research, and participate in intercollegiate design competitions.

The School of Nursing, enrolling more than 2,000 students in its baccalaureate degree program on the Edwardsville campus, helps address the region's shortage of baccalaureate-prepared nurses and enhances the quality of nursing practice across all patient service venues. The School's master's and doctoral programs prepare nurses for advanced roles in clinical practice, administration, and education.

The curriculum in the **School of Pharmacy** is nationally recognized as a model that offers students a unique combination of classroom education, research, community service, and patient care. Areas of excellence include a drug design and discovery core, pediatric practice, chronic pain research and practice, and diabetes research and practice.

SIUE School of Dental Medicine students manage approximately 35,000 patient visits each year at patient clinics in Alton and East St. Louis. In addition, students offer oral health treatment, screenings, and education to more than 10,000 people annually through a wide variety of off-campus community outreach events. These opportunities provide students with the training they need to graduate and become highly skilled dentists.



Leadership

Dr. James T. Minor, Ph.D. - Chancellor



Dr. James T. Minor, Ph.D., became the 10th chancellor in Southern Illinois University Edwardsville's history on March 1, 2022.

"I am extraordinarily honored to serve SIUE and the SIU System," Minor said. "We will go boldly forward as an institution that realizes human potential; amplifies access for all individuals with a critical focus on equity; and defines the region by our intellectual, social, and economic impact."

Minor previously served as assistant vice chancellor and senior strategist in the office of the chancellor at California State University, which recently posted the highest graduation rates in its history. He has successfully advocated for hundreds of millions of dollars in support of graduation initiatives and served as principal investigator for \$7.5 million in funded programs and research.

Prior to his post at California State University, Minor served as deputy assistant secretary at the U.S. Department of Education, where he administered more than \$7 billion in federal higher education programming.

A recognized thought leader in the field of higher education, Minor has a notable record of teaching and scholarship in educational policy, higher education administration, academic governance, and more. Born in Detroit, Michigan, he holds a doctorate in educational leadership and policy analysis from the University of Wisconsin-Madison, as well as a bachelor's in sociology from Jackson State University and a master's in sociology from the University of Nebraska.

Student Life

SIUE enrolls over 13,600 students in a variety of undergraduate, graduate, and doctoral programs. Nearly 3,500 students live on campus at SIUE. This includes undergraduates, graduate students, international students, and nontraditional students.

On SIUE's main campus, you can explore 2,660 acres with a network of trails, forested woodland, lakes, and outdoor activities.

SIUE is fully certified at the Division I level by the NCAA and is a member of the Ohio Valley Conference (OVC) and the Mid-American Conference (MAC) as an affiliate member for wrestling. SIUE is currently ranked #1 nationally among public universities for graduating student-athletes, according to an NCAA report. Spring 2026 marked the 40th consecutive semester in which all student-athletes have achieved a cumulative GPA of 3.0 or higher.





Local Community

About Edwardsville/Glen Carbon

The Edwardsville/Glen Carbon community is safe and welcoming with a small-town feel and easy access to the St. Louis metro area. Edwardsville and Glen Carbon are thriving centers of population growth and economic development. The community provides easy access to arts and entertainment opportunities presented in St. Louis and on the SIUE campus. Area residents also enjoy world-class dining and shopping, as well as an abundance of bike trails, parks, and healthy living opportunities. Edwardsville/Glen Carbon, in Madison County, provides access to over 100 miles of trails and bikeways in the MCT Trails system.

The City of Edwardsville is ranked among the nation's top 15 safest college towns by Research.com in its 2026 Safest College Towns list. Ranked 13th nationally, Edwardsville was number three in Illinois and ranked ahead of all Missouri college towns. Edwardsville and Glen Carbon, as well as surrounding communities, benefit from strong public school systems. Area school districts provide safe and supportive learning environments where students can grow through academic and extra-curricular opportunities.

About the Greater St. Louis Region

Just 25 miles from the SIUE campus, Greater St. Louis offers all the amenities of a major metropolitan city. With more than 2.8 million residents, St. Louis is the 20th-largest metropolitan area in the country. St. Louis is a biotech and business hub, home to nationally known Fortune 500 companies. St. Louis Lambert International Airport offers convenient access to destinations worldwide.

The St. Louis region offers easy access to a variety of attractions and activities. SIUE employees enjoy entertainment and cultural offerings, including the St. Louis Symphony Orchestra and live, outdoor performances at The Muny in Forest Park. St. Louis is also home to popular professional sports teams:

- St. Louis Cardinals, Major League Baseball
- St. Louis Blues, National Hockey League
- St. Louis City SC, Major League Soccer



Procedure for Candidacy

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

WittKieffer is pleased to assist SIUE in this search. Candidate review will begin immediately and continue until the position is filled. For fullest consideration, applications should be received by **Friday, November 6, 2026**.

Application materials should be submitted using WittKieffer's [candidate portal](#).

Nominations and inquiries can be directed to Amy Crutchfield Nieves and Bree Liddell via email to:

SIUE-VCEnrollment@wittkieffer.com

The salary range for this role is \$195,000-\$220,000. SIUE offers an exceptional array of benefits to all full-time and part-time employees (50% or more receive benefits accrued at the percentage of appointment) including: Medical, dental, and vision insurance; University tuition waivers (full-time employees receive 100% waiver of tuition); Life insurance; SURS retirement plan; Supplemental retirement savings plans; Paid vacation and sick leave accrual; Generous holiday schedule/paid holidays; WorkLife programs; Employee Assistance Program (mental health and wellness); Employee discounts (local and national retailers); Flexible Spending Account Program. For more about SIUE benefits and employee services, visit: <https://www.siue.edu/human-resources/benefits>.

Southern Illinois University Edwardsville nurtures an open, respectful, and welcoming climate that facilitates learning and work.

As an Equal Opportunity Employer committed to an inclusive and diverse workforce, we will not discriminate against any person on the basis of race, national origin, religion, disability, age, marital status, sex, sexual orientation, or veteran status.