

MONTCLAIR STATE UNIVERSITY

Vice President for University Marketing and Communications

Leadership Profile

August 2026



Executive Summary

Montclair State University seeks an accomplished and visionary leader to serve as its Chief Marketing and Communications Officer. As a member of the President's Executive Council, the **Vice President for University Marketing and Communications** will shape and elevate the University's public profile, guiding brand strategy, institutional messaging, and stakeholder engagement in support of Montclair's ambitious future. A collaborative, solutions-oriented leader who embraces possibility and partnership, the Vice President will advance the University's enrollment, reputation, and mission through integrated marketing and communications. The division includes approximately twenty-five professionals and an annual budget of approximately \$6.9 million.

Founded in 1908, Montclair State University is a nationally recognized public research university and one of New Jersey's leading higher education institutions. Designated as both a Hispanic-Serving Institution (HSI) and an R2 doctoral research university, Montclair is the largest HSI in New Jersey and one of only two institutions in the state to hold both distinctions. The University serves more than 23,000 students across fourteen colleges and schools and offers over 300 academic programs. Widely recognized for advancing student success and social mobility, Montclair ranks among the nation's leaders in graduation outcomes and return on investment. More than 40 percent of incoming students are first-generation college students, over 55 percent are Pell-eligible, and the University enrolls a highly diverse student body representing 42 states and territories and 75 countries. Located on a vibrant 252-acre campus just 12 miles from New York City, with direct rail access to Manhattan, Montclair combines the opportunities of a major metropolitan region with a strong commitment to community engagement, research, and public impact.

The Vice President is responsible for developing and executing marketing strategies that drive enrollment growth, strengthen institutional reputation, and generate measurable return on investment, while building and protecting the University's brand across a multi-campus and highly diverse environment. Working closely with the Vice Provost for Enrollment, the Provost, the Managing Director of Montclair Unbound, other campus leaders, and the student community, the Vice President will help align marketing and communications efforts with the University's strategic priorities and growth ambitions.

The ideal candidate will be a mission-driven leader who embraces Montclair State University's commitment to student success, access, and public impact. This individual will be an empowering manager who inspires trust, fosters a culture of accountability and innovation, and creates opportunities for colleagues and team members to thrive. Rather than seeking the spotlight, they will elevate the achievements of others while cultivating a highly engaged, high-performing marketing and communications organization.

The successful Vice President will bring strategic judgment, resilience, and an entrepreneurial mindset to a dynamic and evolving institution. They will be comfortable navigating ambiguity, balancing competing priorities, and identifying creative solutions that advance institutional goals. A proactive and decisive leader, they will anticipate challenges and opportunities, offer thoughtful counsel, and execute with a strong sense of accountability and results.

Above all, the Vice President will serve as a trusted advisor to President Koppell and a valued member of the University's senior leadership team. Through strategic counsel, sound judgment, and exceptional execution, they will help advance Montclair's vision, elevate its reputation, and ensure the successful achievement of its most important institutional priorities.

A bachelor's degree; a minimum of ten years of progressively responsible experience in communications, marketing, or a related field, with demonstrated success in senior leadership, is required.

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 President for University Marketing and Communications



Reporting to the President and serving as a member of the President's Executive Council, the Vice President for University Marketing and Communications is the chief marketing, communications, and brand strategist for Montclair State University. The Vice President leads a division responsible for advancing the University's enrollment, reputation, and mission through integrated marketing and communications and oversees a team of approximately 25 professionals and a budget of approximately \$6.9 million.

The Vice President is responsible for developing and executing, in partnership with the Vice Provost for Enrollment, marketing strategies that drive student enrollment and generate measurable return on investment, while simultaneously building and protecting the University's brand across a multi-campus, highly diverse institutional environment. The Vice President will also collaborate with the Managing Director of Montclair Unbound, the University Provost, and the student community to ensure alignment. In partnership with these areas, the Vice President will play a significant role in supporting enrollment growth and revenue generation.

The Vice President is a trusted counselor to the President and a cross-functional partner to senior academic and administrative leaders across the institution. Internal communications will be designed to increase institutional awareness and alignment across all divisions.

The Vice President combines strategic leadership with operational excellence, providing executive counsel to the President while leading a comprehensive marketing and communications function that advances the University's mission, reputation, and growth objectives.

Brand Strategy and Stewardship

- Develop and execute the University's comprehensive brand strategy, ensuring distinctiveness, consistency, and strength of brand identity across all institutional communications, audiences, and channels.
- Lead brand integration and communications strategy in a complex multi-campus university environment.
- Advance the University's competitive positioning and reputation in a dynamic regional, national, and digital marketplace.
- Monitor all University communications activity to ensure consistency and compliance with University policies.

Enrollment Marketing and Revenue Generation

- In partnership with the Vice Provost for Enrollment, design and implement integrated marketing campaigns that support undergraduate and graduate enrollment growth, with demonstrated accountability for return on investment and measurable contribution to tuition revenue.
- Oversee paid, earned, social, and owned media strategies in alignment with enrollment goals, including partnerships with external agencies managing paid media.
- Establish and monitor performance metrics across all marketing channels; translate data and research findings into strategic recommendations for the President, Provost, and enrollment leaders.

Strategic Communications

- Direct public and media relations strategy; serve, when appropriate, as an official spokesperson for the University.
- Lead crisis communications planning and response, providing rapid, accurate, and coordinated messaging that protects institutional trust and brand integrity.
- Direct university-level communications for employees, and partner with other leaders responsible for communicating to students, faculty, staff, alumni, donors, government officials, and institutional partners.
- Oversee digital communications, social media strategy, web content and architecture, publications, and creative services.
- Oversee all aspects of executive communications, including communications counsel and writing support for the President, Provost, and other senior leaders.

Leadership and Organizational Management

- Lead, develop, and retain a high-performing team of approximately 25 communications and marketing professionals; build a collaborative, inclusive, and high-performing team culture.
- Manage the division's operating budget of approximately \$6.9 million, including oversight of vendor and agency relationships.
- Develop annual plans for strategic messaging, marketing, and public relations; report progress to the President and Board of Trustees as appropriate.
- Serve as a strategic partner and resource to Vice Presidents, Deans, and other senior leaders; advance a model of strategic partnership over transactional service.

Institutional Leadership

- Function as a trusted advisor to the President on institutional strategy, reputation, and leadership communication.
- Participate fully in the President's Executive Council and the University Leadership Council, and contribute a communications perspective to University-wide decisions and priorities.
- Serve on committees and task forces as assigned by the President.
- Collaborate with the Vice President of External Relations and the Department of Government Affairs to develop communications strategies and collateral materials that enhance the University's profile with local, county, and state elected officials.

Office of University Communications and Marketing

The incoming Vice President inherits a high-performing and cohesive team, a proven strategy, optimized channels, and real momentum to build with.

Since becoming a stand-alone cabinet-level division led by a Vice President in 2019, University Communications and Marketing has built a powerhouse brand, driven record enrollment growth, and protected the University's reputation during coordinated global disinformation campaigns targeting the University. UCM's people and its work are recognized among the best in the nation.

A Team Built for Impact

UCM comprises 25 managers and professionals, supported by 3.5 FTE temporary staff. The VP is responsible for a \$6.9M budget: \$4.4M for personnel, \$2.5M for operations. Specialized teams cover content, creative, digital, web, social media, and market research. Two funded leadership roles — an AVP and a Director — stand open for the incoming Vice President to fill.

UCM sets and enforces institutional policy for brand and marks, editorial and visual standards, media relations, and web and social governance. The division partners closely with Enrollment Management, Montclair Unbound, Global Engagement, and Development and Alumni Engagement. UCM touches nearly every unit on campus.

Results That Outpace the Market

UCM leads with brand. The division has built a powerful, well-differentiated brand, which it projects effectively and leverages to create demand. UCM grounds its work in data, tracking performance across paid, earned, social, and owned channels and directing investment to what wins. UCM pairs that discipline with excellence in execution — award-winning creative, storytelling, and production. This strategy has driven extraordinary results through a pandemic, a demographic downturn, and one of the most competitive recruiting markets in the nation.

Enrollment Success: Since 2019, applications rose from 13,111 to 26,257, a 100.3% increase — far outpacing strong regional peers who grew roughly 60% over the same period. That surge propelled total enrollment to grow 24%, from 19,000 to 23,500 students. Montclair has posted four consecutive years of record enrollment (2022–2025).

FY26 was UCM's strongest lead-generation year on record. First-year leads grew 182%, while cost per lead dropped 19%. Transfer leads grew 176%, with cost per lead down 54%. Lead quality remained high, and all of this was achieved on a paid media budget that was 10% smaller than the previous year.

Brand Strength: The Wall Street Journal ranks Montclair the No. 1 public university in New Jersey and No. 29 nationally. U.S. News ranks Montclair No. 12 for social mobility. A brand health study (2021) confirmed Montclair as New Jersey's second-best-recognized higher education institution, trailing only Rutgers, with no negative brand attributes identified. That study also found a Net Promoter Score of 42 among graduates specifically, well above the national average of 32. A follow-up study (2026) confirmed continuing strength, with growing awareness of Montclair's academic quality and student-outcomes messaging.

UCM drives five core brand messages: affordability, inclusivity, location, academic quality, and student outcomes. The 2026 brand health study documented that public awareness of the first three messages remained very strong, and awareness of the latter two grew — confirmation of an intentional messaging strategy executed across paid, earned, social, and owned media.

Integrated Marketing Communications: UCM strategically aligns messaging across paid, earned, social, and owned media to create maximum synergy. It uses data to optimize each channel, and as a result, earned media reach grew from 6.9 billion in 2024 to 7.6 billion in 2025, paid media drove 120 million impressions for The Red Chair Stories campaign, and social media consistently ranks No. 1 in the conference and outperforms national benchmarks by 2 to 3x.

UCM is an early adopter in responding to the dramatic transformation of marketing caused by AI search. Its intentional approach to providing content tailored to LLMs drove website traffic from AI platforms up by 520% in the last year.

Owned media was dramatically strengthened in August 2026 when UCM launched a new web presence, two years in the making, which strategically separates marketing content from internal content and responds to the surge in AI-assisted search.

Industry Recognition: UCM's work has earned a PRSA Bronze Anvil Award for "Message in a Bottle," a story that drew coverage from The New York Times, CNN, People, U.S. News, and leading consumer outlets on three continents. The division has also won 11 EDMA awards (6 gold), and multiple MarCom Awards and Educational Advertising Awards.

A Healthy Culture

UCM operates with strong internal cohesion and a shared commitment to continuous improvement. The team has adopted the Clifton Strengths framework and recently completed a rigorous self-study — 39 stakeholder interviews, seven focus groups, and a multi-question survey — to provide insights it is using to sharpen how it partners across the University. The division has built a robust professional development program, including encouraging use of the tuition benefit (to date, 7 team members have completed master's degrees, and 4 more are working on them). The division has cultivated emerging leaders, providing individual and team coaching, and offering advancement to larger, more challenging roles. UCM's mature and self-aware leadership culture sustains psychological safety for the team and motivates it to keep learning and improving.



UCM enters FY27 with clear direction. Five priorities frame the year ahead: enrollment support, brand stewardship, the new university website, AI-enabled innovation, and employee communications.

Opportunities and Expectations for Leadership

Montclair State University defines what it means to be a university with a public purpose — one that not only creates transformational opportunities for students but also partners with communities to make a difference in the lives of others. This distinctive approach continues to attract students, propelling Montclair to become New Jersey's second-largest institution of higher learning and one of its most diverse.

Under President Koppell's leadership, Montclair is committed to investing in a modern, data-driven marketing and communications enterprise that supports access, excellence, affordability, and student success and tells the story of an ambitious research university rocketing to new heights.

To propel Montclair State University's bold trajectory forward, the Vice President for Marketing and Communications will address the following interconnected priorities:

- **Brand Strategy and Market Positioning**

The next Vice President for University Marketing and Communications will be a sophisticated marketing strategist and brand architect who can position Montclair State University among the nation's most distinctive and forward-looking public universities. As the institution continues to expand its research enterprise, strengthen its academic reputation, advance innovative initiatives such as Montclair Unbound, and elevate its national profile, this leader will be responsible for developing and executing a cohesive brand strategy that enhances awareness, differentiates Montclair in an increasingly competitive marketplace, and drives measurable outcomes across enrollment, reputation, engagement, and philanthropy.

Montclair's leadership believes the University's reputation has not yet fully caught up with its remarkable size, quality, diversity, research growth, student outcomes, and public impact. The Vice President will have an opportunity to help close that gap by elevating institutional storytelling, strengthening market differentiation, and ensuring that Montclair's accomplishments and aspirations are understood by audiences across New Jersey, the nation, and beyond.

The successful candidate will bring a deep understanding of contemporary marketing, audience behavior, digital engagement, emerging technologies, and brand development, with the ability to translate institutional priorities into compelling value propositions for diverse stakeholders. They will ensure that Montclair's identity, messaging, and storytelling are aligned across all channels and audiences, creating a consistent and powerful market presence that reflects the University's ambition, excellence, accessibility, and impact. Equally important, the Vice President will remain attuned to emerging trends in marketing and higher education, identifying new opportunities to strengthen the University's visibility, relevance, and competitive position. Through data-informed decision-making, creative leadership, and strategic innovation, this individual will help shape how Montclair is perceived by prospective students, families, alumni, donors, employers, policymakers, and the broader public for years to come.

- **Market Competitiveness & Multi-Segment Growth**

The Vice President for University Marketing and Communications will partner closely with Enrollment Management, the Provost, and other university leaders to ensure that Montclair's marketing, branding, and engagement efforts meet learners where they are and advance the University's commitment to expanding access through bold, innovative pathways. Enrollment growth is central to Montclair's future, and the Vice

President will play a critical role in ensuring that marketing strategies support both institutional priorities and measurable enrollment outcomes.

Guided by a mission to serve learners at every stage of life, Montclair is reimagining how education can be delivered through flexible modalities, strategic partnerships, and creative solutions that remove barriers and expand opportunity. This commitment drives efforts to reach traditional students, transfer students, adult learners, international students, and individuals with some college but no degree, through programs and experiences that align with their goals, circumstances, and aspirations.

The successful leader must develop and execute nimble, responsive enrollment marketing strategies that serve students across New Jersey and surrounding markets while also capitalizing on opportunities nationally and internationally. They will bring an innovative mindset and a strong orientation toward experimentation, analytics, and continuous improvement, with an instinct to test, learn, scale successful initiatives, and redirect resources away from efforts that do not generate meaningful results. The Vice President will leverage data-driven insights to create more sophisticated student journeys, strengthen digital engagement strategies, and communicate Montclair's distinctive value proposition, including its commitment to student success, social mobility, workforce outcomes, accessibility, and return on investment.

Several enrollment priorities include strengthening transfer pathways from community colleges, reengaging adult learners through flexible educational models, and reimagining international recruitment through differentiated and creative approaches. The Vice President will help identify emerging opportunities, technologies, and engagement strategies that position Montclair competitively in an increasingly dynamic enrollment marketplace.

▪ **An Elevated Strategy**

The next Vice President for University Marketing and Communications will have a unique opportunity to elevate Montclair State University's story at a moment of extraordinary institutional momentum. As the University expands its research enterprise, invests in transformative facilities such as the Interdisciplinary Science Building, grows its portfolio of online and professional programs, strengthens its role as an anchor institution in Northern New Jersey, and advances innovative partnerships, the Vice President will help articulate how these achievements are shaping Montclair's future and expanding its impact across New Jersey and beyond.

The role will serve as a key architect of the University's narrative, ensuring that prospective students, faculty, policymakers, donors, alumni, employers, and community partners fully understand both the breadth of Montclair's accomplishments and the scale of its aspirations. Institutional leaders believe there remains a significant opportunity to more effectively tell Montclair's story and elevate awareness of the University's remarkable strengths, achievements, and trajectory.

Equally important, the Vice President will help amplify the University's growing national and international profile by showcasing Montclair's distinctive strengths: its commitment to student success and social mobility, its leadership as a Hispanic-Serving Institution, its growing research capacity, its emphasis on workforce preparation and applied learning, and its willingness to innovate in response to a changing higher education landscape. Through compelling storytelling and integrated communications strategies, the Vice President will strengthen the University's reputation, build public understanding of its mission and impact, and position Montclair as one of the nation's most innovative and influential public universities.

▪ **Montclair Unbound**

The next Vice President for University Marketing and Communications will play a critical role in advancing the vision and impact of Montclair Unbound, one of the University's most ambitious and transformative strategic

initiatives. Grounded in Montclair State University's public mission and commitment to the common good, Montclair Unbound seeks to reimagine how higher education is delivered by creating flexible, learner-centered pathways that blend in-person instruction, asynchronous learning, virtual engagement, workforce partnerships, and experiences beyond the traditional classroom.

The Vice President will help articulate this transformative vision to prospective students, families, employers, policymakers, community partners, and other stakeholders, demonstrating how Montclair is responding to changing learner expectations while helping shape the future of higher education. As Montclair Unbound evolves from a strategic initiative into a defining institutional mindset, the Vice President will work closely with university leaders to communicate its impact and potential across multiple audiences.

Through compelling storytelling, integrated marketing strategies, and thoughtful brand stewardship, the Vice President will position Montclair as a national leader in educational innovation, workforce engagement, accessibility, and learner-centered design. In doing so, this leader will help further strengthen the University's reputation as an institution that is not merely adapting to change but helping define what higher education can become.

▪ **Campus Partnerships and Trusted Counsel**

A hallmark of success for the next Vice President for University Marketing and Communications will be the ability to build strong, collaborative partnerships across Montclair's colleges, schools, and administrative units. The successful candidate will invest time in understanding the priorities, challenges, and aspirations of academic and administrative leaders, establishing credibility through responsiveness, strategic counsel, and measurable results. By serving as a trusted advisor and partner, the Vice President will help ensure that the University's most important stories, initiatives, and achievements are effectively elevated and aligned with broader institutional goals.

Montclair's decentralized structure creates both opportunity and complexity. The next Vice President must successfully balance the unique identities and priorities of individual schools and colleges while advancing a cohesive institutional brand and communications strategy. Success will require listening deeply, building trust, demonstrating value, and helping campus partners achieve their objectives through thoughtful and strategic collaboration.

Given the University's lean and entrepreneurial culture, the Vice President must be resourceful, proactive, and highly collaborative. The ideal leader will embrace a "lead with yes" mindset, approaching challenges with creativity, possibility, and a commitment to advancing institutional priorities. Colleagues will value this leader not simply for providing communications and marketing support, but for helping move ambitious initiatives forward and creating shared success across the institution.

▪ **External Communications**

The next Vice President for University Marketing and Communications will have a unique opportunity to elevate Montclair State University's visibility and reputation at a time of remarkable institutional momentum. Leading the University's external communications, earned media, public affairs, and reputation management efforts, this leader will help shape and amplify a compelling narrative about Montclair's growth, innovation, academic excellence, student success, and public impact. Working closely with President Koppell and other university leaders, the Vice President will develop proactive strategies that position Montclair more prominently in regional, national, and international conversations about higher education, research, workforce development, and institutional innovation.

Montclair's size, quality, and accomplishments often exceed public perceptions of the institution. The next Vice President will build on recent efforts to increase the University's profile by expanding media engagement,

strengthening relationships with key external audiences, identifying opportunities to elevate institutional visibility, and amplifying the stories that distinguish Montclair in an increasingly competitive landscape.

The successful candidate will be a strategic storyteller, thoughtful counselor, and skilled communicator who can translate institutional achievements into compelling narratives that enhance reputation, generate visibility, and strengthen public understanding of the University's mission and impact. Through proactive engagement and effective communications strategies, the Vice President will help ensure that Montclair's growing influence is recognized and appreciated well beyond New Jersey.

▪ **Internal Communications Strategy**

Internal communications is viewed as a foundational component of institutional success at Montclair State University, and strengthening engagement across the campus community has been a priority since President Jonathan Koppell's arrival. The next Vice President for University Marketing and Communications will build upon significant recent progress, including the launch of a new university website, enhancements to institutional communications channels, and expanded efforts to keep faculty, staff, and students informed about the University's priorities, accomplishments, and opportunities.

The successful candidate will further cultivate a culture of transparency, connection, and shared purpose by ensuring that members of the Montclair community understand not only what is happening across the institution but also why it matters and how their work contributes to the University's broader mission and aspirations. Through thoughtful and effective internal communications strategies, the Vice President will help build awareness, strengthen engagement, and empower faculty, staff, and students to serve as informed ambassadors for the institution.

As Montclair continues to evolve and grow, the Vice President will play an important role in helping the campus community understand and embrace the University's strategic direction, celebrate institutional achievements, and maintain a strong sense of connection across an increasingly dynamic and complex enterprise. Through these efforts, the Vice President will help foster institutional pride, strengthen community, and reinforce a shared commitment to Montclair's mission and future.

Professional Qualifications and Personal Qualities

Montclair State University seeks a strategic, innovative, and collaborative leader who brings a demonstrated record of success in marketing, communications, brand development, and organizational leadership. The successful candidate will possess the vision and marketing sophistication to elevate Montclair's profile, advance enrollment and reputation goals, and communicate the value of a dynamic public research university committed to access, student success, and public impact. They will be a trusted advisor, an empowering people leader, and a highly effective partner who combines strategic thinking with strong execution, embraces innovation and emerging technologies, and approaches challenges with creativity, resourcefulness, and a solutions-oriented mindset.

REQUIRED:

- Bachelor's degree from an accredited college or university.
- A minimum of ten years of progressively responsible experience in communications, marketing, or a related field, with demonstrated success in senior leadership.
- Proven ability to develop and execute data-informed marketing strategies that drive enrollment, revenue growth, audience engagement, or other measurable organizational outcomes.

- Demonstrated success building, strengthening, and stewarding complex brands in competitive and rapidly evolving environments.
- Fluency in performance metrics, attribution, analytics, and return-on-investment assessment, with the ability to translate data into actionable strategy.
- Demonstrated competency in artificial intelligence tools and their application to communications and marketing practice, along with the ability to lead an organization through evolving AI adoption.
- Demonstrated ability to think strategically about message development, audience engagement, and channel strategy across diverse constituencies and institutional contexts.
- Strong organizational, administrative, and management skills, including demonstrated success leading, developing, and retaining high-performing teams.
- Exceptional written, verbal, interpersonal, and presentation skills, with the ability to communicate effectively with senior leaders, governing boards, faculty, staff, students, media, external partners, and the public.
- Demonstrated ability to lead communications and decision-making in complex, fast-moving, and crisis environments.
- Experience serving as a strategic advisor to senior executives and guiding organizational communications, reputation management, and stakeholder engagement efforts.
- Commitment to working effectively within a large, complex organization characterized by diverse stakeholders, competing priorities, and collaborative decision-making processes.

PREFERRED:

- Advanced degree (master's or higher) from an accredited college or university.
- Demonstrated understanding of higher education or other large, complex public-sector, nonprofit, healthcare, membership-based, or mission-driven organizations.
- Experience integrating marketing, communications, enrollment, reputation, and organizational objectives into a cohesive strategic framework.
- Knowledge, experience, or perspectives gained outside of higher education that can inform innovation in strategy, audience engagement, brand positioning, and communications practice.
- Deep knowledge of integrated marketing and communications methodologies, including emerging digital media, content strategy, audience analytics, paid media, AI-enabled marketing tools, and evolving search and discovery platforms.
- Experience managing external agencies, consultants, and strategic partners to maximize effectiveness and return on investment.
- Demonstrated success leading organizational change, building consensus, and achieving results in resource-conscious environments.
- Experience functioning as a senior counselor to a president, chief executive officer, elected official, or other senior organizational leader.
- Earned credentials in organizational communications, such as the Accredited in Public Relations (APR) credential or the Strategic Communication Management Professional (SCMP) credential.

About Montclair State University

Overview



[Montclair State University](#) is a nationally recognized Research Doctoral University that empowers students, faculty, and researchers to exceed expectations and drive innovation. Montclair State University delivers the instructional and research resources of a large public university in a supportive, sophisticated, and diverse academic environment. Building on 118 years of distinguished history, Montclair today has 14 colleges and schools that serve more than 23,000 undergraduate and graduate students with more than 300 doctoral, master's, and baccalaureate degree programs.

Montclair ranks among the top 10 universities nationally for social mobility and is noted among the top 12 for its exceptional student outcomes, which far exceed expert predictions. Montclair is a designated R2 Doctoral Research Hispanic Serving Institution (HSI) – one of only two in New Jersey and the largest in the state. Situated just 12 miles from New York City on a beautiful 252-acre suburban campus, the University welcomes a diverse student population representing 42 U.S. states and territories and 113 countries. The University boasts a second campus located in downtown Bloomfield, just 7 miles from the Montclair campus. As an HSI institution, Montclair State University serves a majority-minority population. More than 40% of new undergraduate students are the first in their families to pursue higher education, and nearly 44% are Pell eligible. Montclair also ranks in the top 13% of 4,500 postsecondary institutions in the U.S. for return on investment.

Mission

Montclair State University is a public-serving institution, advancing the common good

- by broadening access to rigorous education and exceptional learning opportunities for a diverse population, rich in talent, dedication, and ambition.

- by challenging and supporting students and employees in an inclusive and respectful environment where learners can grow and flourish as collaborative, compassionate citizen-leaders.
- by advancing research to deepen understanding of our shared challenges and cultivating human creativity to develop innovative solutions.
- by forming partnerships to enhance prosperity, democracy, and well-being in the communities we serve.

Commitments

Provide Access and Excellence

We teach students how to learn by engaging them in the classroom and beyond, through research and hands-on experiences, extracurriculars, and public service. We operate efficiently to keep tuition affordable, and we deliver education flexibly to help students balance family, work, and school.

Offer Expertise with Humility

We work as true partners with the communities we serve, leveraging the University's knowledge and resources to help them meet their goals while valuing their contributions and learning alongside them as peers.

Embrace Discourse and Fairness

We treat everyone fairly and respectfully and honor the rights of all humans. We value and encourage respectful discourse, recognizing that the exchange of ideas and the dissemination of new knowledge sustains discovery and is fundamental to democracy.

Innovate with Integrity

We respond flexibly and nimbly to changing circumstances, foster creativity, take intelligent risks, and actively seek new approaches while holding each other accountable and using wisely the resources entrusted to us.

Embrace Local and Universal Aspirations

We are a national university that is proud to be of, by, and for New Jersey. We serve our state's dynamic, varied communities while also fulfilling our obligations to serve our country, our planet, and the enduring truths that bind humanity as one.

Key University Facts

- Founded as the New Jersey State Normal School at Montclair in 1908.
- Located in the New Jersey communities of Montclair, Little Falls, and Clifton.
- Montclair campus encompasses 252 acres. Bloomfield College encompasses 12 acres.
- Over 300 majors, minors, concentrations, and certificate programs.
- Over 300-degree programs.
- 23,603 total students, the largest enrollment in Montclair history, with 19,065 undergraduate students and 4,538 graduate students.
- 22 residential communities capable of housing 5,200 students.

- Student-to-teacher ratio: 17 to 1
- Average class size: 25
- A Carnegie-designated high research activity (R2) and community-engaged doctoral university.
- Recent faculty awards and honors include a MacArthur “Genius” Grant, a Carnegie Fellowship, and multiple National Science Foundation Early Career Award winners.

Academics

In addition to a broad range of traditional programs, Montclair State University offers programs in more contemporary and evolving areas, such as Molecular Biology, Nutritional Science, Public Health, Child Advocacy, Animation and Visual Effects, Recording Arts and Production, Data Science, Business Analytics, as well as cross-disciplinary programs in areas such as justice studies, sustainability, computational linguistics, and math education. Montclair has a doctoral program in Teacher Education and Teacher Development that is one of the very few in the nation that explicitly prepares educators of teachers. Montclair offers a Ph.D. in Environmental Management, which combines interdisciplinary research in the sciences, as well as Ph.D. programs in Industrial and Organizational Psychology and Clinical Psychology. Montclair State University also offers an Au.D. in Audiology, which is housed in one of the finest clinical and research facilities in the tri-state region.

Montclair Unbound, the internal online program management unit for fully asynchronous online learning, reimagines higher education for today’s learners by removing barriers, expanding access, and creating flexible, high-quality pathways to success. Grounded in Montclair State University’s public mission and commitment to the common good, Unbound combines the strengths of in-person learning, asynchronous online study, and real-time distance interaction to meet students where they are—in their lives, their communities, and their careers. At its heart, Montclair Unbound is a movement to redefine what inclusive higher education can—and should—look like: bold in vision, rooted in opportunity, powered by technology, and committed to helping every learner succeed.

Colleges and Schools

The instructional programs of Montclair are currently distributed among the following colleges and schools:

- [Bloomfield College](#)
- [College of the Arts](#)
- [College for Community Health](#)
- [College for Education and Engaged Learning](#)
- [College of Humanities and Social Sciences](#)
- [College of Science and Mathematics](#)
- [Feliciano School of Business](#)
- [John J. Cali School of Music](#)
- [College of Communication and Media](#)
- [School of Computing](#)
- [School of Nursing](#)
- [The Graduate School](#)
- [University College](#)

Financial and Operational Highlights

- Montclair’s annual budget for the current fiscal year is approximately \$700 million.

- To support its commitment to affordability, Montclair has consistently maintained tuition rates among the lowest of the four-year public colleges and universities in the state and increased scholarship funding by more than 63 percent over the past five years.
- Credit ratings agencies continue to rate Montclair as a financially strong and stable university. Moody's currently rates Montclair as A2, and Fitch as A+ with a stable outlook.
- Montclair has enjoyed much recent success in developing additional revenue sources. Extramural research funding has trended strongly upward, reaching a record high of \$22 million received in the most recent fiscal year.
- Philanthropy is also becoming a more important source of funding. The Soar campaign, which concluded on June 30, 2020, raised \$82 million (exceeding its goal of \$75 million). The campaign, the largest in the University's history, was fueled by gifts from 20,000 donors. It contributed to the endowment's growth, which is now over \$100 million.

Leadership

Jonathan GS Koppell, President



Jonathan Koppell is the ninth president of Montclair State University and a nationally recognized scholar of public administration and global governance. His career has been defined by a belief that public universities have a profound responsibility — not only to educate students, but to strengthen democracy, expand opportunity, and help solve society's most pressing challenges. To that end, Koppell is driven to establish Montclair as the model of a public-serving university.

Since joining Montclair in 2021, President Koppell has led a period of significant momentum and growth. The University has welcomed the three largest first-year classes in its history and achieved record enrollment and retention, reflecting rising demand for Montclair's distinctive combination of academic excellence, access, and public impact. He also guided the historic merger with Bloomfield College — New Jersey's only four-year Predominantly Black Institution — marking the first merger between a public and private institution in the state and expanding educational opportunity for generations of students.

Under his leadership, Montclair has advanced as a top-tier doctoral research university and federally designated Hispanic-Serving Institution, nationally recognized for social mobility and student success. President Koppell has championed the strategic re-imagining of the University's schools and colleges to align academic programs with the needs of today's learners and tomorrow's workforce, while strengthening Montclair's role as a partner to communities across New Jersey.

Before coming to Montclair, President Koppell served as Dean of the Watts College of Public Service and Community Solutions and Vice Provost for Public Service and Social Impact at Arizona State University, where he led the nation's largest comprehensive public affairs college. He began his academic career at Yale University, holding faculty appointments in the School of Management and leading the Milstein Center for Corporate Governance and Performance.

President Koppell earned his doctorate in political science from the University of California, Berkeley, and his bachelor's degree in government from Harvard University. He is a fellow of the National Academy of Public Administration and author of numerous books and articles, including the award-winning "World Rule", and an innovative study of global governance.

Montclair, New Jersey

Montclair State University's park-like, 252-acre campus is primarily located in Montclair, New Jersey, a diverse suburban community of nearly 40,000 residents. A picture-perfect college town, Montclair, is filled with cafés, bistros, restaurants, boutiques, movie theaters, and art galleries. It is home to the Montclair Film Festival, the Montclair Literary Festival, and the Montclair Art Museum, which is nationally known for its diverse collections. Live theater venues include the Wellmont Theater.

Consistently named among New Jersey's best cities, Montclair is rich in cultural, recreational, and outdoor activities, including public tennis courts, skating rinks, and swimming pools. Montclair students have access to 175 acres of parks and rivers, as well as a funky, eclectic downtown area, complete with a robust arts scene and lots of great food. Montclair's public schools serve students from kindergarten through grade 12, as do many private and parochial schools. The neighboring towns of Bloomfield, Clifton, and Little Falls each offer restaurants, shops, and cultural activities to explore, while Newark – New Jersey's largest city and hub for professional sports and big-name concerts – is minutes away.

Montclair is a model for Sustainable Communities – designated a Clean Energy Leader by the N.J. Board of Public Utilities and a Climate Showcase Community by the U.S. EPA – with vigorous recycling and home composting programs, Environmental and Conservation Elements in our Master Plan, active bike and walk advocacy, a thriving Farmers Market in its 28th season, a Green Business recognition program, and a hub of public charging stations for pluggable electric vehicles. Montclair is just 12 miles west of New York City. Two campus train stations provide regular service to and from Manhattan.

Bloomfield, New Jersey

Living and working in Bloomfield, New Jersey, offers the perfect blend of suburban charm and vibrant convenience. The town boasts a bustling local economy alongside a seamless NJ Transit rail commute into Manhattan, making it a hotspot for professionals who want the best of both worlds. After hours, the community comes alive with thriving downtown districts and green spaces like Brookdale Park. Adding to its dynamic appeal is the neighboring presence of Montclair, which borders Bloomfield and seamlessly extends its renowned arts scene, boutique shopping, and diverse culinary culture right to Bloomfield's doorstep. This close relationship allows residents to enjoy a tight-knit township atmosphere while easily tapping into a broader, upscale network of employment, culture, and entertainment.

Procedure for Candidacy

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

WittKieffer is assisting Montclair State University in this search. For fullest consideration, candidate materials should be received by September 14, 2026.

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

Nominations and inquiries can be directed to [Jen Meyers Pickard, Ph.D., Melissa Fincher, Jenna Brumleve](#).

A pay range of \$300,000 – \$330,000 per year reflects what Montclair State University reasonably expects to pay for this position. Actual compensation may vary based on relevant factors such as work experience, market conditions, education/training, and skill level.

Additional information on Montclair State University employee benefits can be found at <https://www.montclair.edu/human-resources/benefits/>.

Inclusion Statement

Montclair State University values access and educational excellence. We are committed to an environment of diverse perspectives which ensures that graduates will be civically engaged, committed to democracy, and prepared to thrive as global citizens. We foster a community that promotes varied experiences and voices. We seek applicants who will contribute diverse ideas and perspectives and who value an environment that promotes educational growth and advancement for all.

EEO/AA Statement

Montclair State University is an Equal Opportunity/Affirmative Action institution with a strong commitment to diversity. Additional information can be found on the website at www.montclair.edu/human-resources/about-us/eo-aa-and-diversity/

Title IX and 34 C.F.R. 106 Policy

Montclair State is required by Title IX and 34 C.F.R. 106 not to discriminate on the basis of sex or gender, and does not discriminate on the basis of sex or gender in the operation of education programs and activities. The requirement to not discriminate on the basis of sex or gender in the operation of education programs and activities extends to admission and employment.

For further details, please visit: <https://www.montclair.edu/human-resources/job-seekers/>