SHASTA-TEHAMA-TRINITY JOINT COMMUNITY COLLEGE DISTRICT

JOB TITLE: Dean of Enrollment Services

DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES

To provide leadership and direction for a comprehensive non-instructional student enrollment services program, including counseling services and admissions and records; to provide effective administration of the areas assigned, including the ongoing development and evaluation of student enrollment needs; to establish and maintain a strong working relationship with faculty, academic deans, administrators, staff and students; to develop and implement a comprehensive enrollment management plan. Employees in this classification receive administrative direction within a framework of general guidelines, and direct, supervise, and formally evaluate the work of faculty and classified staff. This is a middle management educational administrative position that requires excellent communication and strong administrative skills.

SUPERVISOR: Vice President for Student Services

TYPICAL DUTIES

- Plans, develops, organizes, and directs enrollment services operations and activities, including counseling, admissions and records, student outreach and recruitment, assessment, matriculation, orientation, articulation, and other related assignments.

- Participates in formulation of long- and short-term goals and strategies for enrollment management, including counseling, admissions, recruitment, retention and related services in cooperation with appropriate staff.

- Develops, implements, and evaluates policies and procedures related to the office of Enrollment Services.

- Interprets and administers federal, state and local regulations and policies as it relates to student services operations and programs.

- Oversees counseling activities and promotes and maintains high standards of counseling and advising services.

- Provides leadership in the development of counseling strategies to assist a multicultural, complex student body in accessing and succeeding at the college, in career, vocational and life choices.

- Oversees development of annual FTES projections for new student enrollment and yields, and continuing student retention and enrollment; provides updates periodically.

- Oversees activities of the Admissions and Records Office to ensure timely registration, record keeping and analysis of data.
TYPICAL DUTIES (Continued)

- Oversees development and management of national and international admissions marketing programs; evaluates the effectiveness of marketing strategies.

- Oversees recruitment activities, on and off campus, including special admissions policies and publications.

- Provides direction and coordination of the liaison activities between the local area high schools and the College.

- Utilizes software and web based systems for counseling and enrolling students, as well as collecting, tracking and reporting student data from initial contact to completion of courses/programs.

- Prepares financial, statistical, and descriptive reports; ensures compliance with federal, state and other reporting requirements.

- Assists with promoting student outreach and recruitment activities, evaluating and developing retention strategies and promoting the college to the community.

- Serves on/participates in a variety of internal and external committees, meetings and organizations, representing student support programs.

- Assists in providing orientation and staff development activities for counselors and staff.

- Establishes cooperative relationships within the department and with other academic and administrative departments.

- Develops and administers budgets; monitors and approves expenditures.

- Performs related duties similar to the above in scope and function as required.

EMPLOYMENT STANDARDS

Knowledge of:

- principles and practices, laws and regulations of community college student enrollment services including federal and state programs.

- marketing, recruitment, counseling, admissions, and record keeping processes.

- program planning, development, and implementation.

- proper budget development and implementation practices and methods.

- principles and practices of management and supervision including planning, organizing, assigning, and reviewing work; performance appraisal and discipline; employee selection and development; and equal employment opportunity policies.
EMPLOYMENT STANDARDS (Continued)

Ability to:

- plan, direct, and manage the activities and operations of a community college non instructional student services program.
- effectively communicate in both oral and written forms.
- direct, supervise, and formally evaluate the work of others.
- establish and maintain effective work relationships with those contacted in the performance of required duties.
- analyze complex problems, evaluate alternatives and recommend effective courses of action.
- work successfully with computer systems.
- facilitate organizational development and change with effective collaboration of participants.
- prepare clear and concise reports, correspondence and other written materials.
- continuously monitor changes in regulations, policies and technology related to area of management.
- show sensitivity toward the diverse student population served.

Education/Experience:

- Master's degree from an accredited institution, or the equivalent, and one year formal training, internship, or leadership experience reasonably related to assignment.
- Supervisory experience; experience with web-based registration systems.