

Santa Rosa Junior College



TITLE	CLASSIFICATION	SALARY RANGE/ASSIGNMENT
Director, Admissions & Enrollment Services	Management Team Management	Range: 13.5 Days: 224

JOB DESCRIPTION:

Under general direction, the Director, Admissions & Enrollment Services is responsible for the coordination, management and operations of enrollment, public outreach and attendance accounting services of the District. Coordinates the key resources of the college associated with matriculation functions, attendance accounting, admissions, technology, registration, research and data related to enrollment. Plans, develops, coordinates, and implements District-wide office policy and procedures in conjunction with the Director, Academic Records & International Admissions; provides supervision, hiring, training and evaluation for designated staff; provides technical expertise, direction and implementation of new software and hardware technology; responsible for proper accounting of all District enrollment fees and tuition collection, and ensures minimum exposure to error or misappropriation; prepares and monitors budget compliance for the department.

SCOPE:

The Director, Admissions & Enrollment Services provides administrative leadership, direction and policy development in those areas of responsibility for all constituent segments and locations of the District, and under the general direction of the Vice President, Student Services, has major responsibility for interpretation and implementation of these policies and procedures, including the selection and evaluation of classified staff and program budget development and monitoring. Prepares, recommends and implements the District-wide goals and objectives of the Admissions & Enrollment Services office; plans, directs and evaluates the areas of information, admissions, enrollment and matriculation services. Exercises broad responsibility for critical human relations with staff, students, faculty, administrators and the general public. Adjudicates student petitions and appeals for waiver of College rules and regulations. Functions as an expert computer technical manager in Admissions & Enrollment Services. Responsible for all District enrollment services including specific programs; such as Contract Education, Public Safety/Santa Rosa Training Center, Apprentice Education, Auditor, Non-Credit, Special Education, and all off-campus locations, including outreach services.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature.

1. Participate in educational planning and policy development in conjunction with academic deans, faculty and college administrators.
2. Under the general direction of the Vice President, Student Services develops, monitors and evaluates staffing needs, area budget, the budgeting process, including facilities and equipment planning.
3. Supervises, assesses and conducts staff and management needs assessment and evaluation of all personnel in the area of responsibility. Assists with staff development programs.
4. Interprets, coordinates and implements all Board policies, pertinent requirements of Title V, the California Education Code and Federal regulations that affect the admission, enrollment, matriculation, and attendance accounting practices of the District.

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5. In coordination with the Vice President, Student Services and the Director, Academic Records & International Admissions prepares, monitors and evaluates departmental goals and objectives; assists with Student Services Component planning and development.
6. Prepares, distributes and interprets State, Federal and other required enrollment reports, demographic profiles, and data analyses for the college community and the state's Chancellor's office.
7. Schedules and chairs appropriate managerial meetings to coordinate the key resources of the college associated with enrollment, attendance and matriculation functions.
8. Establishes, through a coordinated process with appropriate college managers, District outreach, marketing and recruitment strategies based on statistical data, input, and the goals of the college.
9. Administers the program for the admission of concurrently enrolled high school students, and provides leadership in enrollment development efforts.
10. Supervises the attendance accounting system of the college, including the determination of legal residence, and is responsible for accurate and timely reporting of enrollment and attendance to authorized outside agencies.
11. Directs the gathering, reporting and analysis of student statistics, college FTES information, and related research studies.
12. Responsible for the overall editing for the registration and general information portion of the Schedule of Classes and related publications.
13. Coordinates the development, modification and evaluation of computer applications in all areas of assignment.
14. Serves on College standing and ad hoc committees as required.
15. Plans, organizes, and supervises enrollment development efforts; coordinates this function in support of the campus instructional, counseling, strategic enrollment planning, and public relations initiatives.
16. Represents the District in local, regional, statewide and national meetings and committees.
17. Prepares reports as needed for presentation to the Board of Trustees.
18. Receives, reviews and facilitates resolution for student, faculty or staff complaints.
19. Supervises area personnel in the collection, processing, maintenance and dissemination of the data and information related to student enrollment and matriculation.
20. Plans and facilitates working relations with college departments and staff for successful enrollment services (i.e., Accounting, Associated Students, Campus Police, Counseling, Scheduling, Computing Services, Financial Aid, Academic Affairs, Faculty, EOPS, Enabling Services, Disability Resources, Public Safety/Santa Rosa Training Center, Special Education, Contract Education, Apprentice Education, Petaluma Campus).
21. Adjudicates student petitions and appeals for waiver of college rules and regulations. Receives, assesses, and resolves student complaints.
22. Adheres to, and enforces, the policy/procedures for course prerequisites on courses.

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23. Analyzes, recommends and evaluates enrollment modes (mail, in-person, telephone, web, new technology).
24. Provides technical expertise in computer utilization and testing, program modification, and related report systems. Stays current in new software/hardware developments and makes appropriate recommendations for upgrades to Computing Services.
25. Oversees requisitioning and inventory of office supplies and materials.
26. Chairs the committee for the planning, developing, and implementation of the College academic calendar. Integrates Board approved calendar for appropriate admissions and enrollment services process, (i.e., Schedule of Classes – Spring, Summer, Fall; College Catalog; website information).
27. Responsible for student enrollment fee and tuition collection, accounting, reconciliation, auditing and refund processing in cooperation with the Accounting Office.
28. Maintains internal control of cash handling procedures to ensure minimum exposure to error or misappropriation.
29. Maintains and reports District registration statistics (TLC, Web, In-Person), trends and patterns.
30. Supervises the application processing, residency determination, prerequisite enforcement and data entry functions.
31. Resolves complex enrollment problems identified by instructional deans, department chairs, faculty staff and students; provides training to department chairs and faculty as needed.
32. As a representative of the College, participates in and attends professional associations.
33. Performs other duties as assigned by the Vice President of Student Services.

KNOWLEDGE OF:

1. Key operations of a fully integrated Admissions and Records office including admissions, enrollment, records, attendance accounting, requisition, and matriculation functions.
2. Staff hiring, supervision and evaluation procedures.
3. Student Services programs.
4. Federal laws, regulations, and other legal parameters that affect the policies and practices of the Admissions, Records, Enrollment Development Attendance Operations and Research operations of the District. Budget processes.
5. Management skills including, planning/development/implementation, supervision, budgeting/accounting procedures and broad understanding of critical human relation principles in relation to a diverse clientele.
6. On-line application and enrollment procedures.
7. Modern office practices; including business correspondence, filing, typing, and operating various office equipment.

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8. Report preparation, and record keeping.
9. Computer and record keeping technologies in relation to Admissions and Records procedures; and automated accounting practices

ABILITY TO:

1. Plan and organize large, complex tasks; supervise the work of assigned staff.
2. Relate effectively with a wide diversity of students, faculty, staff and community members.
3. Lead, manage and instruct various personnel in order to accomplish the established goals of the department.
4. Work in an atmosphere of collegial decision-making; demonstrate consensus-building skills.
5. Communicate clearly, both orally and in writing.
6. Advocate for the District's programs and services.
7. Demonstrate sensitivity to, and respect for, a diverse population.
8. Define problems and make decisions in waiving college policy/procedures.
9. Learn and apply new technology.
10. Plan and organize multiple tasks of a complex nature.

QUALIFICATIONS:

A combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education:

A Bachelor's degree or equivalent, in related field.

Experience:

Progressively responsible experience in collection, maintenance, and supervision of student data records, preferably in a California Community college; including experience in a supervisory capacity involving enrollment services development and evaluation, or the equivalent.

SUPERVISION RECEIVED:

The Director, Admissions & Enrollment Services reports to the Vice President of Student Services.

SUPERVISION EXERCISED:

Under general direction of the Vice President of Student Services provides direct management of the department's activities including supervision of the Admissions/Enrollment Services classified staff, STNC's and student employees.

Board Approved: 04/11/06