

## **SOUTHWESTERN COMMUNITY COLLEGE DISTRICT**

**CLASS TITLE: DEAN, ENROLLMENT SERVICES**

### **DISTRICT VALUES**

Incumbents in District positions are expected to exhibit an equity-minded focus, responsiveness, and sensitivity to and understanding of the diverse academic, socioeconomic, cultural, gender identity, sexual orientation, and ethnic backgrounds of community college students, and employees, including those with physical or learning disabilities, and successfully foster and support an inclusive educational and employment environment.

### **DEFINITION**

Under administrative direction, plans, organizes, and provides equity-minded leadership and direction for the Enrollment Management Unit, including all assigned student support operations, activities, programs, and services which may include, but are not limited to, admissions and records, outreach, dual/concurrent enrollment, binational/international student programs, financial aid, veterans' services, evaluations, and assessment; oversees planning and program development in accordance with missions, goals, and objectives of the District and assigned areas; assumes responsibility for making decisions necessary for the effective operation of assigned student affairs programs; fosters cooperative working relationships among District divisions and with various public and private groups; provides highly responsible and complex professional assistance to the Assistant Superintendent/Vice President, Student Affairs in areas of expertise; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction from the Assistant Superintendent/Vice President, Student Affairs. Exercises general direction and supervision over assigned faculty and staff.

### **CLASS CHARACTERISTICS**

This is an Academic (Educational) Administrator classification that oversees, controls, and directs student programs, services, and activities as assigned, including short- and long-term planning, program development, and administration of program policies, procedures, and services. This classification provides assistance to the Assistant Superintendent/Vice President, Student Affairs in a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of education policy and District functions and activities and the ability to develop, oversee, and implement projects and programs in a variety of areas. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Responsibilities include coordinating the activities of the assigned areas with those of other District divisions and outside agencies and managing and overseeing the complex and varied functions of the assigned area. The incumbent is accountable for accomplishing planning and operational goals and objectives and for furthering District goals and objectives within general policy guidelines.

### **EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)**

*Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

1. Assumes leadership responsibility for assigned student programs, services, and activities and for the effective use of resources to enhance student services planning, student success, and overall program and service quality.

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2. Develops, directs, and coordinates the implementation of goals, objectives, policies, procedures, and work standards for the assigned area of responsibility; within District policy, establishes appropriate budget, service, and staffing levels.
3. Manages, develops, and administers the annual budget for the assigned area of responsibility; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.
4. Manages the selection, training, and motivation of staff, faculty and administrators; evaluates and reviews work for acceptability and conformance with District standards, including program and project priorities; provides leadership in the professional development of assigned staff and administrators; in accordance with District policy and procedures, coaches faculty and staff toward improved performance; implements disciplinary procedures; recommends hiring or termination; responds to staff questions and concerns.
5. Revises board policies and procedures to be in alignment with the Education Code and Title V; updates and publishes; ensures training is provided to faculty, staff, and administrators regarding enrollment management practices, financial aid, FERPA, and other related topics.
6. Collaborates with administrators in the development and implementation of District enrollment, graduation, and transfer goals, objectives, strategies, and activities; plans, organizes, and directs outreach functions to enhance transfer rates to four-year universities.
7. Work in partnership with Instructional Support Services in the development, implementation, and evaluation of enrollment management initiatives.
8. Oversees the overall quality of assigned services by developing, reviewing, and implementing policies and procedures to meet regulatory requirements, educational standards, and District needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
9. Serves as an advocate for the District on local, state, and national levels; provides consultation and technical expertise to administrators, faculty, staff, students, outside agencies, and others concerning assigned operations and activities; provides detailed technical information concerning programs and services.
10. Establishes partnerships with high schools, colleges, agencies, and other groups whose activity is related to student support services; provides leadership in the establishment of new partnerships or programs with feeder school districts, colleges, and other agencies.
11. Coordinates assigned programs, services, and communications between administrators, faculty, staff, other functional units, outside public and private agencies, students, and the public; establishes and maintains partnerships in support of assigned activities.
12. Oversees and participates in conducting a variety of analytical and operational studies regarding programmatic activities; prepares comprehensive technical records and reports, identifies alternatives, and makes and justifies recommendations.
13. Attends and participates in professional group meetings and various District committees and advisory boards; stays abreast of new trends and innovations related to the area of assignment.
14. Directs and facilitates the preparation and maintenance of a variety of publications, communications, records, and files.
15. Monitors changes in laws, federal and state regulations, and technology that may affect District operations and area of assignment; implements policy and procedural changes as required.

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16. Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Assistant Superintendent/Vice President, Student Affairs.
17. Responds to difficult and sensitive public inquiries and complaints and assists with resolutions and alternative recommendations.
18. Provide leadership to the development of necessary programs and services designed to ensure students' access, ease of entry, and successful transition into college. E
19. Recommend and participate in the development of policy for the District to properly implement effective enrollment services, financial aid, and student support programs. E
20. Oversee the operations of the Assessment Center; oversee the coordination of Assessment Center services and activities; ensure proper test administration and assure compliance with Title V regulations as well as District policies and procedures. E
21. Maintain knowledge of new developments and innovative enrollment management practices in community colleges and higher education; recommend changes to maintain relevance of programs and services to meet student needs. E
22. Oversee the operation and maintenance of the student records system including the collection and distribution of District attendance accounting records and final grade rosters; monitor and ensure compliance with state attendance accounting regulations; develop and implement procedures to ensure District compliance; prepare District apportionment reports for submittal to the state. E
23. Oversee the preparation for Enrollment Services Unit audits; confer with auditors to implement recommendations; Monitor state MIS Data elements; oversee the development and update of District admission applications to ensure proper reporting to the state. E
24. Perform other related duties and responsibilities as required.

**QUALIFICATIONS**

**Knowledge of:**

- Administrative principles and practices, including goal setting, budget development, program development, implementation, and evaluation.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Applicable policies, procedures, goals, and objectives of the assigned program and service areas.
- Applicable federal, state, local, and District laws, regulations, ordinances, policies, and procedures relevant to assigned programs, projects, and operations.
- Educational policy analysis and research trends affecting community colleges.
- Principles and practices of employee supervision, including work planning, assignment, review, and evaluation, and the training of staff in work methods and procedures.
- Theories, principles, and practices associated with higher education curricula and instruction, student support services, student learning, and student success.
- Contemporary issues of inclusion, social justice, diversity, access, and equity as related to higher education.
- Methods and techniques for the development of presentations, business correspondence, research and reporting, and information distribution.
- Principles and practices of record keeping.
- Modern office practices, procedures, technology, and computer equipment and applications, including word processing, database, and spreadsheet applications.
- English usage, spelling, vocabulary, grammar, and punctuation.

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- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively interacting with students, staff, faculty, representatives of outside organizations, and members of the public, including individuals of diverse academic, socioeconomic, ethnic, religious, and cultural backgrounds, physical ability, and sexual orientation.

**Ability to:**

- Develop and implement goals, objectives, policies, procedures, and work standards for the department and assigned program areas.
- Provide administrative and professional leadership and direction for the department and assigned area.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, local, and District laws, regulations, ordinances, policies, and procedures.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Prepare and present comprehensive and effective oral and written reports.
- Develop and monitor budgets and effectively utilize resources.
- Select, train, motivate, and evaluate the work of faculty and staff; train faculty and staff in work methods and procedures.
- Effectively manage priorities in complex and diverse operational units.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, physical ability, and ethnic backgrounds of community college students.
- Use tact, initiative, prudence, ethics, and independent judgment within general policy, procedural, and legal guidelines.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Understand scope of authority in making independent decisions.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**MINIMUM EDUCATION AND EXPERIENCE**

A Master's degree **AND** one (1) year of formal training, internship, or leadership experience reasonably related to the administrator's administrative assignment.

**LICENSES AND CERTIFICATIONS:**

None.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification

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although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Reasonable accommodations will be made for individuals on a case-by-case basis.

**ENVIRONMENTAL ELEMENTS:**

Employees work in an office and classroom environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with members of the public or with faculty, staff, or students under emotionally stressful conditions while interpreting and enforcing departmental policies and procedures.

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