

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: DIRECTOR, ENROLLMENT SERVICES

DEFINITION

Under general direction, plans, organizes, and manages all functions and activities of Admissions & Records, Evaluations, International Student Admissions, and Outreach programs; assumes responsibility for admissions, registration, degree award process, student information system, student recordkeeping and reporting; creates and enforces District policies and procedures and federal and state regulations in Admissions & Records, Evaluations, International Student Admissions, and Outreach programs; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Dean, Student Affairs. Provides general direction and supervision to professional, technical, and administrative support staff.

CLASS CHARACTERISTICS

This is a Department Director classification that plans, manages, and oversees the daily functions, operations, projects, and activities of the Admissions & Records, Evaluations, International Student Admissions, and Outreach programs, including research, outreach, partnership development, strategic planning, special projects, and grants management. This class provides assistance to the Dean, 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. Responsibilities include coordinating the activities of the department with those of other departments and outside agencies and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental 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. Plans, manages, and implements the District's comprehensive Admissions & Records, Evaluations, International Student Admissions, and Outreach programs; manages and participates in the development and implementation of District goals, objectives, and priorities for assigned programs; leads the department in the creation, development and implementation of Administrative Unit Outcomes and program review.
2. Monitors all aspects of student records management through knowledge and interpretation of federal and state laws, the Family Educational Rights and Privacy Act, and the California Education Code; interprets, applies, and implements Title V state guidelines and regulations governing and maintaining student records.
3. Oversees the collection and distribution of District attendance accounting records and final grade rosters; monitors and assures compliance with state attendance accounting regulations; assists in preparing District apportionment reports for submittal to the State of California.
4. Collaborates with other stakeholders to suggest enrollment management strategies in support of the District's mission and vision.
5. Coordinates the recruitment, application and admission requirements for International Students; monitors federal regulations and District policy and procedures for the admission of international students; maintains and applies current knowledge of SEVIS federal regulations and monitors District compliance with the guidelines for issuing I-20 forms for qualified students.

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6. Coordinates the interpretation and implementation of degree and certificate regulations with the Articulation Officer and the Office of Instruction; coordinates with Institutional Technology to update student transcripts to post graduation and certification information.
7. Oversees, coordinates, and reviews academic records to determine eligibility for granting degrees and vocational certificates, and certification of general education requirements for transfer students.
8. Performs ongoing review of catalog and class schedule information for relevant statements, policies, and procedures; develops, revises, and implements changes as needed to maintain compliance with District, state, and federal requirements; advise administration, faculty, and staff of need for change in current policies.
9. Participates in the reporting of MIS data to the California Community Colleges Chancellor's Office; assumes administrative responsibility for assigned areas over the data; investigates, troubleshoots, and resolves data issues.
10. Oversees the completion and reporting of the CCFS 320 Apportionment Attendance Report and supplemental reports to the California Community Colleges Chancellor's Office.
11. Supervises, plans, directs, coordinates, and reviews work plans for staff providing services and activities; assigns work activities, projects, and programs; reviews and evaluates work products, methods, and procedures; meets with staff to identify and resolve problems.
12. Participates in the selection of new staff; trains, motivates, and evaluates assigned staff; provides or coordinates staff training; coaches staff toward improved performance; implements discipline and termination procedures.
13. Reviews and resolves petitions for exceptions to academic policies and procedures related to residency, academic renewal, course repetition, degree/graduation requirements, loss of enrollment priority, course withdrawal and other related areas.
14. Serves as a liaison to and coordinates with other college departments and Higher Education Centers to assure accurate dissemination of information; negotiates and resolves sensitive and controversial issues within the programs; analyzes and resolves conflicts with individual student issues.
15. Directs and coordinates the Outreach activities with local feeder high schools and adult schools, other educational institutions and community organizations.
16. Manages and oversees the student information system; participates in the development of new systems and in solving problems with existing systems in collaboration with Institutional Technology staff.
17. Conducts a variety of organizational studies, investigations, and operational studies related to assigned area; prepares a variety of statistical and narrative internal reports for informational and planning purposes; recommends modifications to policies and procedures as appropriate.
18. Develops, prepares, submits, and monitors the annual budgets for Admissions & Records, Evaluations, and Outreach; researches and approves expenditures for services, supplies, and equipment in accordance with established policies, procedures, and protocols.
19. Prepares documentation and information necessary for audits and serve as the liaison with outside auditors.
20. Performs related duties as assigned.

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.
- Principles and practices of employee supervision, including work planning, assignment, review, and evaluation, and the training of staff in work methods and procedures.

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- Operations, services, and activities of comprehensive Admissions & Records, Evaluations, International Student Admissions, and Outreach programs.
- Principles, practices, theories, and methods of research design, evaluation, data collection and statistical analysis, interpretation, and reporting of a variety of data and information.
- Applicable federal, state, local, and District laws, regulations, ordinances, policies, and procedures relevant to assigned programs, projects, and operations.
- State compliance related to Attendance Accounting, Degree awarding, CCFS 320 reporting, and MIS reporting regulations and guidelines.
- 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 procedures of record keeping, technical report writing, and preparation of correspondence and presentations.
- Modern office practices, procedures, technology, and computer equipment and applications, including word processing, database, and spreadsheet applications.
- English usage, spelling, vocabulary, grammar, and punctuation.
- 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:

- Provide administrative and professional leadership and direction for the department and assigned program areas.
- Develop and implement goals, objectives, policies, procedures, and work standards for assigned program areas.
- Develop and monitor budgets and effectively utilize resources.
- Interpret, apply, explain, and ensure compliance with applicable federal, state, local, and District laws, regulations, ordinances, policies, and procedures.
- Plan, organize, direct, and coordinate the work of professional and technical personnel.
- Delegate authority and responsibility.
- Select, train, motivate, and evaluate the work of staff and train staff in work procedures.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Effectively represent the District and the department in meetings with various educational, business, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Gather and analyze data, evaluate alternatives, and make sound recommendations.
- Maintain accurate databases, records, and files.
- 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.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Use tact, initiative, prudence, ethics, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE:

Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to a bachelor's degree from an accredited college or university with major coursework in education, business administration, public administration, or a related field **AND** five (5) years of supervisory or administrative experience in admissions and records and/or enrollment management, preferably in an institution of higher education.

LICENSES AND CERTIFICATIONS:

Possession of, or ability to obtain, a valid California Driver's License by time of appointment is desirable.

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.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; 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 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. Incumbent must occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Incumbent must possess the ability to lift, carry, push, and pull materials and objects up to 20 pounds.

ENVIRONMENTAL ELEMENTS

Incumbent works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbent may interact with upset staff, students, applicants, and/or members of the public in interpreting and enforcing departmental policies and procedures.

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Human Resources

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Koff & Associates