

| TITLE | CLASSIFICATION | SALARY RANGE |
|--|---|--------------|
| Director, Admissions and Enrollment Services | Management Team Classified Administrator | 24 |

SCOPE OF POSITION:

Under the direction of the Dean, Admissions, Records and Enrollment Management, plan, organize, and manage the District-wide admissions, enrollment and public outreach services of the District; coordinate key resources of the District associated with admissions, international student admissions, the Dream Center for undocumented students, technology, registration, research and data related to enrollment; plan, develop, coordinate and implement District-wide marketing and recruitment strategies to achieve enrollment goals; train, supervise and evaluate the performance of assigned staff.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Coordinate key resources of the District associated with admissions, technology, registration, research and data related to enrollment.
2. Adjudicate District wide student petitions and appeals; receive, assess and resolve student complaints; ensure fair and equitable access to the College in compliance with applicable Education Codes; adjudicate petitions for refunds and/or reversal of fees in compliance with established codes and Title V regulations.
3. Coordinate and implement District-wide marketing and recruitment strategies to achieve enrollment goals; analyze, recommend and evaluate enrollment modes including mail, in-person, web and new technologies; assist in directing the implementation of the strategic enrollment management plan.
4. Train, supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; ensure proper coverage of staff for office operations; train high school counselors in the concurrent enrollment process.
5. Manage staff and activities in areas related to application processing, residency determination, prerequisite enforcement and data entry functions.
6. Provide technical expertise, information and assistance to the Dean regarding assigned functions; assist in the formulation and development of policies, procedures and programs; provide expertise, direction and implementation of new software and hardware technology for admissions and enrollment.
7. Plan, organize and implement long and short-term programs and activities designed to develop assigned programs and services.
8. Direct the preparation and maintenance of narrative and statistical reports and records related to staff and assigned activities.
9. Communicate with faculty, staff, students and external organizations to coordinate activities and programs, resolve issues and exchange information.
10. Assist in developing and preparing the budget for Admissions and Records; analyze and review budgetary and financial data; authorize expenditures in accordance with established limitations.
11. Provide direct oversight of the Dream Center for undocumented students.

KEY DUTIES AND RESPONSIBILITIES – Continued

12. Serve as the Designated School Official (DSO) for the Student and Exchange Visitor Information System (SEVIS) program.
13. Monitor changes in education code, regulations and technology that may affect District or departmental operations; implement policy and procedural changes as required.

KNOWLEDGE OF:

1. Planning, organization and direction of admissions and enrollment services.
2. Applicable sections of the California Education Code, Title V regulations, FERPA, COA requirements, and Homeland Security federal regulations pertaining to F-1 International Student Visas.
3. Attendance accounting and residency requirements and procedures.
4. Budget preparation and control.
5. Modes and procedures of applications and enrollment.
6. General accounting practices and procedures.
7. Oral and written communication skills.
8. Principles and practices of administration, supervision and training.
9. Applicable laws, codes, regulations, policies and procedures.
10. Interpersonal skills using tact, patience and courtesy.

ABILITY TO:

1. Train, supervise and evaluate the performance of assigned staff.
2. Communicate effectively both orally and in writing.
3. Interpret State and federal laws and regulations related to admissions, enrollment, petitions and residency requirements; ability to apply and explain rules, regulations, policies and procedures.
4. Establish and maintain cooperative and effective working relationships with others.
5. Operate a computer and assigned office equipment.
6. Analyze situations accurately and adopt an effective course of action.
7. Learn and apply new technologies.
8. Meet schedules and time lines.
9. Work independently with little direction.
10. Plan and organize work.
11. Direct the maintenance of a variety of reports, records and files related to assigned activities.
12. Demonstrate sensitivity to, and respect for, a diverse population.

QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by the supervising administrators, in coordination with the department where the vacancy exists, if needed.)

EDUCATION:

Bachelor's degree in business administration or related field.

EXPERIENCE:

Increasingly responsible leadership experience working with student admissions, registration or related functions.