

TITLE: Director, Admissions, Records and Enrollment Services

CLASSIFICATION: Management Team – Classified Administrator

SALARY RANGE: 27

SCOPE OF POSITION:

Under the direction of the Vice President, Student Services/Assistant Superintendent, plan, organize and direct District-wide operations for Admissions, Records, Assessment Services and Enrollment Management; manage the District-wide functions related to strategic enrollment planning, student enrollment applications, attendance accounting, collection of data reporting elements, residency, registration, enrollment and degree verification, internal and external transcripts, grades collected from faculty, degree audits, graduation and petitions; ensure that the District maintains open admissions and access to District programs; 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. Ensure that the District maintains open admissions and access to District programs to enhance student success, increase enrollment and support student equity and diversity; serve as a resource to review student data and demographics information prior to submission to the State for funding purposes.
2. Direct the maintenance of student academic records; provide for the security, confidentiality, retention and destruction of records; supervise District-wide staff access to and the release of student information in compliance with the Family Educational Rights and Responsibility Act (FERPA); resolve breaches of security in a timely and efficient manner; direct training activities to ensure FERPA compliance.
3. Interpret State and Federal laws and regulations related to student records, grading, and graduation in compliance with Title 5 and the State Education Code; respond to court-ordered subpoenas for student records.
4. Train, supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; develop, monitor and evaluate staffing needs.
5. Collaborate with Information Technology to evaluate, promote and expand the use of technology in the delivery of registration, outreach, reporting functions, student and faculty portals, and student academic records; make recommendations for technological innovations and technology-based services; assist in the acquisition, development and implementation of technology resources.
6. Collaborate with Public Relations, Academic Affairs and other constituents to develop marketing and outreach plans to achieve targeted enrollment growth; develop and implement methods to meet enrollment goals and improve services to prospective and enrolled students.
7. Oversee the coordination, editing and publishing of the academic calendar, the college catalog, the commencement program, the priority registration schedule, and designated portions of the Schedule of Classes.
8. Provide technical expertise, information and assistance to the Vice President, Student Services/Assistant Superintendent regarding assigned functions; assist in the formulation and development of policies, procedures and programs.
9. Serve as Chief Admissions Officer for the District and a designated school official (DSO) for the Student and Exchange Visitor Information System (SEVIS) program.

KEY DUTIES AND RESPONSIBILITIES – Continued

10. Provide supervisory oversight in the planning, staffing monitoring and updating of a responsive testing service schedule; may administer placement assessment and GED testing; coordinate and deliver training for faculty and staff related to state-wide assessment programs.
11. Coordinate research initiatives related to assessment and ensure compliance with applicable State regulations and District policies.
12. Collaborate with faculty and staff to investigate, evaluate and adopt innovative and responsive placement assessment methodologies and preparation workshops for accurate course placement.
13. Direct the District's enrollment management and faculty roster functions related to student attendance accounting in accordance with established regulations and requirements.
14. Direct the preparation and maintenance of narrative and statistical reports.
15. Serve as primary liaison between Student Services and Academic Affairs in consultation with academic deans on educational planning, policy development and enrollment management.
16. Oversee and verify the athletic eligibility certification for athletes to ensure compliance with California Commission on Athletics (COA) requirements.
17. Communicate with faculty, staff, students and external organizations to coordinate activities and programs, resolve issues and exchange information.
18. Develop and prepare the operating budget for Admissions and Records; analyze and review budgetary and financial data; authorize expenditures in accordance with established limitations.
19. Monitor changes in education code, regulations and technology that may affect District or departmental operations; implement policy and procedural changes.

KNOWLEDGE OF:

1. Applicable sections of the California Education, Code, Title 5 regulations, FERPA, COA requirements, and Homeland Security federal regulations pertaining to F-1 International Student Visas.
2. Attendance accounting and residency requirements and procedures.
3. Required documents, forms, applications, records and files related to student admissions and registration.
4. Shared databases and student information systems.
5. Budget preparation and control.
6. Oral and written communication skills.
7. Principles and practices of administration, supervision and training.
8. Interpersonal skills using tact, patience and courtesy.
9. Applicable laws, codes, regulations, policies and procedures.

ABILITY TO:

1. Demonstrate sensitivity to, and respect for, a diverse population.
2. Direct the maintenance of student academic records.
3. Effectively train, supervise and evaluate the performance of assigned staff.
4. Interpret State and federal laws and regulations related to student records, grading, and graduation.
5. Communicate effectively both orally and in writing.

ABILITY TO – Continued

6. Establish and maintain cooperative and effective working relationships with others.
7. Operate a computer and assigned office equipment.
8. Analyze situations accurately and adopt an effective course of action.
9. Meet schedules and time lines.
10. Work independently with little direction.
11. Plan and organize work.
12. Direct the maintenance of a variety of reports, records and files related to assigned activities.

MINIMUM 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 Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

Bachelor's degree in business administration or related field; Master's Degree preferred.

Experience:

Significant leadership experience leading student admissions, registration or related functions.