

Job Description

JOB TITLE: DIRECTOR, ENROLLMENT SERVICES – ADMISSIONS AND RECORDS

PAY GRADE: CS24

LAST REVISED: October 2018

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Sierra College is committed to Guided Pathways to increase student achievement and timely goal completion and to close equity gaps. In that spirit, the Director is responsible to ensure areas of oversight afford an inclusive educational and employment environment and are focused on equitable outcomes for all. Under the direction of the appropriate administrator, the Director, Enrollment Services - Admissions and Records is responsible for providing district-wide direction and oversight of all admissions and enrollment processes. The Director contributes to and implements services that assure student access, ease of entry, and successful transition to college. The Director serves as custodian of student records, the district's data steward for admissions, and College Registrar.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Assists in the development, implementation, evaluation and improvement of enrollment services, assessing and improving services to mitigate or eliminate barriers to enrollment.
2. Plans, implements, prioritizes, assigns, supervises, participates and collaborates in the work of staff responsible for the coordination of enrollment services for students, including but not limited to college application, placement, and course registration.
3. Assist with the development of strategic direction and sets priorities for enrollment efforts in accordance with the District's goals and changing student needs.
4. Develops and implements admissions and records programming, services, and staff training that is culturally responsive to the populations being reached, and utilizing the principles of universal design to meet diverse student needs.
5. Coordinates with the Centers and other departments contributing to enrollment services to ensure the implementation and intentional delivery of services District wide and serve as primary contact for admissions and records in the District.
6. Performs the more technical and complex tasks of the work unit including, designing and implementing a robust Welcome Center for new, transfer, and returning students, their families, and the community; providing effective and efficient enrollment services and referrals to college programs and services.
7. Serves as custodian of student records and, according to FERPA and document retention policy, maintains, monitors, guards, releases, and destroys student data as required.

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8. Assists with the coordination and planning of admissions and records staff yearly and daily schedules for the purpose of ensuring appropriate departmental coverage; identifies resource needs and makes recommendations to allocate resources accordingly.
9. Assists in the development of short and long-range plans and goals for enrollment services including providing onboarding support for students, including specific identified and historically underrepresented students; modifies and/or revises policies and procedures as needed to ensure equity-mindedness and on-going compliance with Title 5 and other applicable regulations.
10. Coordinates with IIT and others as appropriate to help implement and maintain effective district technology solutions e.g.: ERP (Ellucian), student communication (Starfish), appointment scheduler (SARS), placement testing (Accuplacer), and mobile applications.
11. Coordinates, develops and implements programs for enrolling students designed to deliver quality services in an efficient manner.
12. Develops, collects and analyzes pertinent district-wide data to ensure conformation to statewide Management Information System (MIS) requirements.
13. Attends and participates in professional group meetings; maintains awareness of new trends and developments regarding student enrollment and other community college initiatives.
14. Performs related duties as assigned.

MINIMUM QUALIFICATIONS

The following describes the education, experience, knowledge, skills and abilities required to enter the job and successfully perform the assigned duties.

Education and Experience Guidelines: A bachelor's degree in any subject matter field, Master's degree preferred, or the equivalent, and four years of progressively responsible management experience related to the duties of the positions is preferred. One year of progressively responsible management experience related to the duties of the position is required.

Knowledge of:

- Effective and innovative practices related to college admissions, records, and onboarding
- College policies and procedures governing admissions, onboarding, and student record keeping, registration, residency, veterans administration and international students;
- Guided Pathway tenants;
- Data storage/retention/security best practices;
- Methods to successfully support individuals with varying backgrounds, which includes person with disabilities, various gender identities, sexual orientation, individuals from historically underrepresented communities and other groups;
- Database management, student information systems, statistical data interpretation, and the application of information technology to admissions and records programs;
- Collaborative problem solving and conflict resolution techniques;
- Accounting and budgeting methods, audit procedures, statistics, and data interpretation;
- Management concepts and practices, including change management, organizational and motivational techniques;
- Personnel management practices and techniques of supervision and staff evaluation;
- Employment processes, collective bargaining processes, data collection, and report writing;

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- Laws, regulations, and legislation relevant to assigned program areas;
- Safety practices;

Ability to:

- Envision, develop and maintain short and long term strategic plans
- Coordinate and direct student enrollment programs for general and specific identifiable student populations;
- Apply an equity-minded framework and ensure programs, services and processes are designed and delivered to meet the varying needs of all students
- Supervise, organize, and review the work of assigned staff involved in the enrollment of community college students
- Recommend and implement goals, objectives, policies and procedures for providing student enrollment services that is culturally-responsive to the populations being reached;
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals;
- Participate in the preparation and administration of assigned budgets
- Promote comprehensive solutions involving a diverse body of stakeholders;
- Bridge gap between instruction and student services;
- Conduct ongoing research and evaluation of best practices;
- Identify and respond to sensitive organizational issues, concerns, and needs;
- Plan, organize, direct, and coordinate the work of assigned staff;
- Function as Data Steward for Student Records which includes; granting and removing staff's security access to data, and creating, monitoring, and auditing the use of security classes;
- Oversee and enforce policies and procedures that insure the accuracy and integrity of student records including: transcripts, grade changes, academic standing, and fee assessment rules;
- Compile data and prepare accurate reports;
- Demonstrate an awareness and appreciation of the cultural diversity of the community
- Adhere to critical deadlines while working with frequent interruptions;
- Establish and maintain effective working relationships;
- Commitment to equity and student success;
- To interact and work effectively with a diverse population utilizing exceptional interpersonal and intercultural skills;
- Perform consistently under the pressure of deadlines and other administrative demands;
- Plan and manage in an environment of shared governance;
- Demonstrate integrity and consistency;
- Communicate effectively verbally and in writing;
- Effectively coordinate group work efforts;
- Effectively utilize social/interpersonal skills;
- Utilize listening and negotiating skills;
- Interact effectively with District faculty and staff, and the community;
- Set priorities and establish goals and objectives;
- Organize work and manage time effectively;
- Conduct effective meetings.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally walk, stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.