

DEAN, ENROLLMENT MANAGEMENT

DEFINITION

Under administrative direction, plans, organizes, controls, and provides administrative direction and oversight for all operations, activities, programs, and services of the Admissions and Records Department, including admissions and registration, student records, and related enrollment, attendance, and graduation functions; oversees department-wide planning and program development in accordance with missions, goals, and objectives of the District and department; coordinates assigned programs with other District divisions, departments, officials, outside agencies, and the public; fosters cooperative working relationships among District divisions and departments and with various public and private groups; provides highly responsible and complex professional assistance to the Vice President, Student Services in areas of expertise.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Vice President, Student Services. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general direction and supervision over professional, technical, and administrative support staff through subordinate levels of management and supervision.

CLASS CHARACTERISTICS

This is a Dean classification that oversees, controls, and directs all programs and activities of the Admissions and Records Department, including short- and long-term planning and program development, and administration of departmental policies, procedures, and programs. This class provides assistance to the Vice President, Student Services in a variety of administrative, management, 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 divisions, departments, and outside agencies and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning, goals, and objectives and for furthering District goals and objectives within general policy guidelines.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Assumes full management responsibility for all Admissions and Records programs, services, and activities, including admissions and registration, student records, and related enrollment, attendance, and graduation functions.
2. Develops, directs, and coordinates the implementation of goals, objectives, policies, procedures, and work standards for the department; establishes, within District policy, appropriate budget, service, and staffing levels.
3. Manages, develops, and administers the department's annual budget; 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. Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and performance evaluations; works with employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.
5. Oversees the overall quality of the department's service 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.
6. Plans, organizes, controls, and directs the registration of District students; directs the review and processing of student enrollment applications; ensures proper, timely, smooth, and, efficient registration processes, including proper verification of residency, immigration status, and other student information; ensures compliance with mandatory federal immigration reporting requirements.
7. Directs and oversees the District's enrollment management functions related to student attendance accounting in accordance with established standards and requirements.
8. Plans, organizes, controls, and directs the maintenance of permanent student records and files including enrollment, attendance, admissions, and application information.
9. Reviews and approves special petitions and serves as resource regarding variances and exceptions.
10. Provides consultation and technical expertise to administrators, faculty, staff, students, outside agencies, and others concerning department operations and activities; provides detailed and technical information concerning department programs and services.
11. Coordinates department programs, services, and communications between administrators, faculty, staff, other departments and divisions, outside agencies, governmental agencies, students, and the public; establishes and maintains partnerships in support of department activities.
12. Oversees and participates in conducting a variety of analytical and operational studies regarding departmental and programmatic activities; prepares comprehensive technical records and reports, identifies alternatives, and makes and justifies recommendations.
13. Advises, provides expert guidance, and prepares and delivers presentations on issues pertaining to the Enrollment Management Department.
14. Attends and participates in professional group meetings and various District committees and advisory boards; stays abreast of new trends and innovations in the related to the area of assignment.
15. Directs and facilitates the preparation and maintenance of a variety of records and departmental files.
16. Monitors changes in laws, regulations, and technology that may affect District or departmental operations; implements policy and procedural changes as required.

17. Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Vice President, Student Services.
18. Responds to difficult and sensitive student and faculty inquiries and complaints and assists with resolutions and alternative recommendations.
19. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
20. Establishes, implements, and fosters an environment of belonging as it relates to diversity, equity, inclusion, social justice, anti-racism, and accessibility (DEISAA).
21. Oversees, leads, and provides high-level customer service when interacting with the public, vendors, students, and College staff, including individuals from minoritized groups.
22. Utilizes critical thinking, decision-making, and problem-solving skills with tact, confidence, and diplomacy.
23. Implements, enforces, supports, and abides by federal, state, and local policies and Board Policies and Administrative Procedures.
24. Participates in and supports employee participation on committees, task forces, and special assignments, including, but not limited to, Screening and Selection Committees, mandated trainings, and DEISAA related trainings as required.
25. Prepares and delivers DEISAA-minded presentations related to assigned areas as required.
26. Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of supporting a DEISAA academic and work environment.
2. Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff, either directly or through subordinate levels of supervision.
3. Budget development, administrative practices, and organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
4. Principles, practices, procedures, and techniques involved in development, implementation, and evaluation of enrollment management programs, services, plans, strategies, processes, systems, projects, goals, and objectives.
5. Technical, legal, financial, and public relations issues associated with the management of District enrollment management departments and programs.
6. Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned programs, projects, and operations.
7. Methods and techniques for the development of presentations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.
8. Principles and procedures of record keeping, technical report writing, and preparation of correspondence and presentations.
9. Modern office practices, methods, and computer equipment and applications.

10. English usage, spelling, vocabulary, grammar, and punctuation.
11. Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
12. Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and District staff, including individuals of various ages, disabilities, various socio-economic and ethnic groups.

Skills & Abilities to:

1. Implement, advocate for, and communicate the College's vision and commitment to creating a DEISAA academic and work environment.
2. Oversee and address gaps in DEISAA in the recruitment and retention of faculty and staff.
3. Critical thinking and decision-making through observing, analyzing, inferring, communicating, and problem-solving in challenging situations with tact, confidence, and diplomacy.
4. Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the departments and assigned program areas.
5. Provide administrative and professional leadership and direction for the department and the District.
6. Prepare and administer large and complex budgets; allocate limited resources in a cost effective manner.
7. Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations.
8. Plan, organize, direct, and coordinate the work of management, supervisory, professional, and technical personnel; delegate authority and responsibility.
9. Select, motivate, and evaluate the work of staff and train staff in work procedures.
10. Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
11. Effectively administer a variety of department programs, projects, and administrative activities.
12. Conduct effective negotiations and effectively represent the department in meetings with governmental agencies and various educational, businesses, professional, regulatory, and legislative organizations.
13. Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
14. Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
15. Establish and maintain a variety of filing, record keeping, and tracking systems.
16. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
17. Operate modern office equipment including computer equipment and specialized software applications programs.
18. Use English effectively to communicate in person, over the telephone, and in writing.
19. Understand scope of authority in making independent decisions.

20. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
21. 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:

1. Equivalent to a Master's degree from a regionally accredited college or university with coursework in education, counseling, or a related field; and
2. Seven (7) years management or administration experience involving leadership of enrollment management or related programs.

Desirable Qualifications:

1. Proven track record of implementing or overseeing programs or policies relating to diversity, equity, inclusion, anti-racism, and accessibility, preferably in institutions serving minoritized populations such as Hispanic Serving Institutions (HSI) and Asian American and Native American Pacific Islander-Serving Institutions (AANAPISI); OR
2. Proven track record of participating in programs relating to diversity, equity, inclusion, anti-racism, and accessibility, preferably in institutions serving minoritized populations such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institutions (AANAPISI).

Licenses and Certifications:

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

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. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 20 pounds.

ENVIRONMENTAL ELEMENTS

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

Amended: 8/2023