

Position: Dean, Enrollment Services

Grade: 42

Summary

Plans, supervises, assesses and evaluates Outreach, Admissions and Records, Financial Aid, and Placement Center programs and services that meet the needs of a highly diverse student population. Oversees, initiates, and administers all department services ensuring compliance with regulations and College objectives. The position also provides complex administrative support to the Vice President, Student Services.

Distinguishing Career Features

The Dean, Enrollment Services reports to the Vice President, Student Services and is responsible for the efficient and effective operations of all Outreach, Admissions and Records, Financial Aid, and Student Placement functions and processes. The position directs the work of a staff consisting of technical and student service-oriented positions.

Essential Duties and Responsibilities

- Plans, organizes, supervises, and analyzes student service and technical work of the Admissions, Records and Services Office to include but not limited to enrollment, records, registration, evaluation and certification functions. Establishes priorities and adjusts assignments to assure timely completion.
- Identifies, coordinates, and supervises computer systems, programs, and functions used in admissions, records, attendance, catalogues, course schedules, financial aid, and placement services.
- Participates in the development of rules and regulations. Ensures accurate interpretations of rules and regulations that govern admissions and records, attendance accounting, graduation, curriculum, and financial aid.
- Directs and prepares information to faculty and staff regarding procedures for recording and reporting attendance and grades.
- Directs the Financial Aid office services that provide students with financial aid in the form of loans, grants, employment, and scholarships from state and federal sources. Directs the assessment of satisfactory student academic progress standards, student probation, and student termination as required by financial aid funding agencies.
- Directs financial aid services including award packaging and accounting functions, and successfully coordinates delivery of services and advancement of information systems within and including other departments.
- Develops and facilitates programs and services for the recruitment, retention, and completion and/or transfer of a culturally and socioeconomically diverse student population, including management of ongoing relationships in the designated school districts and other educational institutions.
- Develops, assesses, and implements annual goals and objectives for promoting programs and services, and ensuring that assessment instruments are state validated.
- Oversees assessment services that support the matriculation process and processes that validate assessment and placement scores.

- Verifies that assessment and testing instruments for course placement are valid and comply with regulations and accommodation requirements.
- Provides leadership in the new and emerging technologies.
- Leads, supervises, trains and evaluates assigned personnel. Certifies payroll for assigned personnel. Applies the terms and provisions of applicable collective bargaining agreements; state and federal laws; and District Board Policies and Administrative Procedures in personnel matters.
- Manages admissions and records and financial aid functions to ensure compliance with applicable state and federal laws and regulations, Board policies, and administrative procedures.
- Participates in the development of enrollment modules and features within ERP integrated data management. Ensures integrity of databases and accuracy of accounts by developing access protocols and continuous testing.
- Develops, implements, and evaluates procedures and programming for cashiering and security of information and monies received.
- Serves as a primary designated school official for the Department of Homeland Security (DHS) and other programs.
- Serves as custodian of official student records and those other records required to be maintained by admissions and records.
- Supervises procedures for awarding college credit through transfer, examination, and evaluation using articulation agreements and guidelines.
- Establishes, supervises and maintains systems, policies, and procedures that ensure security, proper handling, and confidentiality of data entry, student information, records, and monies received.
- Oversees the preparation and distribution of a variety of reports on student enrollment and instructional data. Responds to custom data requests as appropriate.
- Conducts accounting of student attendance and prepares and submits required reports in compliance with Board policies, administrative procedures, and state laws and regulations.
- Develops and monitors budgets and maximizes financial resources.
- Responds to subpoenas of student records.
- Ensures accuracy of print and online publications related to all areas of responsibility.
- Anticipates, prevents, and resolves conflicts and problems under areas of supervision.
- Participates in community, state, and national organizations and meetings.
- Participates on and chairs committees, task forces, and special assignments.
- Maintains currency of knowledge and skills related to the duties and responsibilities.
- Prepares recommendations and/or contracts as appropriate and submits them to the administration and/or the Board of Trustees for consideration.
- Performs other duties as assigned.

Qualifications

Minimum Qualifications for Education and Experience

Requires a master's degree with a major or concentration in Education, Counseling, Human Dean, Enrollment Services

Services, Public Administration, or a related area and five years in the management and administration of Financial Aid and/or Admissions and Records. An understanding of and sensitivity to meeting the needs of the diverse academic, socioeconomic, cultural, disability and ethnic background of the student, community, and employee population.

Preferred Qualifications

- Five years of increasingly responsible experience in administering, developing, implementing, and evaluating financial aid and/or admissions and records.
- Demonstrated cultural competence, sensitivity to and understanding of the diverse academic, socioeconomic and ethnic backgrounds of community college students, staff, and faculty.
- Doctorate preferred.
- Experience in higher education environment.

Knowledge and Skills

The position requires professional knowledge of:

- Theories, principles, and practices associated with higher education, successful outreach, financial aid, curriculum, matriculation, and student services.
- Development, maintenance and administration of a budget.
- Principles of functional leadership, training and performance evaluation.
- Pertinent federal and state laws and regulations, particularly those that are related to admissions, records, and financial aid.
- Learning and student success processes, assessment, student learning outcomes, learning communities and application of technology.
- Strategic planning in organization and management practices, assessment analysis and evaluation of programs, policies and administrative needs.
- Philosophy and objectives of the community college.
- Regulations, policies, state and federal laws, and guidelines governing community college admissions and records.
- Regulations governing admissions, residency, enrollment, student fees, maintenance of instructor and student records, international students, veterans' affairs, transcript evaluation, certificate of achievement completion, graduation, and attendance accounting.
- Major and course articulation and matriculation concepts.
- Computerized student enrollment, attendance, accounts, and records systems and databases.
- Web-based enrollment and student transaction systems.

The position requires demonstrated skill in:

- Developing assessment, teaching and learning processes that enhance student success and outcomes.
- Organizing work and building, leading and managing an effective team to meet the needs of the assigned areas.
- Oral and written language sufficient to prepare clear and concise reports and professional correspondence and communicate effectively.
- Human relations/interpersonal skills in order to develop working relationships, conduct performance reviews, deliver presentations, and convey technical information to a wide variety of audiences.
- Office methods and procedures, sufficient to evaluate and design work and information flow processes.
- Financial record keeping controls, practices, and procedures, and sufficient math skills to perform business math computations.

Abilities

This position requires the ability to:

- Be a fair-minded, ethical and honest leader.
- Learn, interpret, and apply State Education Code, Government Code, Title 5, and other federal and state regulations as related to the responsibilities of the position.
- Be open to change and new methods in the assigned areas of responsibility.
- Continuously engage in learning and self-improvement.
- Meet change with innovation to promote and meet the college mission.
- Organize, plan, develop, and write new programs, develop new concepts, analyze outcomes, and prepare clear and concise reports.
- Guide and direct others in goal achievement.
- Direct and facilitate development of personal and team perspectives and develop and deliver training programs.
- Develop and monitor budgets and maximize financial resources including grant reporting compliance.
- Plan, organize, and supervise programs and operations.
- Work cooperatively and productively with internal and external constituencies.
- Advocate for shared governance, collegiality, staff cohesiveness and the other core values of the institution.
- Accomplish departmental objectives and perform assignments in any and all admissions and records processes.
- Establish work standards and review performance of staff.
- Enter commands to extract data and reports from student information systems.

Physical Abilities

This position requires the physical ability to:

- Function in an office environment performing work of primarily a sedentary nature with some requirement to move about campus and to off-campus locales.
- Use hearing and speech to make presentations to groups and carry on conversations over the phone and in person.
- See with sufficient visual acuity to read, recognize printed materials, and computer screen.
- Use hand/arm/finger dexterity to retrieve work materials and operate standard office equipment.
- Work a flexible schedule which may include evenings, weekends and split schedules.

Licenses and Certificates

Requires a valid driver's license.

Working Conditions

Work is performed indoors where minimal safety considerations exist.

Revised: May 6, 2020