

PALOMAR COMMUNITY COLLEGE DISTRICT

Classification Title: Senior Director, Enrollment Services

Department: Enrollment Services

FLSA Status: Exempt

Staff Category: Administrative Association (Educational Administrator)

Salary Range: 75

Supervision Received From: Assistant Superintendent/Vice President, Student Services

Original Date: May 2016

Supervision Given: Administrative, faculty, supervisory, classified, hourly, and volunteer staff in Enrollment Services

Last Revision: N/A

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.

JOB SUMMARY.

Responsible for directing, planning, organizing, developing, and evaluating the College's Enrollment Services Department, which includes the following functional areas: admissions, registration, enrollment accounting, financial aid, evaluations, student records, outreach, assessment, orientation and follow-up Services, veterans services, and international education.

DISTINGUISHING CHARACTERISTICS.

The Senior Director, Enrollment Services is distinguished from other Student Services administrative classes by its responsibility for providing leadership and direction for Enrollment Services and subsidiary departments, programs, and services.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS. Essential responsibilities and duties may include, but are not limited to, the following:

1. Performs full management activities, subject to management concurrence and in accordance with applicable District policies, which include: selecting and training new employees; planning, assigning, scheduling, and evaluating completed work; approving overtime/compensatory time; preparing and signing employee performance evaluations; recommending salary reclassifications; responding to grievances and taking appropriate disciplinary action; and performing related supervisory activities.
2. Directs assigned services and programs as required by the Assistant Superintendent/Vice President, Student Services; plans, organizes, implements, and administers the Enrollment Services Department through subordinate managers and supervisors.
3. Plans, organizes, directs and controls the District's Enrollment Services functions; provides managerial direction including planning, goal setting, implementation, coordination, evaluation and accountability for admissions, assessment, registration, records management and the awarding of degrees and certificates.
4. Plans, organizes, directs, and oversees the activities, services, and operations of financial aid, veterans, and scholarships services; orientation and follow-up services; and international education; allocates personnel and resources to optimize departmental efficiency and effectiveness; plans and directs District-wide registration activities at all District educational sites.
5. Coordinates and integrates functional responsibilities with other District departments to achieve efficient, effective, and customer-responsive performance; works cooperatively with faculty, administrators, and supervisors to coordinate programs and services within Enrollment Services to meet student needs;
6. Serves as the District's chief investigator in reviewing and responding to student grievances related to Enrollment Services.

7. Exercises leadership in the development of the Enrollment Services budget and management of financial resources consistent with District policy and sound financial management principles; allocates and reallocates scarce resources among competing requests for funds; evaluates, approves, and processes department expenditure requests.
8. Consults with the Information Services Department and participates in the development and enhancement of specialized automated systems; maintains current knowledge in the latest technology related to functional areas, including hardware and software capabilities; participates in long-range technology planning decisions; maintains relationships with Information Services staff regarding technology planning.
9. Oversees the development, implementation, maintenance, and evaluation of web-based student and faculty applications and services; interprets academic policies and anticipates legal ramifications of District-wide online applications, including, but not limited to, security, privacy, and identity theft; evaluates and directs the implementation course management systems, including user interface.
10. Develops, maintains, evaluates, and revises enrollment accounting procedures; develops and prepares appropriate enrollment data and attendance reports as required or requested by state and federal agencies.
11. Prepares and presents periodic enrollment projections to the Superintendent/President, the President's cabinet, District planning councils, and other interested parties; prepares and presents enrollment and student data as requested to the District's Governing Board.
12. Participates in the reporting of management information systems (MIS) data to the California Community Colleges Chancellor's Office; assumes administrative responsibility over the data; investigates, troubleshoots, and resolves data issues.
13. Prepares the annual academic calendar for the District's Calendar Committee; presents proposed calendar for strategic planning and Governing Board approval.
14. Provides technical expertise and information regarding Enrollment Services to faculty, administrators, and students; advises academic personnel regarding issues related to course offerings, course numbering, and scheduling.
15. Establishes and maintains ongoing communications with other community colleges, four-year colleges and universities, and professional organizations to coordinate policies and procedures on admissions, registration, and transfer of students.
16. Oversees the dissemination of general information on admissions and registration to the community; advises students directly regarding academic policy matters as appropriate; serves as the final administrative decision-maker regarding appeals on residency, grade, probation, petitions for fee/waivers or refunds, and other issues as provided in District policies and procedures.
17. Plans and coordinates research projects related to areas of responsibility; directs, oversees, and participates in the preparation of a variety of complex statistical and narrative reports related to assigned functional areas.
18. Completes the CCFS 320 Apportionment Attendance Report and supplemental reports; prepares annual audits relative to Enrollment Services.
19. Directs and participates in strategic and long-range instructional and student services planning, which involves the development of program analyses and multi-year instructional and student services plans, including fiscal planning and staffing requests; directs, organizes, implements, and oversees long- and short-range programs and activities designed to develop specific programs and support the District's Strategic Plan.
20. Determines and fulfills needs for other college sites and centers regarding Enrollment Services programs and services; provides for proper staffing of Enrollment Services-related classes; administers and evaluates courses and assigned staff with the department chair and directors.
21. Develops, evaluates, and recommends instructional and student services policies in support of program and service implementation.

Marginal Functions:

1. Participates in/on a variety of committees, task forces, boards, meetings, and/or other related groups in order to receive and/or convey information.
2. Participates in shared governance through service on planning and/or operations committees and task forces.
3. Acts as administrator in charge of student services in the absence of the Dean of Counseling and /or the Assistant Superintendent/Vice President of Student Services.
4. Performs related duties and responsibilities as required.

QUALIFICATIONS.**Knowledge of:**

1. Managerial and leadership principles and practices.
2. Policies, procedures, functions, and organization of assigned areas of responsibility.
3. Technical aspects of assigned areas of responsibility.
4. Advanced technology in functional areas.
5. Budgeting principles and practices.
6. Policies and objectives of assigned programs and activities.
7. Basic statistical and financial analysis and research procedures.
8. Public relations principles, including the use of tact, patience, and courtesy.
9. Community college organization, operations, policies, and objectives.
10. Applicable federal, state and local codes, laws and regulations.
11. Modern office procedures, methods, and equipment including automated computer information systems concepts, operations, capabilities, and applications.
12. Proper English usage, spelling, grammar, and punctuation.

Skill in:

1. Supervising, training and directing the work of others.
2. Providing leadership, support, and assistance to other departments.
3. Utilizing a computer and related software applications.
4. Analyzing and troubleshooting difficult situations accurately and adopting effective courses of action.
5. Establishing and maintaining effective working relationships with those contacted in the course of work.
6. Developing, analyzing, and maintaining a departmental budget.
7. Interpreting complex data and information.
8. Reading, interpreting, applying, and explaining rules, regulations, policies, and procedures.
9. Communicating clearly and concisely, both orally and in writing.
10. Mediating difficult and/or hostile situations.
11. Effectively responding to all situations/incidents using sound judgment and decision-making skills.
12. Directing, organizing, coordinating, and implementing a variety of programs, events, and activities in assigned areas of responsibility.
13. Investigating and resolving grievances.
14. Planning, coordinating, organizing, and directing enrollment services programs at the community college level.
15. Directing admissions, registration, matriculation, and records management functions.
16. Developing, implementing, evaluating, and revising procedures and guidelines related to assigned function.
17. Coordinating student financial services.
18. Working independently with little direction.

19. Preparing reports by compiling and organizing data from a variety of sources.
20. Maintaining accurate and complete records.
21. Maintaining confidentiality and exercising discretion.

Experience and Training Guidelines

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five years of experience in student services, including two years of administrative and supervisory responsibility.

Education/Training:

A Master's degree from an accredited college or university in education, business administration, counseling, or a related field.

WORKING CONDITIONS.

Environmental Conditions:

Office environment; exposure to computer screens, noise, and electrical energy; extensive contact with faculty, staff, and students.

Physical Conditions:

Essential and marginal functions require maintaining physical condition necessary for ambulating for extended periods of time and performing required duties; near visual acuity for preparing reports and reading characters on a computer monitor.