

**DEAN OF ENROLLMENT SERVICES
CLASSIFIED MANAGEMENT**

DEFINITION:

Under general direction of the Vice President of Student Services, plans, directs, manages, supervises, oversees, and coordinates the Enrollment Services functions with an emphasis on services related to Admissions, Records, Financial Aid, and Veterans services offered on two sites and via electronic access. The Dean insures the integrity of all policies, procedures, and programs and works to support the college as a whole. The Dean coordinates assigned activities with other district departments, divisions, and outside agencies and provides highly responsible and complex administrative support to the Vice President of Student Services. The Dean works collaboratively with the Dean of Counseling and Special Services.

ESSENTIAL DUTIES: The following duties are typical of those performed by employees in this job title;

- Oversee the Enrollment Services function; direct and supervise services related to Admissions, Records, Financial Aid, and Veterans Services at the Fremont and Newark locations and online;
- Develop and monitor departmental budgets for assigned programs;
- Monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; identify opportunities for improvement and review with the Vice President of Student Services; implement improvements;
- Plan, organize, and schedule registration and awarding cycles in conjunction with Instruction, Student Services, and Information Technology;
- Provide responsible staff assistance to the Vice President of Student Services; research and assemble information; prepare and present staff reports and other necessary correspondence;
- Update and maintain all forms and materials and public information related to assigned areas in both Web and paper format;
- Organize and supervise the processing of all student record information; coordinate reporting procedures and state requirements; provide verifications for veteran's benefits, military credit, social security, and other areas;
- Select, develop, motivate, and evaluate assigned personnel; provide or coordinate staff training; work with employees to correct deficiencies; initiate and implement discipline and termination procedures;
- Manage and participate in the development and implementation of college goals, objectives, policies, and priorities for assigned programs;
- Oversee strategic planning and educational master planning efforts related to assigned programs;
- Provide leadership to the program review process;
- Serve as a member of various College and District committees and task forces; maintain liaison with other college, District, public, and private agencies to assure coordination of activities;
- Serve as a liaison with other college departments, divisions, and outside agencies; have an understanding and an ability to resolve significant and controversial issues as appropriate;
- Participate on a variety of boards and commissions; attend and participate in professional group meetings; stay abreast of new trends and innovations; maintain current information on changes in State Education Code, Title 5, and pending state and federal legislation;

- Recommend appropriate service and staffing levels;
- Coordinate services to students and college personnel and motivate staff to provide high levels of customer service;
- Make initial decisions on Admissions and Records student petitions and special requests.
- Respond to and resolve student inquiries and complaints;
- Implement new technologies to improve and automate enrollment functions; advocate for the use of technology to make records accessible and available to students , staff, and faculty and serve as the District's custodian of student records;
- Assist in the collection, compilation, and reporting on scheduling data for budgeting, enrollment management, apportionment, program review, and planning;
- Prepare and submit various state reports related to apportionment (320), state management information system (MIS) requirements, and national clearinghouse (Financial Aid);
- Recommend and administer policies and procedures;
- Perform other related work as required.

MINIMUM QUALIFICATIONS:

Knowledge of: Operational and technical knowledge of services, as well as state and federal regulations supporting a comprehensive Admissions and Records and Financial Aid program; principles of customer service and public relations; policies regarding student admissions, student records, and transcript requirements; pertinent federal, state, and local laws, codes, and regulations including the California Education Code requirements and federal requirements for student residence, grading, testing, admissions, records, curriculum, program awards, and general education; thorough understanding of the Family Educational Rights and Privacy Act (FERPA); organizational and management practices as applied to the analysis and evaluation of programs, policies, and operational needs; modern and complex principles and practices of enrollment management, program development, and administration; principles and procedures of record keeping and statistical reporting; outstanding English composition and language usage; formatting and proofreading techniques; excellent technological proficiency (knowledge of Colleague preferred); procedures of computerized records systems, systems analysis, and computer applications including integrated databases; principles of supervision, training, and performance evaluation; advanced principles and practices of budget preparation and administration; modern office procedures, methods, and computer equipment.

Skills and Abilities to: Manage, direct, and coordinate the work of supervisory, technical, and clerical personnel; select, supervise, train, and evaluate staff; provide administrative and professional leadership and support for enrollment management including database searches and dataflow management; recommend and implement goals, objectives, and practices for providing effective and efficient services; prepare clear and concise administrative and financial reports; perform complex and detailed tasks with accuracy; maintain accurate schedules and records; analyze problems, identify alternative solutions, project consequences of proposed action, and implement recommendations in support of goals; research, analyze, and evaluate new service delivery methods, procedures, and techniques; interpret and apply federal, state, local, and district policies, procedures, laws, and regulations; be sensitive to, and have an understanding of,

the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college personnel and students; communicate clearly and concisely, both orally and in writing; establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work; prepare and administer large and complex budgets; operate modern office equipment including, but not limited to, integrated database systems and general office computer applications.

ILLUSTRATIVE EDUCATION AND EXPERIENCE: A typical way to obtain the above knowledge and skill is a combination of education and experience equivalent to:

Education: Master's degree or equivalent from an accredited college or university with major course work in education, administration, or related field.

Experience: Five years of increasingly responsible experience in Admissions and Records or Financial Aid in an institution of higher education, including three years of administrative and supervisory responsibility. Familiarity with standard student record-keeping procedures, including AACRAO criteria, provisions of FERPA, and other legal issues relating to official academic records or academic history. Working knowledge of the development of curriculum, academic course schedules and catalog, transfer practices, general education, and articulation. Technical knowledge regarding shared databases and student information systems.

PHYSICAL CHARACTERISTICS: The physical abilities involved in the performance of essential duties are:

Environment: Office environment, subject to interruptions; off-campus travel required. May require evenings and weekend work.

Physical Abilities: Dexterity of hands and fingers to operate a computer terminal; hearing and speaking to exchange information and make professional presentations; sitting for extended periods of time.