



Approved by the Board of Trustees on June 14, 2022; August 9, 2022
FLSA: Exempt

EXECUTIVE DIRECTOR OF RECAPTURING ENROLLMENT
Categorically funded position for one (1) year

DEFINITION

Under the direction of the Vice President of Instruction, develops, supervises and evaluates the District's strategy to recapture district-wide enrollment to meet and exceed pre-pandemic levels, including working with Student Services to ensure a personalized and seamless approach to recruitment, admission and enrollment of new and existing students. Works closely with leadership to integrate efforts ensuring an effective, inclusive District-wide approach to recruiting students. Manages the day-to-day operations of district-wide Student outreach.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Vice President of Instruction. Exercises direct supervision over assigned professional, technical, and administrative support staff; may supervise faculty.

CLASS CHARACTERISTICS

This is a management classification responsible for planning, organizing, coordinating, and directing staff, operations, and programs of major instructional and associated student academic support services within the Instructional Division. Position recommends, develops and implements the programs, projects, goals, and policies and procedures of the functional area(s) to which they are assigned, ensuring alignment with the attraction, retention and academic success of students. Incumbents serve as a professional-level resource for organizational, managerial, and operational analyses and studies. Performance of the work requires the use of considerable independence, initiative, and discretion within broad guidelines.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Expands the College's capacity to recruit diverse and under-represented student populations, by adjusting recruitment strategies with an equity lens, investigating appropriate forums for engaging communities that represent those populations, and adjusting prospect-to-enrollment services to support in ways that are culturally appropriate.
- Identifies and achieves goals and targets for increasing and sustaining enrollment through targeted outreach campaigns, one-on-one follow-up with prospective students, developing deeper relationships with high schools, community organizations and local employers. Recognizes growth and development opportunities and responds effectively to emerging issues.
- Analyzes enrollment trends, develop and implement recruiting strategies to support admissions goals set by college leadership.
- Organizes and directs multi-channel recruitment strategies including chat sessions and call campaigns.
- In collaboration with Public Information Officer, ensure that all communications comply with the College's branding standards and support the College's marketing messages.

- Designs and develops monthly and annual reports (quantitative and qualitative data) on to highlight successes and opportunities.
- Collaborates with colleagues across the College to ensure students are navigating the enrollment process.
- Supervise operations to ensure team members are achieving desired performance levels with key metrics and provides training, as needed.
- Ensures College policies and procedures are followed. Provides oversight and management of processes & procedures for recruitment.
- Recommends and participates in development of policy, as needed.
- Works productively and cooperatively with others by demonstrating respect, patience, and equitable treatment of all internal and external customers.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and project management.
- Principles and practices of leadership.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Higher education in community colleges, including the mission of the California Community Colleges.
- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned area of responsibility.
- Applicable federal, state, and local regulatory codes, ordinances, and procedures relevant to assigned areas of responsibility.
- Principles and practices of budget administration.
- Principles, practices, procedures, and techniques involved in the development, implementation, and evaluation of instructional programs, services, goals, initiatives, objectives, and activities.
- Principles and practices of enrollment and related resources.
- Principles and techniques for working with groups and fostering effective team interaction to ensure teamwork is conducted smoothly.
- Methods and techniques for the development of presentations, administrative and technical reports, and business correspondence.
- Research and reporting methods, techniques, and procedures.
- District and mandated safety rules, regulations, and protocols.
- Techniques of providing a high level of customer service by effectively interacting with students, staff, faculty, representatives of outside organizations, and members of the public, including individuals of diverse academic, socio-economic, ethnic, religious and cultural backgrounds, physical ability, and sexual orientation.
- Techniques for effectively representing the District in contact with government agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Plan, organize, oversee and manage assigned staff and operations.
- Recommend and implement goals, objectives, practices, policies, procedures, and work standards.
- Provide administrative, management, and professional leadership for the department.
- Select and supervise staff, provide training and development opportunities, ensure work is performed effectively, and evaluate performance in an objective and positive manner.
- Understand, interpret, and apply all pertinent codes, regulations, policies and procedures, and standards relevant to work performed.
- Evaluate and develop improvements in operations, procedures, policies, or methods.
- Develop and monitor budgets and effectively utilize resources.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Analyze, interpret, summarize, and present technical information and data in an effective manner.
- Effectively represent the division and the District in meetings with community groups, and various businesses and professional organizations, and in meetings with individuals.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments
- Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
- Effectively use computer systems, software applications, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Demonstrate sensitivity to, and understanding of, the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds of community college students.

Education and Experience:

(This is an educational administrator position and must meet the minimum qualifications as set forth in Title 5, Section 53420)

Education:

- Master's degree from an accredited college or university with major coursework in education, enrollment management, public administration or a related field.

Experience:

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

- Three (3) years increasingly responsible professional level experience in strategic enrollment management including program evaluation and budget management, one (1) year of which must have been in a leadership capacity.

Licenses and Certifications:

- None.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; 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 in work areas 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 10 pounds.

ENVIRONMENTAL CONDITIONS

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 upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.