

YUBA COMMUNITY COLLEGE DISTRICT

Title: **DIRECTOR OF ENROLLMENT SERVICES**

RANGE: **28**

Location: **Yuba College- Marysville and Sutter Locations**

BASIC FUNCTION: Under the general direction of the Vice President of Student Services or assigned administrator, the Director of Enrollment Services will plan, manage, direct, supervise, oversee, coordinate, and is responsible for the Admissions and Records Department, the Sutter Center, and college-wide equity-minded recruitment/outreach efforts.

DISTINGUISHING CHARACTERISTICS: The Director is practice-oriented, hands-on, and responsible for diagnosing and resolving issues with Admissions and Records staff, the Sutter Center, and college- wide recruitment/outreach areas. Coordinate and arrange for subordinates' appropriate training; provide technical direction and guidance; counsel and discipline employees as needed; develop work and vacation schedules to assure appropriate staffing levels and workloads.

Works collaboratively with the Student Services Leadership Team, President's Council, District Registrar, Dual Enrollment coordinator, and the campus community-at-large to link enrollment management practices with specific student success initiatives and retention strategies to include dual enrollment, adult learners, matriculation services, and daily outreach and recruitment efforts tailored to various groups but not limited to disproportionately impacted populations in the Yuba College, Student Equity and Achievement Plan.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

Partner with the Student Services Leadership Team and the dual enrollment coordinator to implement college-wide matriculation services and assist with the Dual Enrollment and high school articulation.

Interpret, coordinate and implement all Board policies, pertinent requirements of Title 5, the California Education Code and Federal regulations that affect the admission, enrollment, matriculation components related to admissions, residency determinations, and attendance accounting practices of the District.

Ensure enrollment services are provided in accordance with district policies, Title 5 regulations, California Education Code, and federal requirements for the provision of Student Equity and Achievement services.

Develops, maintains, and collaborates with other areas of the college to provide a smooth registration process for students and academic departments.

Leads enrollment management process by reviewing and reporting enrollment patterns, enrollment data, statistics, comparisons, completion trends, and other related reports as required to appropriate administration and departments.

Develop and implement innovative communication strategies, recruitment strategies, and enrolment plans in coordination with student service leadership, senior management, college affiliated programs and services, and outreach staff to attract and enroll more students (e.g., dual enrollment, CCAP Agreements, traditional, and non-traditional, disproportionately impacted, etc.)

Organize enrollment/outreach activities with instructional divisions and departments, student success and institutional effectiveness departments, and district services to include recruitment events, open houses, school fairs, information sessions, exhibitions, school visits, and off-campus events. Some of these events will be targeted to Latinx and other populations outlined in our Student Equity and Achievement Plan.

Interpret and implement federal and state regulations governing matriculation service delivery, including admissions and records, orientation, and dual enrollment.

Provide technical expertise regarding assigned functions; formulate, develop, and enforce policies, procedures, and forms for use by the Admissions and Records Office and enrollment services areas.

Support and oversee student communication efforts related to matriculation delivery, using written, verbal, online, email, and social media communications to our diverse populations.

Prepare and submit the Admission and Records, enrollment services, and programs segment of the college catalog and schedule of classes.

Collaborate with Counseling, Financial Aid, DSPS, and other departments to arrange orientation programs, educational workshops, and graduation programs college wide.

Partner and support programs related to matriculation designed to increase student access, retention, and completion. These efforts must also have a student equity focus.

Develop and oversee the Welcome Center and Peer Student Ambassadors Program to assist in the planning and implementation of on-campus events, visitations and programs for groups and individuals.

Fill in when staff are not available to include Outreach, A&R technicians, and campus operation staff.

Prepare, monitor and reconcile programs' budgets, working closely with Fiscal Services staff

Make recommendations to the Vice President of Student Services to assist in developing, preparing, and monitoring the annual budget for areas of oversight and ensuring expenditures are following federal, state, and District policies and procedures.

Complete program reviews, coordinate with appropriate faculty and staff, develop and implement Student Learning Outcomes/Administrative Unit Outcomes and assessments for enrollment services and programs, such as A&R, student outreach, and engagement.

Process administrative details independently, including preparation of reports, coordination of functions, communication of administrative procedures for the campus, creation of technical and complex documents, and other administrative support duties.

Relieve supervising administrative staff of routine administrative details and coordinate communications with staff and the public.

Act as a key contact for student issues/complaints and make appointments for students to meet with appropriate administration regarding complaints.

Communicate with other administrators, District personnel, and others to coordinate activities and programs, resolve issues and conflicts, and exchange information; serve as a resource for staff, faculty, and community regarding matriculation policies or issues.

Responsible for the answering and responding of staff for the Yuba College primary phone lines and zoom accounts.

Coordinate the physical plant maintenance, ensure the center's security, and coordinate its usage by community college partners and community agencies.

Confer with administration, faculty, and staff concerning setups for college, administrative and community events; assure timely cleaning and setting up of equipment for meetings and special events; determine and report dangerous and unsightly conditions to maintenance and operations staff and administrators.

Ensure the security of the center; establish and maintain systems and related reporting in the areas of loss prevention and plant security including alarm systems and special security devices; participate in the development and improvements to campus emergency and contingency plans to ensure responsiveness in emergencies. Recommend changes necessary to correct deficiencies.

Manage key and card distribution for building access; manage all auto-door and alarm systems; interface with law enforcement agencies as necessary; oversee student security workers and monitor campus safety, reporting hazards and taking corrective measures. Participate in the coordination of scheduling classes with the main campus; monitor course changes.

Oversee the delivery of campus auxiliary services, including bookstore, safety, and food services; coordinate parking services, one-day permits, and suspension of parking permit enforcement, as needed, with the YCCD Police.

Partnering with the Directors of Counseling, Financial Aid and other Directors in Student Services implement policies and procedures and schedule testing, orientation, and counseling sessions as assigned by the position; oversee assessment and DSP&S testing at the center; coordinate DSP&S services for students as needed.

Sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, including those with physical or learning disabilities as it relates to differences in learning styles.

Performs other duties as assigned

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Laws, policies, and regulations related to community college the title 5 and California Education Code requirements related to the Student Success and Support Program, including admissions, records, registration and graduation requirements, assessment, counseling, and orientation.

Budget preparation and oversight.

Student services programs.

College matriculation services, including outreach and student engagement.

Principles and practices of personnel management training and supervision.

Working knowledge of the Federal Education Rights and Privacy Act (FERPA)

Key operation of a fully integrated Admissions and Records office including admissions, enrollment, records, attendance accounting, requisitions, and matriculation functions

An understanding of data processing systems and equipment related to Title 5, FERPA, CCS-320, student fees, and attendance accounting policies and board policy

Staff hiring, supervision and evaluation procedures for all employees under the supervisor of the director.

Management skills including planning/development/implementation, supervision, budgeting procedures and broad understanding of critical human relation principles in relation to a diverse clientele

Report preparation and record keeping, including computer record keeping technologies in relation to Admissions and Records procedures

Computer data entry and retrieval

Key strategic enrollment services planning and evaluation

Commitment to diversity

Interviewing techniques

Methods and practices of record-keeping and reporting

Correct English usage, grammar, spelling, punctuation and vocabulary

Oral and written communication skills

Commitment to furthering the Mission, Goals and Objectives of Yuba College and the Yuba Community College District

Demonstrated leadership ability

Demonstrate integrity, sensitivity and enthusiasm

Coordinate and direct the daily support service of college students

Plan, organize and evaluate the Program operations and services

Analyze, interpret, apply and explain policies and procedures

Learn Program requirements, guidelines, goals and objectives

Interview effectively and obtain relevant facts

Make presentations to groups

Organize and assemble data and prepare reports

Communicate effectively both orally and in writing

Establish and maintain cooperative and effective working relationships with others

Work independently with little direction

Train and provide work direction to staff

Work confidentially with discretion

Learn District organization, operations, policies and objectives

Learn applicable sections of State Education Code and other applicable laws

Operate office equipment including a computer

ABILITY TO:

Communicate accurate attendance accounting procedures

Plan and organize large, complex tasks; supervise the work of assigned staff

Relate effectively with a wide diversity of students, faculty, staff and community members

Work in an atmosphere of collegial decision-making; demonstrate consensus-building skills

Communicate clearly, both orally and in writing

Demonstrate sensitivity to and respect for a diverse population

Monitor the grade and attendance accounting procedures

Understand and apply District/State policies and rules

Take a leadership role in developing and deploying technology-based academic records services

Make independent judgments within established guidelines

Supervise assigned personnel, assign workload and provide staff training as required

Establish and maintain cooperative and effective working relationships with others, including those from a diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty and staff

MINIMUM QUALIFICATIONS: Any combination equivalent to: Bachelor's degree or from an accredited college or university **AND** three (3) years of increasingly responsible experience in student services or in a related field, including one-year experience in a lead or supervisory capacity.

DESIRED/PREFERRED QUALIFICATIONS:

Evidence of sensitivity to and understanding of community college students diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds. institutions.

Familiarity with and sensitivity to the needs of minority students from multi-cultural backgrounds, especially within the context of working within an HSI

Supervisory/management experience in a California Community College setting. Familiarity with related Student Information Systems

General knowledge and understanding of community college matriculation services.

Bilingual ability is preferred.

Experience with retention strategies.

LICENSES AND OTHER REQUIREMENTS:

Valid driver's license

PHYSICAL ABILITIES:

Communicating to exchange information and make presentations

Seeing to read a variety of materials

Dexterity of hands and fingers to operate a computer keyboard

Sitting and/or standing for extended periods of time

Lifting light objects, up to 40 lbs.