

## ASSOCIATE DEAN – COMMUNITY COLLEGE (ENROLLMENT MANAGEMENT)

DISTINGUISHING FEATURES OF THE CLASS: Under the general direction of the Vice President and Dean of Student Access, Involvement and Success the incumbent provides, develops and maintains a systematic and evidence-based approach to enable the Community College to grow enrollment by focusing on student recruitment, retention, transition and completion. Responsibilities involve implementing a comprehensive strategic, forward thinking enrollment plan, ensuring a strong link between student demand and college-wide priorities. The incumbent oversees the activities of the Offices of Admissions, Financial Aid and Registrar and the College's Center for Student Success which provides academic advising, career and transfer services, and opportunity programs. Supervision is exercised over subordinate professional and administrative support staff. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Creates enrollment goals and strategies for targeted student populations to advance institutional growth, diversity as well as the mission of the college;

Works collaboratively with the department of Institutional Research in compiling, analyzing, interpreting and presenting the outcome of employed strategic initiatives;

Works to modify or enhance college-wide enrollment procedures, systems and programs in response to performance measurement outcomes and presents same to the President and her cabinet as well as the College's Board of Trustees to help guide future initiatives;

Performs extensive research along with the analyses of trends at the college to identify enrollment barriers; recommends enhancement of existing initiatives and programs, or modifications to address new population trends;

Assists in developing and implementing the college's marketing plan, including developing communication strategies that address prospective and returning student, program and enrollment needs;

Collaborates with Academic Affairs to ensure course scheduling is meeting current student and institutional needs;

Builds and maintains strong collaborative relationships with the College leadership by working collaboratively with members of the President's cabinet, faculty, staff and others to develop and implement short and long-term enrollment plans;

Develops recruitment and strategies with local high schools, business and industry partners, community based organizations, area social service agencies and other agencies with a stake in the development of student residing and going to school in Westchester County;

Serves as the primary liaison between various academic departments engaged in enrollment management initiative and programs, including serving on the Academic Leadership Council;

Uses computer applications and other automated systems such as spreadsheets, word processing, calendar, email and database software in performing work assignments.

DESIRED SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of recruitment and retention strategies, particularly those used to reach non-traditional students; good knowledge of marketing techniques and practices; good knowledge of business performance indicators and other tools used to assess progress in meeting recruitment goals; good knowledge of web-based technologies used to reach targeted audiences; good knowledge of the current higher education enrollment challenges; knowledge of admission procedures; knowledge of the techniques of program development, implementation and evaluation; knowledge of business and government; ability to analyze recruitment related data for short and long-term strategic planning; ability to use enrollment trend data in establishing priorities and developing strategies and objectives; ability to think conceptually and strategically; ability to assess and implement workflow processes and procedures to maximize efficiency; ability to plan and supervise the work of others resourcefulness; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; ability to use computer applications such as spreadsheets, word processing, e-mail and database software; resourcefulness; initiative; tact, diplomacy; integrity; diligence; sound professional judgment; physical condition commensurate with the requirements of the position.

DESIRED TRAINING AND EXPERIENCE: A Master's Degree\* and seven years of related experience, five years of which must have been in student affairs/enrollment management in a secondary institution, and three years of which should have been in an administrative supervisory capacity.

NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.