

## DIRECTOR OF ADMISSIONS - WESTCHESTER COMMUNITY COLLEGE

DISTINGUISHING FEATURES OF THE CLASS: Under the general supervision of the Vice President and Dean of Student Personnel Services, an incumbent in this position administers and evaluates the recruitment plan, admission and enrollment policies for new students at Westchester Community College. Responsibilities involve establishing and implementing a recruitment plan, as well as the coordination of all admissions activities. This position works with the Director of Counseling and Student Development and others involved in the enrollment process. An extensive knowledge of marketing for educational institutions and an extensive knowledge of educational administration is essential. Supervision is exercised over admissions counselors, and clerical staff. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Develops, implements and evaluates the College's recruitment plan to increase enrollment, with particular emphasis on attracting a diverse population of students from Westchester County and surrounding areas;

Supervises counselors responsible for the dissemination of information and the recruitment and interview process of prospective applicants for admission;

Supervises counselors working in the Visitation Program which involves representing the College to all high schools in Westchester and Putnam Counties, as well as other selected schools, agencies, church and youth groups to inform prospective students and high school/agency counselors of college programs, services, course offerings, and admission procedures;

Ensures that prospective students are effectively communicated with from the point of inquiry through enrollment, and makes changes as necessary;

Works with other directors and administrators at the college to ensure effective integration of services and information relating to the admission and enrollment process for new students, including the admissions process to selective curricula;

Directs, along with other appropriate administrators, the development and dissemination of all recruitment materials, such as print media, radio and television advertisements, publications, videos, etc.;

Represents the College at service club meetings, Parent Teacher Associations, secondary school group activities and other events, both on and off campus;

Acts as liaison to local and state organizations regarding admission and enrollment figures;

Works with department directors/chairpersons to create strategies for the recruitment of students for specific programs;

Oversees clerical support staff to ensure timely and effective student notification of acceptance, and careful maintenance of application files including high school and college transcripts, placement test results and supplemental information;

EXAMPLES OF WORK: (Illustrative Only)

Compiles and analyzes required statistics on all aspects of student enrollment;

Supervises and evaluates the work of assigned personnel, such as the counseling and clerical support staff to ensure effective admission policies, procedures and the maintenance of student admissions records;

Participates in meetings, conference and seminars as required.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of educational and administrative activities; good knowledge of recruitment and marketing strategies for educational institutions; knowledge of counseling and guidance procedures at related to the admission and enrollment of students; ability to establish and maintain good college-community relations; ability to establish and maintain effective working relationships; ability to use automated office systems; ability to communicate effectively, both orally and in writing; sound judgment; resourcefulness; integrity;; physical condition commensurate with the requirements of the position.

DESIRABLE ACCEPTABLE TRAINING AND EXPERIENCE: Either: (a) Bachelor's Degree\* in Counseling, Guidance or related field and three years of Administrative experience, preferably in Student Personnel Work; or (b) Master's Degree\* in one of the aforementioned fields and five years of experience as described in (a); or (c) a satisfactory combination of training and experience as defined by the limits of (a) and (b).

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