

JOB TITLE: Director, Enrollment Services

DEPARTMENT: Student Development

LOCATION: Union Campus

REPORTS TO: Vice President of Student Development

FLSA: Exempt

LEVEL: 206

DATE: 07/01/2024

POSITION SUMMARY: This position is responsible for providing leadership to coordinate, develop, and maintain dual credit, dual enrollment, Early College Academy, and all other student recruitment and onboarding processes and activities.

EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS: *(A comparable amount of training, education or experience may be substituted for the minimum qualifications.)* The ideal candidate should have a Master's degree required with a minimum of three years' experience developing programmatic partnership relationships. Demonstrated supervisory skills and experience, proficiency with Microsoft Office Suite applications, experience with budget development and monitoring.

ESSENTIAL TASKS: *Employee must be able to perform the following essential functions to the satisfaction of the employee's supervisor.*

- Build new and capitalize on established relationships with school districts and community organizations to drive enrollment through targeted recruitment activities and onboarding support, in accordance with guidelines established by the college, the Missouri Department of Higher Education (MDHEWD), Higher Learning Commission (HLC), and National Alliance of Concurrent Enrollment Programs (NACEP).
- Manage the development and promotion of early college opportunities – including the creation and maintenance of guidelines for instructors, schools, students, and academic departments, collaborate with academic deans and faculty, initiate formal agreements with schools, recommend policy and procedural changes, design orientation activities for students and dual credit instructors, solve problems, and serve as a resource for students, supporters, and counselors.
- Identify target audiences, establish enrollment goals and develop and execute effective enrollment management plans designed to attract students.
- Develop and use existing and emerging technologies to communicate and build relationships with students, supporters, districts in the College's service area, and special populations.
- Collaborate with academic deans to create dual credit course offerings, screen faculty credentials, and provide support with respective college faculty liaison.
- Serve as the administrator in the leadership, supervision, guidance, growth, and direction for local, regional, and State of Missouri initiatives associated with the position.
- Supervise the processing of student applications, high school transcript evaluation to determine placement testing needs and registration status, related correspondence, outreach and follow-up efforts, and initial criminal background and tuberculosis requests for documentation.
- Manage the international student admissions process and service as a Designated School Official (DSO).
- Serve as a member of the Student Development leadership team to develop and execute change management and process redesign initiatives that will lead to operational efficiencies.
- Plan, lead, and provide guidance on human resource activities, such as hiring, performance evaluations, disciplinary actions, and other staff-related concerns.
- Leads in the development and maintenance of comprehensive manuals that outline policies and procedures related to departmental operations.
- Train, manage, and provide professional development to the Enrollment Services Team, who serve as points of contact to inform, direct, and support new students to successfully navigate the enrollment process.
- Create and foster a team environment where staff members are encouraged to develop and grow by being given opportunities for training, event coordination, project management, data analysis, or other areas of expertise.
- Develop and maintain a departmental budget.

- Coordinate Missouri Association for College Admission (MOACAC) Franklin County Regional College Fair.
- Engage in travel to area high schools, participate in meetings, conferences, and other activities related to the operations of the college.
- Leads the assessment efforts related to Student Learning Outcomes, regional and national standards.
- Review, leverage, and interpret data to meet established standards in service levels, staff productivity, and quality assurance.
- Facilitate a yearly student voice collection strategy and use result implement an improvement to department practice.
- Conduct college business in a professional and ethical manner that includes the College's core values of integrity, diversity, empowerment, service, learning and collaboration.
- Communicate effectively in a professional, tactful, and courteous manner with students, employees, faculty and the public.
- Ensure that all activities are conducted within the established guidelines of the Family Educational Rights and Privacy Act (FERPA).
- Perform assigned responsibilities, and other related duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner and with minimal supervision.

KNOWLEDGE, SKILLS AND ABILITIES: Perform professional-level work requiring a wide range of administrative, technical, or managerial methods applied to complex problems. Knowledge of college policies, procedures, and practices; knowledge of the Family Educational Rights and Privacy Act (FERPA), Title IX, ADA and other applicable laws pertaining to employment and education; ability to plan, organize and implement assigned responsibilities and to work well under pressure to meet deadlines; excellent organizational, analytical and planning skills; ability to understand and interpret rules and regulations, and ability to adjust to change with a positive attitude; skill in budget development and management; ability to prepare and analyze financial statements and reports.

LEADERSHIP AND COMMUNICATION SKILLS: Ability to respond meaningfully to the needs of individuals with respect and sensitivity; ability to exchange ideas, information, and opinions with others; ability to give instructions or assignments to others; arrive at decisions, develop conclusions, or develop solutions; ability to communicate effectively with a diverse workforce, student population and individuals with disabilities; ability to meet timelines and follow-through; ability to present materials effectively to individual students, parents or groups; ability to manage interpersonal conflict situations requiring tact, diplomacy and discretion; demonstrate ethical conduct and professionalism; ability to handle personnel issues in a highly confidential manner; ability to establish and maintain effective working relationships with faculty, staff, other departments, students, and the public; responsible for short-term and long-term planning; ability to participate as a team member.

DECISION-MAKING and ANALYTICAL SKILLS: Apply principles of logical thinking to define problems, collect data, establish facts, and draw valid conclusions; ability to use independent judgment and discretion; ability to make administrative and procedural decisions; ability to interpret policy and establish methods and procedures; ability to analyze situations accurately and effectively problem solve; ability to mediate conflict and resolve effectively; ability to determine work procedures and promote efficiency; ability to plan, organize and implement assigned responsibilities and to work well under pressure to meet deadlines;

EQUIPMENT AND SOFTWARE: Utilize current College and/or department information technology including but not limited to, Microsoft Office, Outlook, Ellucian, etc.; office machines such as telephones, fax machines, or copiers.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT: *(The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.)*

Environment: Work is performed primarily in a standard office setting with frequent interruptions and distractions; some work is performed in classroom, extended periods of time viewing computer monitor or standing; may require adjustment of schedule to include some evening and/or weekends. Occasional exposure to inclement weather during travel to high school visits.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard.

POSITIONS SUPERVISED: Enrollment Services Counselors and Specialist at ECC-Union location

SIGNATURE: *This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required of employees assigned to the job.*

I have read and reviewed the job description and I agree to perform the duties according to my supervisor's expectations and the College's policies and procedures. I acknowledge the College's right to revise the job description.

Employee Signature/Date

NOTICE OF NON-DISCRIMINATION: *East Central College does not discriminate on the basis of race, color, religion, national origin, ancestry, gender, sexual orientation, age, disability, genetic information or veteran status. Inquiries related to employment practices may be directed to Human Resources Director at 636-584-6710. East Central College is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities.*