

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: CLASSIFIED

CLASS TITLE: DIRECTOR – ENROLLMENT & RETENTION SERVICES

SALARY TABLE: 30

SALARY RANGE: 142

BASIC FUNCTION:

Under the direction of an assigned administrator, plan, organize, direct and control Enrollment and Retention Services operations and activities. Conduct a variety of outreach, recruitment and new student orientation functions to facilitate, enhance and assure smooth student enrollment at the College; consult with constituent groups to facilitate the development, implementation, and operation of student programs and activities designed to increase student retention; coordinate print and online communications, Department personnel, and information to meet College enrollment and retention needs.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Conduct a variety of outreach, recruitment and new student orientation functions such as program advisement, pre-enrollment, orientation and support services to facilitate, enhance and assure smooth student enrollment at the College. Develop and implement related goals, objectives, strategies, time lines, priorities and activities.

Consult with constituent groups to facilitate the development, implementation, and operation of student programs and activities designed to increase student retention.

Assist in the development and implementation of the College marketing plan as it relates to student outreach and retention. Coordinate marketing activities to enhance student enrollment; oversee and participate in the preparation and distribution of newsletters and a variety of other promotional and informational materials; develop and implement college fairs, open house and other special events. Responsible for insuring accuracy of print and online publications related to the area of responsibility. Coordinate print and online communications, Department personnel, and information to meet College enrollment and retention needs.

Oversee and participate in providing information, consultation, and assistance to prospective and current students, parents, and the public regarding the College.

Train and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; assign employee duties and review work for accuracy, completeness and compliance with established standards and procedures; coordinate, train and oversee student and hourly workers. Manage efforts of Enrollment Coaches.

Prepare, receive and respond to a variety of correspondence concerning College services, admissions, programs and activities; receive and meet with prospective students and their parents; advise students concerning College enrollment, registration and transition. Provide leadership and training to assure timely and accurate response to all general information telephone calls to the College related to Enrollment Services.

Develop, implement and conduct recruitment and outreach activities at secondary schools; coordinate, arrange and participate in school visits and events to recruit students and promote the College; prepare and deliver presentations.

Serve as a liaison and coordinate communications, information, programs and services between personnel, schools, educational organizations, outside agencies, students, families and the public; resolve school relations and dual enrollment issues and conflicts in a proper and timely manner.

Oversee, train and evaluate in-person and telephone Welcome Center; respond to inquiries and provide detailed and technical information concerning College admissions, enrollment, programs, services, classes and related standards, events, timelines, requirements, policies and procedures.

Serve as co-chair of Enrollment Management Team to enhance and facilitate student enrollment and related pre-enrollment functions; attend and participate in related meetings; assist in the development and implementation of enrollment goals, objectives, policies and procedures.

Serve as a member of the Student Success and Support Programs Committee and Leadership Team (SSSP and SSSL); review and make recommendations on areas of matriculation including admissions, registration, assessment, articulation, counseling, and research; monitor matriculation budget and expenditures.

Serve as Chair of Outreach Committee; collaborate with other related departments to strategize, investigate and develop ways to meet enrollment goals and improve services to prospective and enrolled students.

Oversee and participate in the development, coordination and conducting of individual and group campus tours and new student orientations for students, families and other visitors; notify faculty and departments of tour activities and timelines; reserve facilities and assure availability of tour guides.

Oversee and participate in the preparation and maintenance of a variety of records and reports related to prospective students, special events, budgets and assigned activities.

Assist in the preparation and development of the department budget; review and evaluate related budgetary data; control and authorize expenditures in accordance with established limitations.

Establish and maintain positive working relationships with the local service area school districts. Establish networks, rapport, and positive relationships with the communities in the District.

Plan, facilitate and implement large-scale events for prospective and new students, parents, and community members to provide information about the college, application process, support services and programs, such as Vaquero Welcome, Spring Preview Day, College Night, Vaquero Day and Student Support Services and Programs Day.

Design and implement research projects to investigate trends in recruitment and retention. Collaborate with the EVP – Educational Programs and Institutional Assessment, Research and Planning Department to develop plans to achieve targeted enrollment growth for new and low enrollment programs. Produce and distribute progress reports on enrollment goals.

Collaborate in College-wide efforts to promote student success that is demonstrated by achieving and sustaining retention goals and graduation rates. Act creatively as an individual and in concert with others to initiate programs and further develop programs that will enable the College to meet its strategic objectives for persistence and timely graduation.

Collaborate with Information Technology to examine, evaluate and make recommendations for technological innovations and technology-based services. Identify and help procure technology to improve student engagement, communications, and success initiatives.

Establish, monitor, evaluate and improve processes, procedures and/or standards, ensuring alignment with College mission, values, goals and objectives and local, state, and federal laws and regulations.

Operate a variety of office equipment including a copier, fax machine, computer and assigned software; drive a vehicle to conduct work.

Attend and conduct a variety of meetings as assigned; develop, implement and conduct in-services concerning enrollment, outreach and recruitment functions.

Sensitivity to and understanding of the diverse academic, socio-economic, cultural, disability, and ethnic backgrounds of Community College Students.

OTHER DUTIES: Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Standards, practices, goals, objectives and procedures of college outreach, recruitment, advisement, pre-enrollment, orientation and support services relating to student enrollment functions.

Practices, procedures, standards, requirements and techniques involved in college enrollment, admissions, new student orientation programs and transfers.

Diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of students. College organization, operations, policies and objectives.

Policies and objectives of assigned programs and activities.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Principles and practices of supervision and training.

Operation of a computer and assigned software.

Record-keeping and report preparation techniques.

Public speaking techniques.

Basic budget preparation and control.

Public relations techniques.

ABILITY TO:

Coordinate, oversee and participate in a variety of outreach, recruitment and new student orientation functions including program advisement, pre-enrollment, orientation and support services to facilitate, enhance and assure smooth student enrollment at the College.

Oversee and participate in providing consultation and assistance to prospective and current students, parents and the public concerning College admissions, enrollment, programs and services.

Train and evaluate the performance of assigned personnel.

Develop, implement and conduct recruitment and outreach activities at secondary schools. Oversee and participate in the preparation and distribution of correspondence and a variety of promotional and informational materials.

Serve as a Co-Chair of the Enrollment Management Team.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

Prepare and deliver oral presentations.

Meet schedules and time lines.

Plan and organize work.

Work independently with little direction.

Operate a computer and assigned software.

Oversee and participate in the preparation and maintenance of various records and reports.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree with major coursework in sociology, psychology, communication or related field and three years increasingly responsible experience working with College enrollment, recruitment or related functions including frequent public contact.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:**ENVIRONMENT:**

Indoor and outdoor work environment.

Frequent interruptions.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Able to operate a computer keyboard.

Seeing to read a variety of materials.

Sitting or standing for extended periods of time.

Hearing and speaking to exchange information and make presentations.

Mobility to reach various campus locations and to conduct tours.

Setting up and breaking down of tables, chairs, boxes, and display cases at events.

Pushing, pulling, carrying objects as required.