

**Executive Director, Enrollment Systems & Integrated
Support
Bakersfield College
Kern Community College District
JOB DESCRIPTION**

Definition

Under the direction of the Vice President of Student Affairs, the Executive Director of Enrollment Systems & Integrated Support shall serve as the Chief Enrollment Services Officer and Administrator of Record for the Office of Enrollment Services. The Executive Director will be, responsible for developing and implementing goals and performance outcomes for assigned areas; ensuring accuracy, timeliness, completeness, and compliance with regulations; maximizing the department's role in recruitment, retention, and student success; and developing and managing enrollment systems that support the college's strategic directions, priorities, and goals through the development of systems, and implementation of enrollment management technologies.

As an Executive Director, this position provides focused and strategic contributions to College and Districtwide business practices; manages operational areas of responsibility through a large staffing complement that includes lower level management positions; and has operating budget responsibilities in excess of \$1 million.

Examples of Duties

1. Represents the College to external agencies, community agencies and industry partners related to the delivery and disbursement of student financial aid.
2. Oversees and administers all enrollment services functions and processes.
3. Ensures the effective and efficient use of automated systems and technological solutions related to enrollment and registration.
4. Serves as a key contributor to the accomplishment of institutional and districtwide enrollment management objectives through the implementation of effective strategies, best practices and student-centered policies.
5. Assumes campus and district leadership for ensuring the fulfillment of diversity and access initiatives related to the Student-Centered Funding Formula, including the achievement of enrollment management and apportionment/funding targets.
6. Oversee and manage fiscal resources allocated to the Enrollment Services Office. Work with the Business Services and Information Technology to ensure proper fund management and disbursement as well as accurate and timely exchange of information between school information systems. Coordinate internal reconciliation efforts and report to reviewing entities such as auditors, program reviewers, and accreditation teams
7. Assesses institutional needs of students and recommends new programs

8. Integrates enrollment services strategies with institutional enrollment management strategies, including Guided Pathways and Completion Coaching teams.
9. Provides executive-level and districtwide leadership for:
 - a. Monthly internal audits in accordance with generally accepted accounting principles, according to Title 5, the California Code of Regulations, and the Code of Federal Regulations.
 - b. Liaison with auditors during audits and program reviews. Identifies potential areas of compliance vulnerability and risk.
 - c. Development and implementation of corrective action plans for resolution of problematic issues and provides general guidance to mitigate similar situations in the future.
 - d. Key point of contact for federal regulations and compliance regarding Title IV, Higher Education Act, and veterans' services provisions.
 - e. Develop and enhance auditing instruments and recording methods to ensure that annual auditing requirements are met as directed by the California Chancellor's Office, federal and state auditors
 - f. Actively participate in and support districtwide participatory governance components and activities and other collaborative processes.
10. Ensure representation of Enrollment Services to various committees and other areas of the college. Serve as consultant on enrollment issues that impact faculty, staff, and students. Provide training, support and resources to the campus community.
11. Collaborate with Institutional Technology (IT) to develop metrics in the use of analytics to assess the effectiveness of recruitment and enrollment efforts. (CampusLogic, Ocelot, Five9, Formstack, and IP QualityScore)
12. Plan, develop, and implement institutional enrollment systems and strategies to achieve Full-time Equivalent Students (FTES) targets.
13. Review and evaluate assigned programs and services; recommend and implement approved plans and policies to improve the operations and programs within areas of responsibility.
14. Supervise personnel in accordance with college policies and applicable laws including training, evaluation, reward and discipline, and address and resolve problems. Lead staff meetings, share information, and promote development of ideas for improvement of service and efficiency. Assist staff in developing professional goals and objectives. Foster a collaborative working evening that promotes teamwork.
15. Monitor federal and state regulations and ensure compliance and oversight. Maintain liaison with federal, state, county, and other agencies to resolve issues, provide data, and interpret and apply changes in rules and regulations.
16. Develop statistical data and reports related to various programs supervised.
17. Assist in the design and assessment of institutional research on student outcomes.
18. Provides institutional and districtwide leadership for the implementation and submission of accurate enrollment reports (e.g., 320 reports).
19. Provide managerial direction including planning, goal setting, implementation, coordination, evaluation and accountability for admissions, matriculation, registration, assessment, records maintenance, and awarding of degrees.
20. Maximize the use of technology for telephone and web admissions, registration, grade reporting, testing, student records, and other applications
21. Provide leadership for campus-wide efforts to maximize the use of Banner Student System and serve as liaison to districtwide Banner Student Committee.

22. Organize and direct the activities of all appropriate service operations and allocate personnel and resources to optimize departmental efficiency and effectiveness.
23. Leverage, develop and refine a robust, innovative, and highly intuitive enrollment technology strategy prioritizing the use of CRM components.
24. Lead and coordinate system changes, including integration of Banner SIS System, mobile apps, student information system, and other campus-wide systems.
25. Develop and build an enrollment technology strategy prioritizing the use of Banner in collaboration with Admissions, Communications and Marketing, District IT.
26. Ensure operational excellence by streamlining data processes to improve data entry submissions with accuracy, integrity and consistency.
27. Consult with vendor representatives (Ellucian vendor, College board, the Common Application, Parchment, CCC Tech Center, CCCApply, California Community College's Chancellors Office, Credential Solutions, Script Safe, Diplomas on Demand, SEVIS, VAOnce, National Student Clearing House, etc.) to resolve technical issues and ensure effective and efficient processing.
28. Direct analysis and assessment of recruitment, admission, and enrollment data to improve recruitment strategies and planning.
29. Collaborate with members of the Enrollment Management Committee to identify and implement regular and annual improvements to admission processes. Consult with various departments about the implications of changes.
30. Responsible for college-wide Banner Student System access and control.
31. Systems lead for implementations and coordination of integration into systems added such as Banner Student System, Banner Document Imaging, Cognos, Diplomas on Demand, StarFish, and DegreeWorks.
32. Contribute to the development and implementation of districtwide operational standards for admissions and records, assessment, and matriculation.
33. Prepare and submit the college catalog and schedule of classes, and provide technical expertise and information to administrators, faculty and students. Advise academic personnel on issues related to course offerings and scheduling.
34. Design and publish reports from the student database related to admissions and enrollment, assessment, and others as required by law.
35. Direct and monitor college record-keeping processes concerning deadlines, student attendance, testing, transcripts, grades, fee payment, grade changes, residency, veteran and athletic eligibility, foreign student admission, and compliance with FERPA requirements.
36. Manage catalog requests from external agencies and institutions.
37. Direct the evaluation and certification of student records for enrollment verification, transcripts, transfer credit, credit by examination, degree and certificate eligibility, and subpoenas.
38. Supervise the processing of administering veterans' entitlements and educational benefits, as well as ensure adequate reporting to state and federal agencies.
39. Serve as chief examiner for General Equivalency Diploma (GED) testing.
40. Administer all processes related to confirming and reporting athletic eligibility to state and national agencies.
41. Maintain communication and coordinate services with Student Services, Instruction, and Administrative Services areas on matters related to Enrollment Services functions.
42. Serve as chair to the Academic Standards Taskforce to monitor student probation, disqualification, readmission, and challenges to other academic policies.
43. Coordinate commencement ceremonies and exercises.

44. Serve on the campus Enrollment and Matriculation Taskforce.
45. Assist in the coordination of community outreach activities and student recruitment.
46. Plan and coordinate research projects related to areas of responsibility and prepare related reports.
47. Ensure compliance with all federal and state regulations affecting the administration of enrollment services. Provide institutional direction and clarification when regulations are unclear or appear to be in conflict between federal, state, and/or college policies.
48. Develop and enhance policies and procedures to ensure compliance with applicable governing bodies related to enrollment services and systems.
49. Serves as the lead administrator to ensure the overall quality of the department's service by developing, reviewing, and implementing policies and procedures in compliance with legal requirements and district needs
50. Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change
51. Perform other related activities as assigned.

Qualifications

- Master's degree preferably in student affairs or higher education management or equivalent knowledge and skills
- Minimum of five years' supervisory experience in an Enrollment Services office.
- Experience with an enterprise-level student information system such as Banner.
- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.

Knowledge and Abilities

Knowledge:

- Knowledge of pertinent state and federal laws, education codes, statutes, and regulations specifically related to assigned area.
- Knowledge of the mission, procedures, and operations of California Community Colleges.
- Knowledge of principles and practices of supervision, training, and evaluation.
- Knowledge of general accounting principles and procedures, budgeting, and fiscal reporting.

Ability:

- Demonstrated leadership ability.
- Ability to work as part of a management team dedicated to collaboration and the college goal of integrating instruction and student services to create and maintain a supportive student-learning environment.
- Ability to plan and organize work; to prioritize and schedule work; to train and provide work direction to others.

- Ability to effectively communicate orally and in writing.
- Ability to collaborate effectively with people from diverse economic and ethnic backgrounds.
- Ability to communicate effectively both orally in writing.
- Ability to manage comprehensive sources of funds
- Ability to apply legal and policy provisions/regulations to various problems consistently and correctly.
- Ability to represent the college in a professional manner.
- Ability to demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees

Working Conditions

Environment: Office

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Seldom-Less than 25 percent = 1 Often – 51-75 percent = 3
 Occasional 25-50 percent = 2 Very Frequent – 76 percent and above = 4

Ratings	Essential Physical Requirements
3	Ability to work at a desk, conference table or in meetings of various configurations.
1	Ability to stand for extended periods of time.
4	Ability to sit for extended periods of time.
4	Ability to see for purposes of reading printed matter.
4	Ability to hear and understand speech at normal levels.
3	Ability to communicate so others will be able to clearly understand a normal conversation.
1 or 2	Ability to lift 10 pounds.
1 or 2	Ability to carry 10 pounds.
4	Ability to operate office equipment.

Status/Rationale

This is an educational administrator position. This position has direct responsibility for formulating and implementing policy regarding the instructional and student services program of the Colleges and the District.

Signatures/Approval

(Employee's Signature)

(Date)

(Supervisor's Signature)

(Date)