Describe functions in below in terms of outcomes and results rather than method used or how a job is normally accomplished.

18. **Essential Functions of the Job** - This position serves under the working title of Associate Vice President for Enrollment Management. Responsible for recruitment, admission, registration, new student orientation, and student information systems as they pertain to current and prospective students. Serves as chief strategist for student recruitment and enrollment and serves as the enrollment management leader of the University. Responsible for developing and implementing holistic enrollment and recruitment functions necessary to implement the university’s strategic plan.

18a. **Policy-Making and/or Interpretation** - Responsible for developing a comprehensive plan for enrollment management. Coordinates enrollment management functions such as enrollment projections, recruitment, admissions, graduate admission, international admissions, and registration. Oversees budget and planning processes for the enrollment management functions.

18b. **Program Direction and Development** – Oversees the line responsibilities for the Office of Admissions, Registration and Records, New Student Orientation, and Student Information Systems pertaining to current and prospective students. Assists in the development of marketing strategies that would enhance the image and positioning of the University, particularly in areas of student recruitment and enrollment, advancement and development, career services, alumni and corporate relations, athletics, and state and university relations. Responsible for implementation of programs, services and communications to advance the strategies.

Assists in the development of top quality publications that support the marketing plan. Works with Planning and Institutional Research to develop a student retention model and assess the effectiveness of enrollment projections.

18c. **Supervision Exercised (list organizational units under position's direct supervision and titles and position numbers of positions directly supervised)** – Director, Admissions; Director, University Registrar; Director, New Student Orientation; Associate Director, Recruitment/Admissions.

18d. **Level of Public Contact (statement of internal and external business contact, including frequency and scope)** – Significant contact related to enrollment, admissions, and new student orientation matters with the University President, Vice President of Student Affairs, Executive Leadership, University Board of Trustees, school districts, students and families. Internal contact on a daily basis with university departments. Serves as a member of appropriate university and inter-institutional councils/committees and represent the President, Vice President, and Provost as directed.
18e. Monetary Responsibility (amount and consequence of error) - Oversees the operating budgets of the assigned areas.

18f. Statement of Responsibility for Confidential Data (the disclosure of which would be prejudicial to the successful operation of the SUS) -
All rules and regulations concerning the Federal Educational Rights Privacy Act must be followed regarding handling of student records, grievance issues, and personnel matters.


20. Type and extent of instructions or directions normally given to the incumbent of this position by the immediate supervisor. Reports directly to the Vice President of Student Affairs. Supervision is through weekly and/or periodic conferences.

21. Education/Training/Experience - In order of importance, state any specific education, training and experience and knowledge, skills and abilities required for this position. Note that these requirements must be related to the essential functions and at least equal to the minimum qualifications stated on the official class specification.

Specialized Minimum Qualifications: Master's degree in an appropriate area of specialization and seven years progressively responsible experience in the fields of student recruitment and enrollment management; or a bachelor's degree in an appropriate area of specialization and nine years progressively responsible experience in the fields of student recruitment and enrollment management.

Preferred Qualifications: Doctorate from an accredited institution in Higher Education Administration or other closely related field. At least six years experience supervising full-time professional staff and evidence of increasing levels of responsibility in both supervisory and budgetary management experience. Demonstrated understanding of enrollment and marketing principles, and the use of data and student information systems in the enrollment process.

Knowledge, Skills, Abilities: Strategic planning skills and the ability to collaborate with and motivate others is critical.

ATTACH ADDITIONAL SHEETS, IF NECESSARY, TO PROPERLY DESCRIBE THE POSITION.