

Sul Ross State University

Position Description

Official Title: Assistant Vice President for Enrollment Management
Salary Group: Unclassified (10)

Job Code: 1420

Summary

Function: The Assistant Vice President for Enrollment Management reports directly to the Vice President for Enrollment Management and provides leadership and oversight for the development, implementation, and management of activities and systems related to recruiting, admission, access, academic records, student registration, and University retention programs. The Assistant Vice President serves lead customer service agent over the One-Stop-Shop which includes the Assistant Director of Admissions who serves as the immediate supervisor of the undergraduate and graduate recruitment and admissions programs, records and registration, and administration of TRIO programs –Talent Search, Upward Bound and GEAR UP.

Scope: All service areas pertaining to Enrollment Management at the University with exclusion of financial aid which directly reports to the VP EM

Duties

Essential: Provides leadership in all areas of enrollment management. Develops enrollment management priorities and oversees the admissions functions; conducts strategic planning, data gathering and reporting activities; works closely with other offices in a campus team environment. Responsible for personal safety and the safety of others; must exercise due caution and practice safe work habits at all times.

The Assistant Vice President for Enrollment Management shall:

- Oversee security and accuracy of student records by implementing Academic Policy, ensuring compliance with State and Federal regulations pertaining to student records and following commonly accepted best practices as outlined by AACRAO
- Provide academic support to faculty and students, processing appropriate requests for information, including issuance and maintenance of transcripts
- Serve on the Data Owners Committee and oversee the Banner Student system ensuring processes and codes used at the institution effectively help maintain accurate records and data; coordinating staff updates and training, especially as related to Banner; streamline and automate processes in support of enrollment management activities
- Oversee operations of student records related to aid from federal, state and other funding sources, including audits and compliance
- Comply with all policies of the University
- Demonstrate flexibility and adaptability to changing work scope and tasks based on need
- Actively work towards building cooperative and collaborative relationships with peers and internal faculty and staff
- Maintain "open door" to internal and external customers
- Identify opportunities for improvements to work practices and offers viable solutions for implementation
- Proactively engage in problem solving related to tasks in this position with internal and external people
- Routinely practice self-monitoring by assessing self to make improvements or take corrective action to improve performance
- Complete other tasks as assigned.

Supervision

Received: Reports to the Vice President for Enrollment Management

Given: The Assistant Vice President serves as lead customer service agent over the One-Stop-Shop which includes the Assistant Director of Admissions, supervisor of the undergraduate and graduate recruitment and admissions programs, records and registration, and administration of TRIO programs –Talent Search, Upward Bound and GEAR UP.

Education

Required: Earned Master's or equivalent in Student Personnel Administration, Higher Education Administration, Educational Leadership or a related field.

Experience

Required: At least five years of experience in the higher education enrollment management area; A proven record of professional success in enrollment management, a record of professional success in leadership and management in higher education; evidence of the ability to provide leadership for long range enrollment management and planning; and demonstrated success working with students, faculty, and administrators in a collegial manner.

Preferred: A doctorate degree in student affairs, higher education administration or a closely related field is preferred; salary commensurate with qualifications. 8 years of experience in enrollment management at the director level in a higher education setting.

Equipment/Skills

Required: Excellent skills in interpersonal, written and oral communication; knowledge of automated technology information systems; an ability to allocate resources effectively and creatively in a competitive environment; possess the ability to collect, organize, analyze and present information in a concise and logical manner for presentation to the University community at large; experience in developing and managing budgets; high motivation and ability for complex problem-solving; an understanding of the special needs of a multi-cultural university; commitment to affirmative action

Working Conditions

Usual: Eight hour work day, forty hours per week with some early or late hours weekly depending on workload. Attendance at various University, community, and public school activities. Exempt from overtime provisions. Position is Security Sensitive.

Special: Weekend meetings with prospective students and parents during recruitment weekends, regular attendance at University activities at night and on weekends.

Any qualifications to be considered in lieu of stated minimums require the prior approval of the Human Resources Director.

Date revised: December 9, 2013