CLASS SPECIFICATION
Deputy Director, Enrollment Services

FLSA Status:   Exempt
EEOC Job Category: Officials and Administrators
Union Representation: Unrepresented

GENERAL PURPOSE
Under policy direction, plans, directs, manages, evaluates and oversees the activities and staff of an assigned Enrollment Services Office; examines, analyzes and makes recommendations regarding financial aid, Admissions and Records and Veterans’ Affairs administration and assists in the development of administrative procedures for the day-to-day operations of an assigned Offices; plans and schedules the required processes of financial aid, admissions & records, registration, and veterans’ affairs to students; resolves difficult enrollment services processing and student issues; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS
The Deputy Director of Enrollment Services is responsible for directing, managing, reviewing and supervising the activities and staff of Financial Aid, Admissions and Records, Registration, and Veterans’ Affairs. Incumbents coordinate Office staff in the intake of admissions and financial aid applications and supporting residency and financial aid documentation and day-to-day management of Enrollment Services programs and services. Incumbents are responsible for resolving the difficult enrollment services’ student, faculty, and staff issues. The incumbent is responsible for working with outside agencies such as governmental both federal and state, auditors, and other institutions. Incumbents are responsible for institutional compliance with the Federal and California Codes and California Community College Chancellor’s Office mandates and other applicable rules and regulations.

ESSENTIAL DUTIES AND RESPONSIBILITIES
The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Plans, organizes, manages and evaluates the work of assigned staff; with staff, develops, implements and monitors work plans to achieve assigned goals and objectives; contributes to development of and monitoring of performance against the annual department budget; participates in developing, implementing and evaluating work programs, plans, processes, systems and procedures to achieve department and District goals, objectives and performance measures consistent with the District’s quality and service expectations.

2. Plans and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; recommends compensation and provides other rewards to recognize performance; subject to management concurrence, takes disciplinary action, up to and
including termination, to address performance deficiencies, in accordance with the District’s classified human resources policies and labor contract provisions.

3. Provides day-to-day leadership and works with staff to ensure a high performance, customer service-oriented work environment which supports achieving District objectives and service expectations; provides leadership and participates in programs and activities that promote a positive employee relations environment.

4. Oversees and coordinates the maintenance and confidentiality of student records in Financial Aid, Veterans Affairs, Registration, and Admissions and Records; manages changes made to student records entries in the registration, financial aid, student identification number, social security number, federally protected student information, and transcript production.

5. Resolves the more complex and difficult financial aid and admissions and records processing, student account, grade, attendance, enrollment, reinstatement, satisfactory academic progress, and disbursement issues. Resolves student account and records issues; confers with students on their financial aid and/or student record files.

6. Performs the more complex and responsible registration functions; supports in building academic semester structures, including setting dates and legal deadlines, and notifies department heads and staff; runs processes to accept online applications; processes the most complex registrations and applications; evaluates for eligibility and processes AB540’s and the Dream Act, unit overload petitions and difficult registrations; interviews high school students to determine admittance; assesses correspondence from students with below minimum required GPA to determine eligibility; evaluates transcripts to determine use of academic work and prerequisites from other educational institutions; and oversees and processes challenge forms for prerequisites.

7. Coordinates the graduation and certificate qualification processes; reviews and determines residency for tuition purposes and eligibility for attendance; analyzes, evaluates, processes and approves or denies a variety of student petitions regarding eligibility and enrollment; oversees probationary, suspension, dismissal and re-admittance processes; analyzes requests for refunds.

8. Devises and maintains record keeping systems and procedures in accordance with federal and state regulations; prepares a variety of complex, periodic and special reports and surveys; coordinates special projects as assigned by the Director of Enrollment Services.

9. Resolves difficult financial aid processing and student account issues; corresponds with governmental and private student aid funding agencies on behalf of students to resolve student account issues; confers with students and verifies and reviews student financial aid files in accordance with federal regulations; exercises professional judgment as described in federal regulations governing Title IV programs; assists financial aid staff in the intake of financial aid applications and supporting documentation and the day-to-day management of financial programs and services.

**OTHER DUTIES**

1. Assist with the development and preparation of the department budget.
2. Represent the district with other educational institutions and governmental agencies; attends a variety of meetings, training sessions and conferences; serves on local, district and state committees as directed.

3. Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of generally accepted accounting and auditing procedures related to Federal Title IV financial aid.

2. Applicable sections of the State Education Code and the Federal Title IV regulations.

3. Principles and practices of generally accepted accounting and auditing procedures related to Federal Title IV financial aid.

4. Features, requirements and eligibility provisions of federal, state and local financial aid programs.

5. Policies, objectives and technical aspects of financial aid programs and activities.

6. Methods and techniques of conducting financial aid need analyses.

7. Methods and procedures of financial aid award packaging.

8. District organization, operations, policies and objectives pertaining to student admissions and financial aid.


10. Principles and practices of sound business communication.

11. Principles and practices of effective supervision.

12. District classified human resources policies and procedures and labor contract provisions.

13. The diverse socioeconomic, cultural, ethnic and disability backgrounds of the local regional population.


15. Interpersonal skills including tact, patience and diplomacy.

16. District organization, operations, policies and objectives.

17. Principles of project management, and record keeping techniques.

18. Principles and practices of supervision and customer service.

Ability to:

1. Assist in planning, organizing and directing the work of enrollment and financial aid services staff.
2. Interpret rules, regulations and policies regarding financial aid programs and awards and determine student eligibility.

3. Perform financial and statistical recordkeeping duties for a variety of federal and state financial aid programs.

4. Establish work standards and goals and evaluate results.

5. Organize, set priorities and exercise sound independent judgment within areas of assigned responsibility.

6. Interpret, apply, explain and reach sound decisions in accordance with District and department policies, procedures and labor contract provisions.

7. Communicate clearly and effectively, both orally and in writing.

8. Prepare clear, concise and accurate reports, correspondence and other written materials.

9. Exercise tact and diplomacy in dealing with sensitive, complex and confidential personnel issues and employee situations.

10. Operate a computer using word processing and other business software and other standard office equipment.

11. Organize and maintain specialized files.

12. Maintain confidentiality of District files and records.

13. Establish and maintain effective working relationships with District management, faculty, administrators, staff, students and others encountered in the course of work.

14. Meet schedules and timelines.

15. Operate a microcomputer and business related software involving word processing, spreadsheets, databases, imaging and desktop publishing.

16. Plan, organize and supervise work and staff; train, supervise, evaluate, and provide work direction and guidance to others.

17. Maintain effective working relationships with clients, staff, and members of the general public from diverse socioeconomic backgrounds.

18. Understand and follow oral and written directions.

**Education, Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from an accredited four-year college or university with a major in public administration, business administration, social science, or a related field, and four years of increasingly responsible experience leadership experience in two or more offices within the Enrollment Services departments at a college or university; or an equivalent combination of training and experience.
Licenses; Certificates; Special Requirements:

A valid California driver’s license and the ability to maintain insurability under the District’s vehicle insurance policy.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit; talk or hear, both in person and by telephone; use hands to finger, handle and feel computers and standard business equipment; and reach with hands and arms. The employee is frequently required to stand and walk.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

Mental Demands

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve complex problems; observe and interpret people and situations; use math/mathematical reasoning; perform highly detailed work under deadlines on multiple concurrent tasks; and interact with District administrators, management, faculty, staff, state and federal agencies and funding sources, representatives of other public agencies and others encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee works under typical office conditions, and the noise level is usually quiet.