CLASS SPECIFICATION
Director, Enrollment Services

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

GENERAL PURPOSE
Under the direction of the Dean of Enrollment Services, the Director will oversee the day-to-day operations of Admissions and Records, Financial Aid, Oracle coordination of student records and financial aid, student enrollment reporting, coordination of student financial aid disbursements and return to Title 4 process; administer the financial aid satisfactory academic process and lead the process for reinstatement and probation from financial aid. Coordinate the admissions and financial aid application processing, graduation and certificate evaluation process.

DISTINGUISHING CHARACTERISTICS
This is a single-incumbent, classified management position which directs and implements the District’s activities and staff of the Enrollment Services Office. The incumbent plans, organizes, implements, and administers the Enrollment Services department through subordinate managers and supervisors. Resolves complex and difficult enrollment services’ student, faculty, and staff issues. Responsible for working with outside agencies such as governmental (both federal and state), auditors, vendors, and other institutions. Responsible for institutional compliance with the Federal and California Codes and California Community College Chancellor’s Office mandates and other applicable rules and regulations. Superior written and verbal communication skills are essential as are project and team management skills.

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. Plans, organizes, implements, and administers the Enrollment Services department through subordinate managers and supervisors.

5. Plans, organizes, directs and controls the District’s Enrollment Services functions; provides managerial direction including planning, goal setting, implementation, coordinator, evaluation and accountability for admissions and records, registration, the awarding of degrees and certificates, student financial aid, veterans, Oracle coordination of student records and financial aid and student enrollment reporting.

6. Prepares, submits, and monitors the annual budget for Enrollment Services; researches and approves expenditures for services, supplies, and equipment in accordance with established policies, procedures, and protocols.

7. Consults with IITS and participates in the development and enhancement of specialized automated systems; maintains current knowledge in the latest technology related to functional areas, including hardware and software capabilities; provides major input to long-range technology planning decisions; maintains ongoing relationship with IITS staff regarding same.

8. Participates in the reporting of MIS data to the California Community Colleges Chancellor’s Office; assumes administrative responsibility over the data; investigates, troubleshoots, and resolves data issues.

9. Resolves 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.

10. Chairs the District’s Financial Aid Appeals Committee; monitors student loan defaults and academic progress; evaluates informal and formal student appeals regarding ineligibility for financial aid and determines appropriate course of action as appropriate.

11. Performs complex and responsible registration functions; builds academic semester structures, including setting dates and legal deadlines; runs processes to accept online applications; processes complex registrations and applications; evaluates for eligibility and processes AB540’s, 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; oversees and processes challenge forms for prerequisites; oversees probationary, suspension, dismissal and re-admittance processes; analyzes requests for refunds.

**OTHER DUTIES**

1. Prepares a variety of complex, periodic and special reports and surveys.

2. Coordinates special projects as assigned.
3. Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Federal, state and local laws, codes, rules, regulations and court decisions applicable to admission and records functions for a community college.

2. Title V, FERPA, CCFS-320, student fees, and attendance accounting policies and board policy.

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

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

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

6. Principles of data driven decision making and planning; knowledge of program evaluation for effectiveness and efficiency.

7. Systems software to integrate student services in financial aid and registration.

8. Principles and practices of sound business communication.

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

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

11. Research methods and techniques.

12. Interpersonal skills including tact, patience and diplomacy.

13. District organization, operations, policies and objectives.

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

15. Proficiency in utilizing word processing, graphics, spreadsheet, database and other software relevant to subject job functions.

16. Principles and practices of supervision and customer service.

Ability to:

1. Plan, organize and direct the work of enrollment and financial aid services staff.

2. Interpret rules, regulations and policies regarding all aspects of enrollment services, financial aid programs, awards and student eligibility.

3. Prepare clear, concise and comprehensive reports and written materials.

4. Exercise sound, expert independent judgment within general policy guidelines.
5. Use a high degree of tact, diplomacy, and discretion in dealing with sensitive and complex issues and situations and information on behalf of the college.

6. Communicate effectively, both orally and in writing.

7. Meet schedules and timelines.

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

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

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

11. Understand and follow oral and written directions.

12. Work confidentially with discretion.

**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 education, public administration, business administration or a related field, and five years of increasingly responsible experience in at least two student services program areas (Enrollment Services, Counseling, Financial Aid and/or Student Activities), 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.