

Download

St. Petersburg College

Position Title: AVP Enrollment Services

<u>Pay Schedule</u>	<u>Pay Grade</u>	<u>Classification Series</u>	<u>Classification Title</u>
Administrative & Professional	K	Student Services Management	Associate Student Services Vice President

Job Summary for Positions in this Classification

This is the second of four levels in the Student Services Management series. The classification is responsible for directing the activities, programs, and projects of College-wide or campus-wide student services related departments, functions, or programs. Incumbents work in an administrative related department or function which enables the College to provide assistance and support to all students related to the enrollment, registration, and advising services. Incumbents will be responsible for managing professional work, recommending, developing, and managing multiple budgets, and working with multiple departments to achieve strategic objectives. Incumbents will have supervisory responsibilities, and be predominantly involved in the strategy formation and external relations.

Position-specific job summary

Provides college-wide leadership for developing and implementing a strategic, comprehensive enrollment management and student services plan. Reports directly to the Senior Vice President of Student Services. For college-wide enrollment management and student services initiatives, collaborates with other Senior Vice Presidents, as well as with Associate Vice Presidents.

Typical Essential Duties for Positions in this Classification

<u>These duties are a representative sample; position assignments may vary.</u>		<u>Potential Frequency</u>
1.	Directs staff to include: prioritizing and assigning work; conducting performance evaluations; ensuring staff is trained; ensuring that employees follow policies and procedures; maintaining a healthy and safe working environment; and making hiring, termination, and disciplinary recommendations.	Daily 10%
2.	Provides leadership for institutional planning, including development of the vision and mission; facilities planning, strategic planning, and budget development.	Daily 25%
3.	Formulates and interprets policies and procedures, ensuring compliance with applicable program, local, State, and Federal laws, and established criteria.	Daily 25%
4.	Develops and oversees multiple budgets and grants; allocates resources; reviews and approves justifications for budget items; directs the monitoring and control of expenditures.	Daily 10%
5.	Develops and maintains internal and external relationships; participates in/on a variety of meetings, committees, task forces, and/or other related groups to communicate information regarding services, programs, areas of opportunity, and/or other information; represents assigned area on committees, advocacy groups, and/or related groups. Negotiates and manages contracts with external parties as necessary.	Daily 20%

<u>These duties are a representative sample; position assignments may vary.</u>	<u>Potential Frequency</u>
6. Provides leadership of academic and/or specialized programs and services.	Daily 10%
7. Performs other duties of a similar nature or level.	As Required

Position-specific assignment within typical essential duties

- Provides leadership and coordination for SPC's recruitment, retention, and enrollment programs for prospective and enrolled students;
- Develops short- and long-term strategic goals for recruitment, enrollment and retention;
- Oversees Central Shared Services Center and develops its short- and long-term strategic goals for maximizing the use of resources (financial, human and technological) in the delivery of services to all populations of college students;
- Chairs the Shared Services Center Coordinating Council (Director, SSFA; Director, SSC; Director, OSC; Director, Call Center; Director, Admissions and Records);
- Oversees development and implementation of policy and services for site-based One-Stop Services Centers, with ongoing collaboration with site administrators;
- Works closely with Marketing and Public Information Director and Director of Web and Instructional Technology to ensure a consistent branding of SPC for recruitment and marketing purposes;
- Works closely with Marketing and Public Information Director to develop and maintain a communication strategy for prospective and current students using a variety of media including e-mail, automated calling, instant messaging, podcasts, webinars, and traditional mail;
- Works closely with the following offices/functions to continually integrate and improve services for prospective and enrolled students: Web and Instructional Technology Services; Business Office; PeopleSoft Student Support Team; Administrative Information Systems; Technology Call Center; Institutional Research; Student Activities; and Career Centers;
- Work closely with program directors and deans to maximize congruence when incorporating individual department recruiting plans into the overall college recruitment plan;
- Continually assesses college-generated data regarding recruitment and enrolment as well as external information regarding trends and competing forces;
- Oversees the Director of Admissions and Records;
- Works closely with campus administrators regarding the development and implementation of recruitment, enrollment and retention strategies and initiatives;
- Responsible for establishing informal procedures as needed.

Educational Requirements*

Master's degree in a related field to assigned area.

Experience Requirements*

Seven (7) years higher education experience, including experience in student recruitment and enrollment management, as well as comprehensive understanding of marketing and communications strategies. Working knowledge of financial aid, counseling, and career services. Familiarity with issues affecting student services, enrollment management and higher education in general. Direct high-level experience with academics and/or student affairs in community college setting. Experience developing and managing college budgets.

* An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job may be acceptable in lieu of those requirements listed above.

Licensing Requirements

None.

Knowledge, Skills, and Physical Requirements**Knowledge:**

- Leadership principles;
- Comprehensive understanding of enrollment management;
- Knowledge of and experience with effective student success efforts, from recruitment through graduation/completion;
- Practical knowledge of PeopleSoft;
- Academic program development and evaluation;
- Public relations principles;
- Budgeting principles;
- Community agencies and resources;
- Strategic planning principles;
- Financial management principles;
- Project management principles;
- Administration principles and practices at a University-wide level;
- Applicable Federal, State, and Local laws, rules, regulations, codes, and/or statutes.
- Higher education institutional operations, structures, policies, and practices;
- Computers and related software applications.

Skills:

- Monitoring and evaluating employees;
- Prioritizing and assigning work;
- Providing leadership;
- Managing projects;
- Analyzing and developing policies and procedures;
- Interpreting and applying applicable laws, rules, and regulations;
- Analyzing problems, identifying alternative solutions, projecting consequences of proposed actions, and implementing recommendations in support of goals; resolving conflict;
- Preparing and administering budgets;
- Managing change and sensitive topics;
- Planning, analyzing, and evaluating programs and services, operational needs, and fiscal constraints;
- Using a computer and related software applications;
- Communication, interpersonal skills as applied to interaction with subordinates, coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to give and receive work direction.

Potential:

- Positions in this class typically require: reaching, standing, walking, fingering, grasping, feeling, talking, hearing, seeing and repetitive motions.
- Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

Note

The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

Last Reviewed: May 16, 2013