

# **PERALTA COMMUNITY COLLEGE DISTRICT**

## **CLASSIFIED MANAGEMENT JOB DESCRIPTION**

### **Assistant Vice Chancellor of Enrollment Management (A.V.C.E.M.)**

#### **Management Salary Range 4**

#### **CLASS PURPOSE**

Under direction of the Vice-Chancellor of Student Services, the Assistant Vice-Chancellor of Enrollment Management is responsible for the strategic enrollment, recruitment and retention leadership at the Peralta Community College District. The Assistant Vice-Chancellor of Enrollment Management is responsible for developing a strategic enrollment management plan in collaboration with faculty, staff, students and administrators at each College in Peralta, by utilizing relevant methodologies and latest researches such as environmental scanning, analysis of enrollment and retention trends and other institutional data. The plan serves as a guide related to recruitment, retention and graduation by identifying goals, setting priorities, recommending strategies, identifying key benchmarks, and achieving desired outcomes. The Assistant Vice-Chancellor of Enrollment Management coordinates with various District enrollment services units and the colleges including the directors of admission, financial aid, and student services coordinators along with Deans, Vice-Presidents of Instruction, faculty and students to collaboratively produce College plans based on best practices to manage enrollment and bring integrated and consistent services to students and the community.

Reporting to the Assistant Vice-Chancellor of Enrollment Management is the college recruiters and District Admissions staff.

#### **EXAMPLES OF ESSENTIAL DUTIES**

Any one position may not include all of the duties listed nor do listed examples include all tasks which may be found in positions of this class. To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily.

- Plan, provide leadership for, organize and direct the establishment of a District-wide enrollment management task force to analyze enrollment data, develop a strategic enrollment management plan that includes long and short-term planning and evaluation of recruitment strategies and programs, and a precision scheduling process.
- Collaborate with each college in Peralta and District administrators to plan and implement enrollment and recruitment policies, processes, and activities to provide quality consistent services to students.
- Working collaboratively with each college, investigate best practices to meet enrollment goals and improve retention rates for students at each college.
- Support faculty to improve or sustain retention rates for students, such as early alert.
- In collaboration with Academic Administrators, review course schedules in accordance with student educational needs, each College's FTES goals, and efficiency goals.
- Work in close collaboration with Information Technology to examine, evaluate and make recommendations for technological innovations and technology-based services to improve and automate functions for admissions and continuing enrollment within PCCD.
- Conduct systematic research of service area demographics and District enrollment data. Keep each College informed of trends and shifts in area demographics.
- Work collaboratively with the district leadership to link enrollment management practices with specific student success initiatives and retention strategies.

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- Collaborate with the District Public Information Officer and marketing department to implement PCCD outreach plan; design and implement a tracking and evaluation system to evaluate the progress of students from their recruitment through enrollment, including a communication plan with prospective students.
- Work with the Vice Chancellor of Academic Affairs and our K-12 partner institutions to increase the enrollment and success of high school dual enrollment.
- Work with Student Services Administrators to “remove barriers” to student success and enhance services to increase student retention and persistence rates (i.e. intake processes, registration support, financial aid, and student activities).
- Serve as the District liaison to each college enrollment management task force and serve as a member of various District committees and task forces related to enrollment management.
- Coordinate with the colleges to provide special recruitment events to promote fast-track registration for students
- Performs other related duties as required.

**MINIMUM QUALIFICATIONS**

- Possession of a Master’s Degree required from an accredited college or university.
- One year of formal training, internship and comprehensive and increasingly responsible leadership experience in education, or a related field.
- Knowledge and proficiency in the operation and use of personal computers utilizing office productivity software applications (i.e., word processing, spreadsheet and database management software) including the Internet.
- Applicant must have demonstrated cultural competency, sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college staff, faculty, and students.

**DESIRABLE QUALIFICATIONS**

- Four (4) years of comprehensive and increasingly responsible management experience in student service or a related field.
- Commitment to Participatory Governance.
- Proficiency in the use of a variety of computer software and databases and technology related to student and other educational services.

**Knowledge Skills and Abilities:**

- Knowledge of state and federal laws, such as Title 5 and Education Code, as well as policies, programs, regulations and services related to student recruitment, admissions, enrollment, retention, financial aid, matriculation, and records management.

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- Demonstrated ability to provide administrative leadership in a culture that values consultation and collaboration.
- Skills in oral and written communication, including public speaking and complex reports.
- Skills in training, directing, supervising and evaluating the work of others.
- Effective organizational, communication and public relations skills.

**ENVIRONMENTAL DEMANDS**

Occasional work performed alone. Constant work around, and with other people.

**PHYSICAL ABILITIES**

The physical demands described here are representative of those that must be met by an individual to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. Typical physical abilities for this position are:

- Prolonged and frequent sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping.
- Moderate to heavy usage of hands in grasping, repetitive hand movement and finger coordination in keeping records and preparing reports using a computer keyboard.
- Speech and hearing to communicate effectively in group settings and by telephone to students, faculty, staff, and others.

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