



University of the District of Columbia
Job Classification Description

Job Title: **Associate Vice President, Enrollment Services**

FLSA: Exempt

Union Status: Non-Union

Job Code: 700721

POSITION OVERVIEW:

The Associate Vice President for Enrollment Services (AVP) reports to the Chief Student Development and Success Officer and is a member of the Student Development and Success (SDS) leadership team. The AVP will develop a model and plan for the university system (community college and flagship campus) that fosters an integrative recruitment and admissions effort consistent with the university's strategic goals and objectives. The AVP has principal responsibility for visionary, innovative and strategic leadership in developing a comprehensive enrollment management strategy for associate, bachelor and graduate programs. The AVP helps to shape the class and institution academic profile by overseeing the offices, staff and programs for Admissions, and Financial Aid and is expected to be an active leader who works closely with academic deans, university leaders, and external constituents to develop and enhance valuable partnerships. The AVP is responsible for expert analysis of educational trends for all degree levels offered at the University and demographic data and leverages effective utilization and development of human, fiscal and technological resources in the delivery of enrollment services supporting students and approximately \$35 million in net revenue tuition annually via student enrollment.

ESSENTIAL DUTIES & RESPONSIBILITIES:

1. Leads all strategic and operational aspects of Enrollment Services to include the Offices of Admissions, and Financial Aid.
2. Develops the University's strategic enrollment plan.
3. Provides campus-wide leadership, strategic guidance, direction and/or structure by developing, implementing and maintaining a comprehensive student enrollment plan for all students.
4. Leverages best practices and ensures unified execution and effective engagement, administrative oversight, and operational direction of the Enrollment Services team to meet student needs and attain goals and objectives.
5. Ensures the policies and practices of Enrollment Services comply with federal, state, and agency regulations. Through Financial Aid, facilitate and manage the processes in preparation for successful A-133 Audit, reconciliation of data and monthly enrollment reporting through the Office of the Registrar.

6. Collects, analyzes and uses enrollment data to meet immediate and long-range university objectives; works closely with cross-divisional research teams to determine the foci and prioritization of comprehensive retention and recruitment strategies.
7. Oversee the outreach efforts to actively promote, attract and enroll a diverse student population; provides vision and leadership for the use of technology in recruitment and admissions processes, and networks and collaborates with all levels of the university to build effective relationships and to communicate recruitment strategies and actions.
8. Manages the enrollment budget and provides leadership for the professional development of staff as individual and team contributors.
9. Ensures NCAA certification for student athletes participating in the University's intercollegiate sports programs.
10. Works with all campus constituencies including the Department of Intercollegiate Athletics, the Division of Student Development and Success, and the Office of the Registrar and assists in the development and execution of student financial aid policies, procedures, awards and scholarship programs (including establishing institutional strategies and priorities in awarding financial aid and scholarships).
11. Performs other related duties as assigned.

LEADERSHIP & VISION

1. Design and implement an enrollment and student success plan in collaboration with the AVP for Student Success that is based in student equity to successfully meet college strategic goals and momentum metrics related to revenue-generating enrollment, which includes retention, completion, and student engagement.
2. Develop systematic and efficient plan for managing prospects and applicants, and coordinate with marketing & public relations partners to promote best practice level enrollment conversion.
3. Establishes a system of communication aligned with university efforts for prospects, inquiries, applicants, and registered students that builds strong and lasting relationships, ensuring consistency with existing recruitment and retention efforts for community college and four-year campus.
4. Develops a contact management recruitment strategy that utilizes current technology platforms, social networking and other forms of communication to recruit students, ensuring consistent efforts with other university outreach initiatives.
5. Prepares and submits short- and long-range enrollment and retention goals as part of the overall strategic planning process; monitors outcomes and analyzes data for community college and flagship campus to ensure continuous improvement.

MINIMUM JOB REQUIREMENTS:

1. Master's degree preferred.
2. Demonstrated successful experience in progressive senior administrative roles and in a leadership position in enrollment management to include admissions, financial aid, or enrollment management.
3. Demonstrated experience with projection and predictive modeling and conversion strategies.
4. A comprehensive knowledge of technological methodologies and platforms that enhance the overall quality of admissions, registration and records, and the administration of financial aid process and procedures.
5. Evidence of exceptional planning, organization, communication, and team-building skills is essential.
6. Evidence and experience with enrollment strategies for community colleges (preferred)

REQUIRED COMPETENCIES:

1. Demonstrated administrative ability and expertise, organizational insight and interpersonal skills for team building and relationship development in the field.
2. Excellent communications skills both oral and written.
3. Extensive knowledge of contemporary recruitment and enrollment strategies related to achieving enrollment goals (community college and flagship campus), and a proven record of success in admissions and an understanding of current marketing concepts and practices. The incumbent will be actively involved, externally, in admissions related organizations and professional associations.
4. Knowledge of current technology including enrollment management software and Microsoft Office software, data analysis and a working knowledge of enrollment forecasting and marketing principles.
5. Knowledge of, and experience in developing, a comprehensive recruitment program.
6. Knowledge of university programs, policies and procedures.
7. Ability to deliver services to a culturally diverse student population and to create an atmosphere of customer friendly services.

STANDARDS & EXPECTATIONS:

1. Expectations of the job:

The incumbent is expected to exercise originality and ingenuity in formulating procedures for increasing (and making more effective) the University of the District of Columbia's recruitment and admissions operations. The incumbent also handles essential aspects of enrollment procedures as they relate to admissions in the associate, undergraduate and graduate areas. In addition, engage with a variety of groups including but not limited to prospective students, parents, the general public, civic and community organizations, government agencies, embassy personnel, top level city administrators, professional organizations/associations and local and out-of-state high school and university administrators, etc.

NCAA Compliance duties and responsibilities

Maintains a specialized knowledge of NCAA Bylaws, in particular: the bylaws found in Article 2 (Principles for Conduct of Intercollegiate Athletics), Article 14 (Eligibility), Article 19 (Enforcement); the bylaws used by the Compliance Committee in the regular course of the Committee's work; and the corresponding bylaws cross-referenced in the above cited articles.

2. **Development and Counseling:**

The incumbent is expected to participate in activities that will help development of his/her career and help in the performance of the job. Employee may seek counseling from the immediate supervisors.

3. **Training:**

The incumbent is expected to take advantage of training to help improve skill and knowledge level, and be stay updated on the latest techniques, methods and theories that are being used in the industry.

4. **Knowledge of UDC Rules and Regulations:**

Guidelines consist of professional standards (i.e., AACRAO, NACAC, NAFSA, MSACRAO, FERPA, etc.), policies and procedures established by the University of the District of Columbia and its Board of Trustees, applicable Federal and District government rules, regulations, laws, etc., and references a variety of related manuals and publications developed by post secondary boards and agencies. The incumbent has the authority to deviate from such guidelines where they are not applicable in situations encountered, and to determine new courses of action.

5. **Physical Demands:**

Normal physical dexterity is required including sitting, walking, standing and bending.

The work is sedentary. Work is mostly performed in an office setting frequently having a great deal of activity and traffic. However, the work requires carrying of light items such as books and papers, and local traveling to various work sites.

Note: The University reserves the right to change or reassign job duties as provided in policy and negotiated agreements.

The University of the District of Columbia is an Equal Opportunity Employer (EOE).

Revised: 7/12/2022