



## Classification Description

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**Job Title: Associate Director, Admissions Operations**    **Pay Grade: 117**

**Job Code: 3272**

**FLSA Status: Exempt**

### **Job Purpose**

The Associate Director, Admissions Operations is responsible for providing College-wide professional leadership and operational guidance in the planning, execution, and analysis of all policies and procedures related to intake and enrollment of individuals entering Florida SouthWestern State College. This includes, but is not limited to, disseminating policy and procedure information College-wide regarding new student admissions and enrollment practices for open enrollment and limited access programs. Work requires coordination across all campus locations and between internal functions including Campus Experience and Admissions CRM Coordinator, along with partner departments within Enrollment Services, Student Affairs, Auxiliary Services, and Marketing to yield prospective students. This position sets the tone for a student-centered, high performance culture that emphasizes excellence in service, quality, productivity, and standards.

### **General Responsibilities**

#### **Essential Functions**

Develops and executes plans to facilitate the seamless enrollment of students entering the institution across all applicant types. Partners in communication, outreach, and campus experiences to attract applicants, while providing direct oversight and leadership to staff who are responsible for admissions intake, processing, and admissions counseling to ensure the institution meets its new student enrollment goals.

Serves as departmental lead for application, admissions evaluation and processing activities within the Customer Relationship Management (CRM) system for the Office of Admissions. Partners with Information Technology, Marketing, and other Enrollment Services, to complete research, testing, and implementation of admissions and enrollment related projects to enhance utilization of the College's prospective student platform.

Provides direct leadership and supervision of non-exempt Admissions processing staff, exempt Admissions Counselors, and dotted line oversight to campus-based team members who support the operations of the Office of Admissions. This includes developing and approving work and travel schedules, review and submission of time sheets and leave requests, and staff hiring and evaluation. Collaborates with appropriate campus leadership to monitor campus admissions processing and addresses issues as needed.

## ASSOCIATE DIRECTOR, ADMISSIONS OPERATIONS

Documents plans and ensures administration of consistent and deliberate training activities for new team members, which may include student information systems processes, residency guidelines, transcript evaluation, and enrollment steps, while also considering on-going development efforts that can be delivered to groups and individuals. Acts in the best interest as a manager, for staff guidance and professional development.

Provides oversight and accountability for the accurate processing of applications, high school transcripts, and residency documentation along with maintenance of files and error reporting prior to registration. Resolves student issues for areas of responsibility including; residency, dual enrollment, State reporting, interpretation and implementation of academic rules, enrollment holds, and issues with tuition and billing.

Ensures the College's admissions policies and practices remain in compliance with State admissions statutes and regulations by monitoring updates and changes from guiding organizations such as the Florida College System, Florida Department of Education, and relevant others. Manages student concerns when State and/or institutional policies and procedures are questioned. Brings unresolved matters to the attention of the Director of Admissions.

Monitors the workflow and volume of admissions applications and supplemental documents, including disseminating work across staff at all locations, maintaining sufficient coverage to ensure a high level of customer service, and evaluating the quality and quantity of staff work. Informs the Director of Admissions of any backlogs and issues. Plans for appropriate staffing at peak times to maintain efficiency and progress towards new student enrollment goals.

Initiates and submits all Banner report requests and maintains complex computer and hard copy records; such as, error reports, limited access program admissions, accelerated high school student reports and daily online application reports.

Monitors Admissions staff correspondence for accuracy and adherence to College operating procedures.

Monitors the completion of dual enrollment batch admissions, student reinstatements as requested and approved, admissions into limited access degree/certificate programs, and reviews changes in residency status. Manages troubleshooting of issues as necessary.

Develops and implements on-going Student Information System quick-flows to enhance the operations and services of the department. Uses independent judgment to recommend changes to technical systems.

Conducts staff meetings on a regular basis to disseminate pertinent information and encourage open communication.

Maintains the Manual of Policies and Procedures for the Admissions Processing area including the development of new procedures and revision of current procedures. Makes timely updates to the manual and develops plans to share changes with staff and relevant others within the College as needed.

## ASSOCIATE DIRECTOR, ADMISSIONS OPERATIONS

Creates enrollment reports from student database as directed, including status reports of admission funnel progression, re-enrollment of returning students, and applicant attrition. Assists in the preparation of recruitment, admissions, and enrollment statistics as requested by the Director of Admissions, campus administration, and to fulfill regular reporting requirements such as may be required for the State or other agencies.

In collaboration with College leadership, develops, executes, and maintains appropriate sections of the College's Strategic Enrollment Plan and related Institutional Effectiveness Plans for the purpose of evaluating effectiveness of campus services and programs; monitors program effectiveness and makes recommendations for continuous improvement.

Represents the department at appropriate committee meetings, departmental meetings, and College events that pertain to admissions and enrollment.

Assists department leadership in developing the annual admissions operating and PR budgets. Initiates quote requests, requests purchase orders, and maintains required budget/financial documentation for areas of responsibility.

Will serve as a DSO (Designated School Official) and work with international student admissions.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can safely perform the essential functions of this job with or without reasonable accommodation.

### **Knowledge, Skills and Abilities**

#### **Minimum Qualifications**

Bachelor's degree from a regionally accredited institution of higher education in higher education administration or related field.

Five (5) years of full-time professional work experience in student services, admissions, enrollment services, registration, records or related field.

Two (2) years of supervisory experience.

Knowledge of admissions and recruitment practices in a postsecondary institution of higher education, including understanding of open enrollment policies, transfer articulation, and related topics.

Ability to effectively work and communicate with prospective students, continuing students, parents, colleagues, other College administrators, and faculty.

## ASSOCIATE DIRECTOR, ADMISSIONS OPERATIONS

Ability to effectively represent the College, and Office of Admissions values, goals, and policies, while also possessing the ability to effectively communicate both orally and in writing.

Must hold a valid driver's license and be able to travel on College business, which may include night and weekend work.

Must possess excellent interpersonal and organizational skills and the ability to communicate effectively orally, in writing, and in public presentation settings.

Ability to understand and identify technical issues if they arise.

Knowledge of student record confidentiality requirements.

Demonstrated experience using a personal computer, office software such as MS Office and electronic mail. Experience operating within an integrated database system such as SCT Banner.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

### **Critical Skills/Expertise**

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.

## ASSOCIATE DIRECTOR, ADMISSIONS OPERATIONS

- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

### **Work Conditions/Physical Demands/Special Conditions**

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: May 24, 2021. Revised: September 26, 2022, October 14, 2022, and January 23, 2023. Revised: July 1, 2023.