



Classification Description

Job Title: Vice President, Student Affairs and Enrollment Management

Pay Grade: Executive

Job Code: 4747

FLSA Status: Exempt

Job Purpose

As the chief student affairs officer of the College, the Vice President of Student Affairs and Enrollment Management provides strategic vision, leadership and direction for the College's comprehensive student affairs division which includes admissions, assessment, athletics, Campus Directors, residence life, community standards, student life, student transitions, student leadership, student involvement, CARE and adaptive services, and military/veterans' services. As the chief enrollment management officer of the College, the Vice President is responsible for developing, managing, and communicating strategic enrollment management plans, projects, partnerships, goals, and outcomes across multiple divisions within the college to maximize student access and mission attainment.

The Vice President is responsible for the development of partnerships, programs and policies to achieve the College's strategic initiatives for all students in collaboration with Academic Affairs, Online Learning, the FSW Foundation, the FSW Finance Corporation, Campus Directors, and other divisions, offices, and units within the College. The Vice President of Student Affairs and Enrollment Management serves as a member of the President's Cabinet and is responsible for making recommendations to the President as needed and appropriate. This is a College Executive on annual contract position.

General Responsibilities

Essential Functions

Establishes and supports a culture within the Student Affairs Division that is committed to the success of students through administrative excellence and accountability, creativity, leadership, cooperation and teamwork.

Provides leadership in the evaluation of programs and services; provides a system for timely review of services; identifies current and projected trends in education and recommends enhancements to foster student success; provides recommendations with supporting information, data and staff opinion based on evaluation results to the President as needed or requested.

Establishes short- and long-term goals for College-wide student services and enrollment management initiatives; supports the College's strategic planning process insuring plans are consistent with the College mission and strategic priorities.

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Collaborates closely with the Provost and Vice President, Academic Affairs, academic administrators and faculty to insure student programs support the goals of the academic division, and that class schedules and academic initiatives support the institution's strategic enrollment management goals.

Embraces the role of chief advocate and supporter of the students, College-wide student affairs staff, and student programming to ensure all students have every opportunity for success.

Implements an intentional student development program designed to challenge and support students, and to enrich student life through clubs, organizations and cultural enrichment activities.

Integrates the work of admissions, testing, advising, registrar, military and veterans' services, financial aid and other key offices within a comprehensive model to promote enrollment, retention and graduation.

Manages student recruitment and enrollment management through programs designed to ensure service area populations are served, including an annual recruitment campaign, surveys, special programs, and other innovative activities.

Supervises the Director of Intercollegiate Athletics and provides administrative direction for the operation of FSW's intercollegiate athletic program with multiple men's and women's teams, schedules, budgets, scholarships, and programmatic elements. Approves letters of intent for the purpose of recruiting student athletes.

Oversees the student due process procedure for adjudicating complaints and violations of community standards along with the chief conduct officer. In consultation with other Campus and program administrators, develops appropriate processes and procedures for students' due process and insures compliance with due process procedures.

Serves as a resource within the College to provide information on the many aspects of student services, special needs of students, and ways in which student success could be enhanced by changes in College, community, or state programs and policies.

Participates in the development and oversight of the living-learning communities, to the extent allowed by Florida Statute.

Supports the College's budget process, ensures financial accountability for all assigned student services and enrollment management budgets; evaluates the student fees schedule and recommends revisions to fee structure and expenditures as appropriate. Collaborates with Campus Directors to insure inclusion and integration of campus needs as appropriate.

Serves as the chief administrative officer responsible for the College's Fund 2 Student Activities and Services Fee Budget and for coordinating the annual development and approval of this budget in accordance with College Operating Procedure 06-0702.

Advises and confers with the President on management issues involving College programs and services including development and/or revision of Board Policies and Administrative Procedures.

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Directs the preparation of reports as required by federal, state, local and district regulations; inform the President and other district staff as to the status of assigned functions or groups of services.

Maintains current knowledge of legislation and educational trends pertinent to student services philosophy and practice.

In cooperation and collaboration with the other College officials, provides leadership, expertise, and advice on issues relating to disaster preparedness and student welfare on campus.

Serves on College-wide committees as assigned; represents the College at designated community organizational meetings and maintains working relationships with other educational organizations, governmental units and campus area agencies.

Provides and maintains cellular telephone and high-speed internet technology services, which allows immediate accessibility to the College through text and voice messages by cellular phone, and responds as needed.

Performs other related 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:

Earned Doctorate degree from a regionally accredited institution in student counseling and personnel services, higher education administration, or related field.

Seven (7) years of professional student services administrative experience at a College or university in positions of increasing responsibility. A minimum of three (3) years of the seven (7) must be at a Director or Dean level or higher in student affairs administration.

Demonstrated successful use of data and knowledge of state-of-the-art student services and related systems such as enrollment management models and the use of technology to improve efficiency and effectiveness.

Demonstrated innovative and progressive leadership skills; ability to plan strategically, develop short- and long-term goals, and develop collaborative partnerships to achieve goals, evaluate results and use results for improvement.

Skill in supervision, verbal and written communications, interpersonal relations, budget analysis, and development, organization, program design/development, team work, assessment, and knowledge of student services issues and practices for traditional and non-traditional students.

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Demonstrated understanding of the capabilities of an integrated enterprise-wide and student database system such as SCT Banner; demonstrated commitment to the effective utilization of technology to enhance services to students.

Demonstrated experience in fiscal management, sound budget practices, and the use of personal computers and electronic mail.

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.
- 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: Aug. 4, 2011. Revised: February 1, 2013, March 19, 2013, July 1, 2014, January 9, 2015, August 16, 2017, and July 1, 2025.