Purpose, Scope & Dimension of Job:
Managers at Mott Community College are accountable for eight key results as follows:

1. **Planning and Execution:** Managers are paid to get results through others. They are accountable for the production of others as well as self; they make the right things happen the right way. This includes ensuring that departmental operations are executed successfully and planned results are obtained; delegating appropriately; monitoring activities of subordinates; creating an environment so that subordinates can accomplish their assignments; responding to the needs of the department’s clients/customers; conducting necessary planning and organizing efforts, and coordinating and integrating activities and efforts within and outside of their own department.

2. **Improvement:** Maximizing the performance of their own department. Making the College organization stronger (more efficient, more effective). Providing appropriate leadership to insure that departmental operations are improved; contributing to College-wide improvement efforts. Identifying the need for change (identify goals and objectives); taking initiative; fostering a climate where subordinates generate suggestions for change.

3. **Strategic/College Perspective:** Incorporating consideration of the broader organizational perspective into tasks and assignments (affirmative action, for example); integrating the interests of stakeholders into planning, decision making and action. Conducting self as a spokesperson for College and as a member of the management team. Work collaboratively with other managers across the organization, subordinating departmental interests to broader College interests when appropriate.

4. **Develop Subordinates:** Help them to maximize their contribution to the organization and to grow professionally. Take corrective action with subordinates when performance needs improvement. Foster effective teamwork.

5. **Relationships and Communications:** Build effective relationships both within and outside the department; seek input from and maintain effective ongoing communication with others. Manage conflict to ensure least disruption to organization.

6. **Problem Solving/Decision Making:** Analyze business problems; create effective solutions; exercise good judgment.

7. **Safety:** Create a safe work environment; manage risks; reduce exposure to liability.

8. **Behavior:** Be a role model for subordinates; set the example.
Purpose:
This position has several critical operational responsibilities, to ensure that:
1. Students are admitted and enrolled in an expeditious manner.
2. Career assessment and counseling services are provided.
3. New students are properly placement tested and oriented to the College environment.
4. Students are advised of degree and certificate requirements.
5. Academic student development coursework is provided to enhance and promote student learning.
6. Focus is put on student success and retention.

Scope:
The Dean of Enrollment Management & Retention is responsible for the development, implementation, maintenance, analysis and general supervision of all programs related to recruiting and retaining students. This position provides leadership and management oversight for admissions, recruitment, placement testing, orientation, career counseling, academic advising and retention. The instructional purpose of the division is to provide academic coursework that assists with student retention and improving student performance; and to provide personal counseling service and referrals.

Supervisory Responsibility:
This position receives direction and supervision from the Executive Dean – Student Services and supervises nine (9) Secretarial/Clerical employees, one (3) Professional/Technical employee, seven (7) full-time Faculty Counselors and many part-time Faculty Counselors and a number of Faculty Advisors.

Essential Duties/Major Accountabilities:
A. Operational Duties
   1. Direct, plan, establish and implement sound operational and organizational plans to support mission/objectives of the Enrollment Management and Retention department that encompasses Admissions, Placement Testing, Orientation, Advising, the Career Resource Center, Career Counseling and Retention.
   2. Formulate policies, procedures and processes to improve overall operations. Develop short- and long-range plans. Perform needs assessment. Evaluate effectiveness of current systems, programs and activities. Creatively use state-of-the-art technology in the delivery of services and programs that meet high customer satisfaction levels. Develop and implement related changes or adjustments.
   4. Perform personnel management function. Establish organizational plans to meet operational mission and objective. Direct and oversee selection, training and evaluation of personnel. Ensure internal practices are in compliance with College practices. Analyze manpower needs and recommend appropriate staffing levels. Evaluate progress of work in department. Institute changes to achieve operational efficiency. Maximize productivity with available human and other resources.
B. Enrollment Services
   1. Coordinates the Admissions function with a comprehensive induction process that includes orientation and paying for college workshops.
   2. Coordinates with Student Services and other college departments and divisions to facilitate student induction, enrollment and retention.
   3. Oversees comprehensive testing and assessment services which include placement test and appropriate interest, aptitude and achievement measures. Ensures that both student and College assessment needs are met. Supervises test analysis and research.
   4. Collaborates with, and supervises, Counseling faculty in the continuous improvement of student retention services.

C. Admission
   1. Oversees the processing of all admissions documentation and forms. Ensures accurate and confidential handling of student and staff records and data.
   2. Ensure federal and state regulations are being met regarding student admissions and reporting.
   3. Maintains appropriate records on international students and completes all necessary processing of various forms that are required; keeps a close relationship with the Department of Immigration.
   4. Monitor the Michigan Community College Virtual Learning Collaborative enrollment process.
   5. Oversees the Dual Enrollment and Early Admit Process with area high schools and home schooled students.
   6. Innovates and coordinates technology updates relative to admissions and induction of students, as appropriate and desirable.
   7. Oversee maintenance and improvements of the online application process.
   8. Oversee the processing and sponsorship for Gold card recipients.
   9. Develop and implement a dynamic Admissions, Outreach and Recruitment program that affect potential students from high school age to the senior citizens, which involve educational institutions, agencies and industries of the community.
   10. Participates in the development and publication of promotional materials.
   11. Supervises the coordination of tours for outside groups and follows up on inquiries.
   12. Overseer and ensure implementation of the Student Ambassador program.

D. Academic Divisional Duties
   1. Operates as the Dean of an Academic Division in offering student development classes and follows directives of the Vice President of Academics in all divisional related situations including schedule development and class cancellation procedures.
   2. Directs and schedules student development instruction both in credit courses and in workshops and group services.
   3. Develops and implements appropriate evaluations to include program review, student surveys etc.

E. Counseling Duties
   1. Directs the implementation and operation of a Student Counseling Center. Develops and implements procedures and services necessary to ensure appropriate response to students personal, academic, disability, and career counseling needs.
2. Directs student transfer services which include communicating with four year colleges and universities to develop curriculum and course equivalency guides, counseling transferring students, and follow-up on students who have transferred to evaluate and improve the advisement Program.
3. Develops and maintains appropriate counseling record keeping and database systems.
4. Manages the Career Resources Center in support of the counseling and advising of students.

F. Advising Duties
1. Directs the implementation and operation of the comprehensive Advising Center. Supervises faculty advisors and acts as a liaison to academic divisions. Develops and implements procedures and services necessary to insure appropriate development of student goals and academic plans.

G. Other
1. Establishes and maintains liaison with community schools, organizations, and agencies.
2. Serve on College-wide task forces, committees and meetings. Attend conferences, workshops and informational development seminars. Keep abreast of current trends and practices of assigned area.
3. Other duties as assigned.

Minimum Required Knowledge, Skills and Abilities:
1. Master’s degree in Business, Student Personnel Administration or related field.
2. Five years progressive supervisory experience in postsecondary education related to counseling or student personnel services and at least 3 years experience in Student Services Administration.
3. Demonstrated leadership and supervisory responsibility.
4. Evidence of effective use of computer technology, particularly maintenance of computerized comprehensive counseling/advising records
5. High level of written communication skills, including drafts of department policies, brochures, handbooks, letters to students, summaries of projects and sections of the College catalog.
6. High level of verbal communication skills, including daily contact with faculty staff and students that may require presentation at workshops, explanations of College policies and interpretations of student records.
7. Demonstrated commitment to customer service and ability to adapt to change in a growing environment serving diverse traditional and non-traditional students.

Additional Preferred Qualifications:
1. A network of external contacts within the state or region with college administrators or national contacts with Student Services Professionals.
2. Experience working in a unionized environment.
3. Evidence of effective use of computer technology particularly with software applications related to student records (Datatel preferred) and classroom management systems such as Blackboard.
4. Data Management & Reporting software experience such as Cognos.
5. Experience teaching or administering academic curriculum related to the development of students and their skills.
**Physical Requirements:**
1. Must be able to remain in a stationary position most of the time, primarily while meeting face to face with students.
2. Constantly communicates with students in person and on the phone.
3. Occasionally moves boxes and files up to 15 pounds.
4. The person in this position needs to occasionally move about inside the office to access file cabinets, office equipment, etc.
5. Frequently operates a computer.

**Hours/Schedule:**
Full-time position. As a manager, this person must work the hours necessary to fulfill the functions and roles of this position. Schedule will occasionally include evenings and weekends, particularly during peak registration periods in fall and winter.

**Signatures:**

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Executive Dean – Student Services Date

Vice President – Student Services Date

Employee Date

*This job description is intended to summarize the type and level of work performed by the incumbent and is not an exhaustive list of duties, responsibilities and requirements.*

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**Employee Group & Grade:** S&M / Grade 8

**Affirmative Action Group:** 13 (Academic Support and Student Service Managers)

**Job Description Status:** OFFICIAL WHEN SIGNED ABOVE

Reviewed by Human Resources:

Initials Date