

TOMPKINS CORTLAND COMMUNITY COLLEGE

POSITION TITLE

Dean of Admissions and Recruitment

GRADE

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ORGANIZATIONAL UNIT

Enrollment Management

REPORT TOVice President of
Enrollment Management**APPROVED BY**Board of Trustees
January 17, 2024**SUMMARY:**

The Dean of Admission and Recruitment is an innovative, collaborative, and experienced enrollment professional with a sincere appreciation for students, their families, and the community college experience. The Dean of Admissions and Recruitment develops and implements recruitment plans, tactics, and strategies to recruit a talented and diverse student body. Operationally, the dean manages the day-to-day functions of the admissions office. As such, the dean hires, supervises, and mentors admissions staff; monitors the budget; develops and tracks the office's KPIs; guides communication flow to prospective students; directs staff travel and recruitment efforts; and oversees the application review process. The dean collaborates extensively with other Enrollment Management areas and the College's leadership, faculty, staff, and other key internal and external partners.

Strategically, the dean is a senior team member in the enrollment management unit who assists with setting overall enrollment goals, developing a comprehensive recruitment plan, identifying salient trends in the market, and working directly with the College's faculty and staff to help ensure optimal enrollment across all programs. The primary responsibility of the dean is the execution of an overall admissions strategy that provides the College with a cohesive and centralized admissions operation while meeting the unique recruitment needs of each student and program.

The Dean of Admissions and Recruitment is responsible for creating and maintaining internal and external relationships with multiple college stakeholders to meet established enrollment goals and ensure access to the College. Communications, programs, and services provided to prospective students, students, parents, and other college stakeholders are developed in collaboration with appropriate college personnel and are designed to support student learning and academic success.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. The ideal candidate is expected to be goal-centered, innovative, self-motivated, and have excellent interpersonal and communication skills.
2. Manage the admissions staff, including hiring, supervising, training, and evaluating direct reports. Provide professional development and coaching to support the growth and development of staff.
3. As the admissions office's chief accountability officer, serve as an influential and strategic contributor to the College's ongoing success, ensuring that the admissions office develops, plans, and implements approved programs and initiatives to meet or exceed enrollment goals and metrics. Provide regular updates to College leadership and colleagues about the status of recruitment efforts, initiatives, and outcomes.
4. Develop an operational understanding of and familiarity with all admissions, academic, career opportunities, student life, student services, athletic, and financial aid programs and processes at the College. Create and continuously implement a professional development training program to ensure currency of self and staff relative to these areas.
5. Professionally represent the College to a range of outside constituencies, including prospective students, parents and guardians of prospective students, school counselors, educational consultants, teachers, coaches, community-based organizations, local businesses, and other educators.

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Enrollment Management	Vice President of Enrollment Management	Board of Trustees January 17, 2024

6. Use data-driven strategies and tactics to develop and implement a strategic recruitment plan that meets enrollment goals and attracts a diverse and promising student body. Build a comprehensive recruitment event and travel calendar for individual recruitment staff; ensure that the goals of the recruitment plan are met.
7. Implement and continually improve upon a comprehensive recruitment plan that guides the efforts of the admissions staff as it raises the visibility and strengthens the College's position in the marketplace. Communicate key differentiators that position the College as a smart investment in the highly competitive higher education marketplace.
8. Increase enrollment for established programs and degrees, as well as certificates, credentials, and continuing education programs for the growing demographic of non-traditional students.
9. Oversee all aspects of the online application review process, working closely with campus staff and faculty, as well as prospective students, to ensure that applications are reviewed in a timely manner.
10. Be highly engaged with and responsive to the College's dedicated partners, including but not limited to senior leadership, faculty, staff, coaches, teachers, school counselors, students, parents, and alumni.
11. Think and act creatively and holistically about resource allocation to support the challenges of shifting demographics and the needs of students. Inform and support strategies designed to meet financial aid and revenue goals.
12. Analyze quantitative and qualitative data to shape strategic directions and regularly assess the effectiveness of the College's admission policies and recruitment activities. Lead the office in using data to inform strategic decisions, establish and monitor key performance indicators, benchmark progress and program outcomes, monitor trends, identify opportunities, and adjust direction and tactics.
13. Effectively utilize campus databases, systems, and technology to advance the College's enrollment goals and further develop an effective and efficient enrollment operation. Provide oversight and direction for up-to-date technology and recruitment and admissions tracking systems, credential evaluation, and articulation agreements.
14. Foster a culture of excellence in appropriately leveraging data and sharing information within the admissions office and across the College's enrollment team. Provide expert knowledge in using and analyzing admissions data sharing information and reports regularly, transparently, and appropriately with campus partners.
15. Partner with the marketing department to strategize and develop recruitment communications, including content for email campaigns and text communications to prospective students, applicants, and admitted students. Provide direction and collaborate with the marketing team on the creation and execution of admissions marketing materials and the College's website. Contribute to the organization, re-design, implementation, and coordination of web pages and web-based services for relevant areas.
16. Serve as a dynamic and knowledgeable representative for the College on admissions, affordability, diversity, access, and the value and transformational power of community college and higher education.

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Support the College's commitment to a diverse student body, underserved communities, low-income students, adult students, and first-generation college students.

17. Assist and collaborate within the comprehensive enrollment management division, including but not limited to concurrent enrollment, workforce development, and marketing-related efforts. Work to actively recruit and enroll students into all enrollment management division cross-functional areas.
18. Demonstrate a sincere commitment to building a diverse, equitable, and inclusive community and a willingness to continue to foster personal learning within the admissions office and to engage in honest conversations regarding issues and policies and their impact on all students.
19. Assist senior leadership in planning and developing annual and long-range enrollment goals for the College. Provide wisdom and information regarding changing demographics and the highly competitive landscape, lead the campus in understanding challenges and the impact on the community, and guide the campus in building effective recruitment and engagement activities.
20. Ensure the smooth and seamless transition of new students into support systems of adjacent offices and through new student advising, financial aid, registration, housing, and billing.
21. Lead the preparation and management of the admissions budget.
22. Serve on various college committees and perform other appropriate duties as assigned.

SUPERVISION:

Types Supervised (check each category):

<u> X </u>	Classified Staff
<u> X </u>	Administrative
<u> </u>	Faculty
<u> </u>	Adjunct Faculty
<u> </u>	Students

Indicate number in each category:

<u> 3 </u>	# of Classified Staff
<u> 5 </u>	# of Administrative
<u> </u>	# of Faculty
<u> </u>	# of Adjunct Faculty
<u> </u>	# of Students

MINIMUM QUALIFICATIONS:

- Bachelor's degree from a regionally accredited college or university with a minimum of 7 years of relevant professional experience.
- Demonstrated ability to increase new student enrollment strategically through innovative and forward-thinking avenues.
- Ability to build strong relationships and to collaborate as part of a team with individuals, departments, and organizations.
- Ability to create a unique, high-touch customer service experience that consistently meets or exceeds expectations.
- Experience developing and implementing a strategic recruitment plan that aligns with articulated goals.
- Working knowledge of technologies (CRM, social media, workflows, etc.) and use of data analytics in the strategic planning, organizing, and execution efforts to recruit and enroll new students.

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- Collaborative, energetic, and resourceful work style. Enjoys strategic thinking as well as rolling up one's sleeves.
- Ability to contribute to a work environment that is welcoming to people from a diverse variety of backgrounds and experiences.
- A valid driver's license is required, and maintenance of driving record is required per college driver requirements.

DESIRED QUALIFICATIONS:

- Ten or more years of higher education experience in admissions and enrollment, marketing, and database management.
- Experience supervising, leading, and motivating staff to achieve established goals and metrics. Ability to attract and retain talent.
- Demonstrated ability to energize, inspire, develop, and leverage a team to implement the strategic recruitment plan and proactively respond and adjust to a rapidly changing environment. A tremendous work ethic and team-oriented approach.
- Project management skills and capacity to manage complex and related business operations and processes.
- Innovative, resourceful, and capable of managing multiple competing priorities while maintaining a commitment to always providing outstanding service.
- Inclination and ability to seek ways to improve policies, processes, and practices to reduce inefficiencies, achieve goals, and work through obstacles.
- Strategic working knowledge of websites (coding and building skills not required); strong writing and communication skills; and the ability to analyze data and read trends to draw action-based conclusions.
- Demonstrated ability to build consensus and to be a change agent during challenging recruitment times.
- Experience working with Technolutions Slate.