

TOMPKINS CORTLAND COMMUNITY COLLEGE

POSITION TITLE

Dean for Enrollment
Management

GRADE

6

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ORGANIZATIONAL UNIT

Student Affairs

REPORTS TO

Vice President for
Student Affairs

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SUMMARY

The Dean for Enrollment Management is responsible for the development, coordination and ongoing evaluation of the College's comprehensive enrollment management plan from the point of student inquiry to the achievement of educational goals. The Dean works closely in partnership with the Director of Strategic Marketing to develop and coordinate marketing campaigns to promote academic programs, admissions events and other activities to further strategic enrollment initiatives. Directs, develops, and administers the enrollment management functions of the College in support of enrollment, academic programs and student learning outcomes. Assists in the formulation of policy, as distinct from implementation, at the highest level of the College to insure the college achieves its vision, mission and goals. Provides leadership and vision for the centralized student service functions in the Enrollment Services Center and related departments.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Responsible for the development, coordination, and ongoing evaluation of the College's comprehensive enrollment management plan. Directs, develops and administers the enrollment management functions of the College in support of enrollment goals, academic programs and student success aligned with budgeting goals and the strategic plan.
2. Provides leadership and vision for coordinated, student-focused enrollment services, including building a strong partnership with Strategic Marketing. Serves as co-chair of the College Enrollment Management Committee with the Director of Strategic Marketing in order to develop and implement a data-informed comprehensive enrollment management plan that incorporates long-range strategy in marketing, student recruitment, enrollment and retention and supports the College's strategic goal of student success.
3. Provides leadership and vision for a comprehensive, student focused enrollment services in the Enrollment Services Center, the Cortland Extension Center, the Ithaca Extension Center and the Call Center in the areas of recruitment, admissions, financial aid, billing, cash receipts, centralized reception and call center.
4. Coordinates and directs planning and assessment activities for operational and enrollment management functions. Provides necessary guidance and support to connect departmental planning and assessment to College-wide goals.
5. Advocates for resource allocation and recommends policies to the senior leadership that enhance the College's mission in the areas of enrollment management, planning, and technology.

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6. Builds strong partnerships and linkage with internal college operations such as Workforce Development and Micro-credentials (BIZ), CollegeNow, Global and others as applicable to enrollment management.
7. Advises college leadership on development and implementation of enrollment management plans and strategies throughout the college and formulates recommendations which result from discussions, consideration of implications and selection among possible outcomes.
8. Accountable for the enrollment management function of the College by directing research and analysis and the preparation of reports and policy recommendations regarding recruitment, enrollment, and retention.
9. Interacts with appropriate outside local, state, and federal agencies on issues related to operations and enrollment management.
10. Provides leadership for the development, recommendation, and implementation of policies and procedures that support enrollment, academic programs, and student success.
11. Provides strategic direction, promotes institution-wide collaboration, and coordinates cross-departmental enrollment support ensuring consistent communication. Works with all areas of the College to develop an ongoing all-college enrollment management process.
12. Evaluates current and potential recruitment target areas and makes recommendations to enhance strategies with the goal of increasing the number of inquiries, applications, and prospective students.
13. May serve as Director of Admissions as required for external constituencies and government-based reporting agencies.
14. Partners with leadership of the Cortland and Ithaca extension centers to ensure smooth delivery of services and enrollment activities.
15. Analyzes and implements marketing strategies and develops a close working relationship with the Director of Strategic Marketing, with the goal of increasing recruitment in target areas, registration and retention of students.
16. Creates and implements opportunities to engage faculty, staff, students and alumni in recruitment and admission initiatives and events by providing leadership, direction and appropriate recommendations.

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17. Assures efficient use of material resources by assessment of department needs, development of budget recommendations, and management of the department within the budgetary constraints imposed by the College.
18. Ensures effective use of human resources by recommending hiring, disciplinary and other administrative actions together with the training, motivating, evaluating, and counseling assigned personnel. Conducts all personnel matters in accordance with federal, state, and local Equal Employment/Affirmative Action Law, other applicable laws, regulation, and collective bargaining agreements.
19. Serves on various college committees and performs other duties as assigned.

SUPERVISION

Types Supervised (check each category):

Classified Staff
 Administrative
 Faculty

Indicate number of direct reports in each category:

1-2 # of Classified Staff
4-5 # of Administrative
 # of Faculty

MINIMUM QUALIFICATIONS

Master's Degree or equivalent certification, plus five to seven years administrative experience at an institution of higher education required.

Must not be convicted of, or have entered an Alford Plea or plea of nolo contendere or guilty to, a crime involving the acquisition, use, or expenditure of federal, state, or local government funds, -or- be administratively or judicially determined to have committed fraud or any other material violation of law involving federal, state, or local government fund.

PREFERRED QUALIFICATIONS

Experience working within a community college environment. Experience working with Slate CRM or other CRM tools. Experience working closely with Institutional Research and related data assessment and trend analysis.

OTHER REQUIREMENTS

Ability to work nights/weekends as needed and to travel as a representative of the College at college fairs, high school events, association meetings and conferences.