

TOMPKINS CORTLAND COMMUNITY COLLEGE

POSITION TITLE

Director of Admissions

GRADE

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ORGANIZATIONAL UNIT

Enrollment Management

REPORTS TO

Vice President of
Enrollment Management

APPROVED BY

Board of Trustees
July 16, 2009

SUMMARY

The Director of Admissions 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 designed to support student learning and academic success.

NATURE AND SCOPE

1. Directs, develops, and administers a comprehensive student recruitment and admissions program to reach the College's enrollment goals.
2. Responsible for meeting new, transfer, and reinstated enrollment goals of the College.
3. Establishes and maintains a comprehensive program of communication with inquiries and applicants, maintaining contact with students, prospective students through the start of classes.
4. Ensures that appropriate support services are provided to students and prospective students with regard to admissions, placement, entering student advisement, and enrollment.
5. Responsible for creating and maintaining external relationships between the College and appropriate school districts, community organizations, and business and industry personnel. Represents the College to outside agencies in matters of student enrollment.
6. Works collaboratively as a member of the College's integrated marketing team
7. Responsible for the development of appropriate marketing communications for the recruitment and admission of students.
8. Serves as a member of the leadership team in Enrollment Management; directs the coordination of services with other College functions and personnel.
9. Routinely interacts with large groups, providing information about the College; actively participates in appropriate state-wide professional organizations.
10. Systematically uses market research and demographic trend data to identify target audiences, adjust communications tactics and assist in preparing enrollment projections for the College.
11. Directs the implementation and maintenance of admissions records in conjunction with the Department of Campus Technology.

12. Assures that all practices of the admissions program are in accordance with applicable laws and regulations.
13. Counsels students on College admissions, degree program selection, and enrollment. Conducts initial assessment of applicants' credentials, makes acceptance decisions, determines the course placement of new, transfer, and reinstated students, and provides initial academic advisement.
14. Directs the admissions staff of the enrollment services office. Assures effective use of human resources by recommending hiring, disciplinary, and other human resource actions, together with the training, motivating, evaluating, and counseling of assigned personnel. Conducts all personnel matters in accordance with federal, state, and local Equal Opportunity/Affirmative Action Laws, other applicable regulations, and collective bargaining agreements.
15. Assures the efficient use of material resources by assessing department needs, developing budget recommendations, and managing the department within the budgetary constraints imposed by the College.
16. Serves on various college and community committees and performs other related tasks as assigned.

SUPERVISION

Types Supervised (check each category):

Classified Staff
 Administrative
 Faculty

Indicate number of direct reports in each category:

3 # of Classified Staff
3-4 # of Administrative
 # of Faculty

MINIMUM QUALIFICATIONS

Bachelor's Degree, plus five years of admission experience at an institution of higher education, required. At least three years of supervisory experience.

PREFERRED QUALIFICATIONS

Master's Degree or equivalent certification, experience working within a community college, and experience working with Slate CRM or other CRM tools preferred.