TOMPKINS CORTLAND COMMUNITY COLLEGE

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Enrollment Management	Vice President of Enrollment Management	Board of Trustees November 15, 2023

SUMMARY

With a focus on data integrity and best practices, the Director of Enrollment Management Systems and Slate Captain will serve as a member of the enrollment leadership team and the primary administrator of the College's enrollment management system (currently Technolutions Slate). They will seek out and implement operational improvement opportunities continually. This position plays an integral role in using and maintaining all admissions and enrollment systems while also leading the adoption, maintenance, and strategic deployment of emerging technology to support the enrollment team's data, systems infrastructure, and reporting needs. The director provides leadership and training to the processing and administrative staff throughout the College.

A primary goal for this role is to provide prospective and continuing students with a high-quality, seamless, and timely experience from inquiry through enrollment while supporting all internal and campus-wide stakeholders involved in the recruitment, admissions, enrollment, and retention processes. Additionally, the director is responsible for the ongoing development and maintenance of the College's admissions and enrollment systems and ensures that all admissions, recruitment, enrollment, and retention functions are fully supported. Furthermore, this role serves as the lead in integrating the enrollment management system with the College's SIS and other external systems. In this leadership position, the director will also provide training and oversight for system users and regularly implement procedures to enhance enrollment management functions supported by the system.

The director's role is to maximize the college's enrollment management systems and business processes, including lead generation, application nurturing, and yield and retention efforts to support the College's ability to achieve its enrollment goals. This role, in partnership with staff throughout the core enrollment, concurrent enrollment, workforce development, student success, athletics, global initiatives, information technology, institutional research, and strategic marketing teams, will advance an analytics-driven approach to guide admissions, enrollment, and marketing and communication initiatives that ensure the accurate, consistent, and seamless flow of data to support critical business objectives. This includes the constant, ongoing build and maintenance of the Technolutions Slate system throughout the admissions and enrollment cycle, as well as assistance with related system integrations, which currently include but are not limited to Ellucian PowerCampus, College Board PowerFAIDS, EAB Starfish, Ellucian Degree Works, Maxient, Mongoose Cadence, EdSights, eRezLife, TouchNet, DocuWare, Nelnet Quikpay, Microsoft Teams, and Microsoft Power BI.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. As the College's primary Slate Captain, acquires a comprehensive knowledge of the Technolutions Slate enrollment management system (including Slate.org); manages and develops the Slate system to support the needs of all internal and external users of the system, with a focus on automation of workflows and data-supported transactional processes.

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2. Supervises the enrollment management operations staff, student employees, contracted professional services, and temporary workers, including monitoring performance, periodic reviews and personnel evaluations, and hiring. Maintains relevant, comprehensive policy and procedure manuals and recommends position revisions, staffing needs, and personnel requests.

3. Maintains the integrity of the enrollment management systems and databases, ensuring data accuracy, developing error identification reports, and correcting data errors and inconsistencies. Works closely with Information Technology and Institutional Research staff to ensure data integrity across campus systems and accurate, secure, and well-maintained databases.

4. Builds, updates, and executes new Slate and other enrollment system processes and enhancements, supervising the projects and assigning project team members as necessary, ensuring a quality end product. Monitors and implements business processes and operations from lead acquisition through student arrival on campus while ensuring efficient, student-centered, and streamlined processes.

5. Maintains knowledge of Slate best practices and enhancements and continually evolves usage to improve interaction with prospective students, their families, counselors, schools, and other student-focused organizations and to increase functionality, efficiency, and automation of processes and transactions.

6. Oversees and documents the maintenance of all prospective student and organizational records in the Slate database. Manages imports and exports of prospective student data, maintains their integrity and confidentiality, and ensures their successful integration with existing student records in Slate and other College systems.

7. Manages all public-facing Slate pages, portals, and Slate.org in collaboration with marketing and information technology colleagues and with an orientation toward the student user experience.

8. Supports data migration across vendors; the execution of print and electronic communication flow; virtual and live stream events; and the College's on and off-campus recruitment events.

9. Helps set data standards to ensure data integrity and uniform reporting; monitors staff, faculty, and student use of Slate and other enrollment system technologies to ensure standards are upheld. Understands and coordinates the database and systems needs and activities of office leadership, admissions counseling staff, support staff, coaches, and other college personnel, particularly with respect to training, reporting, event management, and communication with prospective students.

10. Provides technical and user support and trains and supervises staff and faculty members on database functions whenever appropriate. Develops and maintains comprehensive Slate and enrollment systems documentation for admissions, enrollment staff, and other campus users.

11. Promotes and manages the accuracy and integrity of admissions data in Slate by preparing data for import and export from and to all internal and external sources; uploading files into the database; identifying and consolidating duplicate records; handling data change requests; developing and running audit queries to review and reconcile the quality and consistency of data on an on-going basis; researching and reconciling

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data discrepancies; documenting and maintaining effective data entry processing protocols; and proactively identifying problem records, resolutions, and staff training needs to prevent issues.

12. Collaborates with the Vice President for Enrollment Management and the Institutional Research department on data management and internal and external reporting. Identifies, organizes, and extracts data and builds reports for division and campus-wide enrollment analysis, data quality assurance, trend analysis, market analysis, and predictive modeling.

13. Serves as a liaison to other campus offices on technology and data needs. Coordinates cross-departmental processes and ensures data migration and transfer integrity.

14. Performs other appropriate duties as assigned.

SUPERVISION

Types Supervised (check each category):

		Indicate number in each category:
_3-4_	Classified Staff	_____ # of Classified Staff
_1_	Administrative	_____ # of Administrative
_____	Faculty	_____ # of Faculty
_____	Adjunct Faculty	_____ # of Adjunct Faculty
_____	Students	_4-6_ # of Students

MINIMUM QUALIFICATIONS
- Bachelor's degree from a regionally accredited college or university with a minimum of 5 years of relevant professional experience.
- Experience with Technolutions Slate required; experience in recruitment and selection a plus.
- Working knowledge of SQL, HTML/CSS, and Liquid markup.
- Demonstrated proficiency using software applications, including databases, spreadsheets, and word processing; experience building, evaluating, and refining workflows and other operational business processes.
- Strong systems thinker with exceptional organizational skills and attention to detail.
- Ability to contribute to a work environment that is welcoming to people from a diverse variety of backgrounds and experiences.

PREFERRED QUALIFICATIONS
- Knowledge of JavaScript, XSLT, and scripting languages such as Python, Ruby, PHP, or PowerShell.
- Familiarity with business intelligence software, such as Power BI and SQL Server Reporting Services (SSRS).
- Knowledge of JSON, SFTP, XML, APIs, web services, and systems integrations.
- Proficiency with relational databases and data integrations, manipulation, and management.
- Project management skills and capacity to manage complex and related business operations and processes.
- Experience supervising, leading, and motivating staff to achieve established goals and metrics.

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- Desire to utilize creativity and excitement for complex problem-solving.
- Innovative, resourceful, and capable of managing multiple competing priorities while maintaining a commitment to providing outstanding service at all times.
- Ability to build strong relationships and collaborate with individuals, departments, and organizations.
- Experience teaching, training, or supporting non-technical people in their use of technology resources.
- Inclination and ability to seek ways to improve policies, processes, and practices to reduce inefficiencies, achieve goals, and work through obstacles.
- Deep understanding of the critical role the effective use of data plays in supporting recruitment activities.