

TOMPKINS CORTLAND COMMUNITY COLLEGE

<u>POSITION TITLE</u> VP for Enrollment Management	<u>GRADE</u> Executive	<u>PAGE</u> 1 of 3
<u>ORGANIZATIONAL UNIT</u> President's Office	<u>REPORTS TO</u> President	<u>APPROVED BY</u> Board of Trustees January 19, 2023

SUMMARY

The Vice President of Enrollment Management is the College's chief enrollment professional who provides leadership, strategic thinking, and in-depth analysis for the College's enrollment planning and management. This person is expected to help reimagine and lead traditional enrollment functions in a modern 21st century context. This work will be driven by the development, implementation, evaluation, and continuous improvement of a comprehensive and vigorous strategic enrollment management plan. Leads and manages Admissions, Recruitment, Strategic Marketing, Media and Public Relations, Workforce Development and College Now program. In addition, this position collaborates closely with the Provost's Office on the Global Initiatives program to ensure that recruitment strategies maximize student outcomes and advance the goals of the College.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Provides leadership and oversight for all Enrollment Management activities, programs and personnel.
2. Ensures a robust, engaging, and dynamic recruitment program for residential and commuter students alike.
3. Identifies and harnesses market opportunities to sustain enrollment and provide workforce development for graduates with strategic partners in the community.
4. Researches to develop, execute, evaluate and continuously improve on a comprehensive communications and marketing plan that employs traditional and social media to reach intended audiences.
5. Creates a college brand for admissions, recruitment, workforce development, services for local and development partnerships and regional employers that drive enrollment, retention, etc.
6. Plans and provides supportive enrollment services that facilitates ease in the onboarding processes.
7. Provides strategic support and enrollment programs for the extension sites and additional locations.

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8. Sustains strong enrollment analytics function that leverages information and technology tools to provide predictive modeling, finds solutions to vexing recruitment and enrollment challenges.
9. Provides data to identify opportunities, monitor and track results, and recommend adjustments to advance the mission and goals of the college.
10. Ensures compliance with applicable Federal (e.g. FERPA), State and local laws, policies, and SUNY regulations, Board and College policies, including data as required in response to SUNY surveys, administrative reports for Workforce Development grants, etc.
11. Serves on the Executive Council, other various College committees, and respective councils, participates in such other institutional activities as planning and assessment, and performs other related tasks as assigned.
12. Collaborates actively with the senior leadership team to ensure effective and efficient service coordination.
13. Coordinates effective strategic planning and implementation as to how enrollment management’s future melds into the overall strategic plan of the College.
14. Provides leadership of the College Now program, which serves the needs of high school students and school districts, identifying opportunities for partnerships and services that generate enrollment growth, and support equity goals that align with the College’s mission.
15. The performance of this work is primarily in-person and on-site. Options for occasional remote work may be available with appropriate approvals.
16. Flexible hours required; some travel may be necessary.

SUPERVISION

Types Supervised (check each category):

- Classified Staff
- Administrative
- Faculty
- Adjunct faculty, students, etc.

Indicate number of direct reports in each category:

- _____ # of Classified Staff
- _____ # of Administrative
- _____ # of Faculty
- _____ # of Adj. faculty, students, etc.

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Indicate number of indirect reports in each
Category:

- _____ Classified Staff
- _____ Administrative
- _____ Faculty
- _____ Adjunct faculty, students, etc.

MINIMUM QUALIFICATIONS

A bachelor's degree with at least ten years of progressive responsibility in enrollment and management functions within an educational system. Knowledge of FERPA, TITLE IX and other regulatory guidelines applicable to this area of work. Experience working closely with Institutional Research and related data assessment and trend analysis. Demonstrated ability to be a collaborative leader. Ability to perform with a high degree of diplomacy, confidentiality and professionalism. Demonstrated success in supervising multiple components within a complex institution. A forward-thinking leader with a record of successful recruitment strategies, professional diligence, and creative problem solving. Ability to work successfully with diverse populations.

PREFERRED QUALIFICATIONS

Master's degree with at least seven years of progressive responsibility in enrollment and management functions within higher education, preferably in a community college setting.