

# BRUNSWICK COMMUNITY COLLEGE

## Job Description

**Job Title: Dean of Student Services & Enrollment Management**  
**Reports to: Senior Vice President, Vice President for Academic & Student Services**

FSLA: Non-Exempt  
Date: March 2015

**The incumbent in this position is expected to support the College in achieving its missions and goals. Student focus, college service, and a willingness to assist as needed are expected from all employees.**

### GENERAL FUNCTION:

This position leads the student services division of the general college. The incumbent assumes responsibility for the supervision and management of staff and the planning, design, and development of student services programs including enrollment management, recruitment, testing, admissions, registration, financial aid, academic and career counseling, student life, student discipline, disability support services, and student retention/success programs. The Dean of Student Services & Enrollment Management leads and directs activities related to comprehensive, college-wide enrollment programs, and facilitates the integration of student services and academic resources to support the campus Student Success agenda inherent in the College's mission, goals, and Core Values of Integrity, Community, Opportunity, Respect, and Excellence.

### ESSENTIAL DUTIES:

- Provides leadership within the division for all student services, financial aid, and enrollment management functions
- Creates an inspiring work environment that encourages positive staff morale, and identifies and supports professional development opportunities within the division
- Ensures compliance with State and Federal Statutes, e.g., FERPA, ADA, reports, etc., and SACSCOC areas of responsibility
- Identifies and implements a strategy to automate processes/workflows and eliminate redundancies within the division to provide ease and clarity in support of the "one stop" model of services for students.
- Collaborates with colleagues in Academic Affairs, Continuing Education/Economic and Workforce Development, and other offices within the College to foster a collegial and collaborative environment dedicated to providing efficiencies and excellent customer service
- Creates a comprehensive recruitment and communication plan with strategies to increase enrollment by targeting specific populations and audiences, collaborating with the marketing director, and presenting plans to accommodate the growth to senior administration of the College
- Proactively monitors student enrollment and utilizes various data sets to identify both recruitment and retention strategies and trends to make informed recommendations pivotal to the sustained growth of the College
- Works synergistically with faculty and staff to make informed recommendations to senior leadership regarding options for expansions in the offerings of the College in regards to programs of study and courses
- Oversees the certification of student enrollments and student completions and graduations. Oversee and provides for coordination with other academic units in the development and implementation of admission requirements and of the credit course schedule. Prepares, administers, and monitors federal, state, and institutional budgets
- Leads and/or participates in the development of the academic calendar
- Develops a comprehensive marketing portfolio to "brand" the division in a manner congruent with the "brand" of the College as defined by the director of marketing
- Executes plans to grow the options for student engagement on-campus, as well as the number of students actively participating in on-campus clubs, organizations, and campus events
- Investigates and establishes formal opportunities to support both the transfer of degrees and courses beyond the CAA and opportunities for reverse transfer to aid in program completion
- Hires, trains, and evaluates, as well as disciplines assigned employees
- Manages the College's operations, implementation, and maintenance of student information systems, to include Colleague and WebAdvisor/Portal
- Performs other duties as assigned by the Vice President of Academic and Student Affairs

### MINIMUM REQUIREMENTS:

- Master's degree in Education, Educational Administration, or other relevant program from a regionally accredited institution
- Possess demonstrated leadership skills and a minimum of five years of administrative experience
- Proven ability to effectively lead and supervise staff
- Demonstrates critical thinking skills, resourcefulness, and excellent communication skills, written and verbal
- Must have the ability and vocabulary required to communicate with all levels of staff, faculty, students, and the public in the performance of the job
- Possesses excellent computer skills and understanding of databases
- Understands data driven decision-making
- Demonstrates the College Values of Integrity, Community, Opportunity, Respect, and Excellence

## **PREFERRED REQUIREMENTS**

- Possess demonstrated leadership skills and a minimum of five years of administrative experience in Student Services
- Possesses excellent computer skills and understanding of databases: Colleague, Microsoft Office, InDesign

**SUPERVISORY RESPONSIBILITIES:** Division

## **OTHER RELEVANT KNOWLEDGE, SKILLS, AND ABILITIES**

- Knowledge and support of College policies and procedures

Salary range is determined by the candidate's education and experience. The position will remain open until filled and subject to budget availability. Evening hours are required. A completed and signed Brunswick Community College application, a letter stating your qualifications related to the position requirements, skills and abilities, transcripts, and resume are required. Applications may be found online at [www.brunswickcc.edu](http://www.brunswickcc.edu). Applicants should send all documents and inquiries to: Human Resources, Brunswick Community College, PO Box 30, Supply, NC, 28462. [humanresources@brunswickcc.edu](mailto:humanresources@brunswickcc.edu) Fax (910) 754-8229 Telephone: (910) 755-7300

**BCC is an Equal Opportunity Employer**