

Executive Director, Financial Aid & Scholarships
Bakersfield College
Kern Community College District
JOB DESCRIPTION

Definition

Under the direction of the Vice President of Student Affairs, the Executive Director of Financial Aid & Scholarships shall serve as the Financial Aid Administrator of Record for all purposes specified within federal and state regulations and guidelines. The Executive Director will be responsible for developing, implementing, and managing the multi-faceted student financial aid and scholarship programs at Bakersfield College; for ensuring accuracy, timeliness, completeness and compliance with regulations; maximizing the department's role in recruitment, retention, and student success; and for establishing and goals and activities and evaluating program outcomes for all programs supervises. The Executive Director will work closely and in collaboration with the College's Foundation to ensure the development, implementation, and effective utilization of funded scholarship programs in excess of \$1 million and will support the Foundation in its efforts to raise funds.

As an Executive Director, this position provides focused and strategic contributions to College and Districtwide business practices; manages operational areas of responsibility through a large staffing complement that includes lower-level management positions; and operating budget responsibilities in excess of \$1 million.

Examples of Duties

1. As the Chief Financial Aid Officer and lead administrator for the Office of Financial Aid, the Executive Director serves as the institutional point of contact for local, state and federal agencies on matters related to student financial aid, including awards/disbursements, reporting, and compliance. Additionally, the Executive Director of Financial Aid represents the College to external agencies, community agencies and industry partners related to the delivery and disbursement of student financial aid.
2. Oversees and administers all financial aid programs consisting of institutional, donor, federal, state, and local funds. Manage comprehensive sources of funds in excess of \$48 million.
3. Ensures the development and successful implementation of a scholarship program that supports the enrollment management objectives of the college by working with deans and department heads, various administrative departments and committees to optimize the enrollment impact of institutional and foundation scholarships.

4. Ensures effective utilization of funded scholarships and supports the Foundation in its efforts to raise funds; attends Foundation meetings; provides consultation and assistance in organizing and administering special events; and arranges for college officials to represent the institution at events where scholarships are presented.
5. Ensures the effective and efficient use of automated systems and technological solutions related to the management and delivery of financial aid and scholarship programs.
6. Serves as a key contributor to the accomplishment of institutional and districtwide enrollment management objectives through the implementation of effective financial aid strategies.
7. Assumes campus and district leadership for ensuring the fulfillment of diversity and access initiatives related to the Student-Centered Funding Formula, including the achievement of enrollment management and apportionment/funding targets.
8. Secures and manages the disbursement and reporting of donor-funded scholarships and institutional awards that support student recruitment, retention and success.
9. Assesses institutional needs of students and recommends new programs and/or revisions to existing programs to address students' financial needs.
10. Leads major institutional initiatives to support student recruitment, enrollment, and process improvement in financial aid systems.
11. Plays an integral role in the integration of Financial Aid strategies with institutional enrollment management strategies, including Guided Pathways and Completion Coaching teams.
12. Executive-level responsibilities for Districtwide leadership include:
 - a. Conduct monthly internal audits in accordance with generally accepted accounting principles, according the Federal Student Aid Audit Guide, and the Code of Federal Regulations.
 - b. Acts as liaison with auditors during audits and program reviews, Identifies potential areas of compliance vulnerability and risk.
 - c. Develop and implement corrective action plans for resolution of problematic issues, and provides general guidance on how to avoid or deal with similar situations in the future.
 - d. Serve as key point of contact for federal regulations and compliance regarding Title IV, Higher Education Act, and veterans services provisions; prepares for and responds to external and internal audits related to financial aid programs.

- e. Develop and enhance auditing instruments and recording methods to ensure that annual auditing requirements are met as directed by the California Chancellor's Office, federal and state auditors
 - f. Apply principles and practices of budget preparation and management
 - g. Actively participate in and support District-wide participatory governance components and activities and other collaborative processes.
 - h. Lead of Title IV drawdowns for federal accounts.
13. Participate as a member of student success teams along with other directors and deans. Ensure Financial Aid representation amongst other areas of the college and shares knowledge. Establish strategic goals for division. Serve as consultant on financial aid issues that impact faculty, staff, and students. Provide training and materials to College staff.
- a. Developed metrics and collaborate with IT in the use of analytics to assess the effectiveness of recruitment and enrollment efforts. (CampusLogic, Ocelot, Five9, Formstack, and IP QualityScore)
 - b. Serve as a leader in the planning, development, and implementation of Districtwide comprehensive enrollment strategies to establish Full-time Equivalent Students targets by incorporating state and federal funds. (CARES formula methodology and recovery grant process)
14. Review and evaluate assigned programs and services; recommend and implement approved plans and policies to facilitate and improve the operations and programs within areas of responsibility.
15. Lead and direct Financial Aid Office. Supervise in accordance with college policies and applicable laws including training, evaluation, reward and discipline, and address and resolve problems. Lead staff meetings, share information, and promote development of ideas for improvement of service and efficiency. Assist staff in developing professional goals and objectives. Encourage teamwork.
16. Monitor federal regulations and ensure compliance and oversight. Maintain liaison with federal, state, county, and other agencies to answer questions, resolve problems, provide data, and interpret and apply changes in rules and regulations concerning financial aid in Bakersfield's community.
17. Serve as destination point administrator (DPA) for federal electronic and online systems. Complete federal, state, and institutional reports, including applications for federal funding and reports of the expenditures of funds allocated, such as the FISAP.
18. Develop and generate statistical data and reports related to various programs supervised.

19. Assist in the design and assessment of institutional research focusing on student outcomes.
20. Provides institutional and districtwide leadership for the implementation of Management Information Services (MIS), including:
 - a) Perform periodic maintenance and servicing of Management Information Services (MIS) system to improve operational efficiency cost effectiveness to maximum federal and state funding (Student Success Funding Formula)
 - b) Conduct quality control analysis tests and inspections of processes to evaluate quality or performance on financial aid data outcomes with the Chancellor's Office.
 - c) Performs gap analysis to determine required changes to core systems of the organization; creates test scenarios; conducts testing efforts; designs and documents combined solutions; and supervises and delegates work to other IT staff members.
21. Maintain fund control records in accordance with funding level limitations.
22. Manage staff to provide insight and leadership regarding various functions of compliance review, communications, systems review, assessment, and the administration of complex budget structures and fiscal allocations.
23. Ensure compliance with all federal and state regulations, which impacts the administration of financial aid programs and mandates maintenance and reporting. Provide direction and clarification when regulations are unclear or appear to be in conflict between federal, state, and/or college policies.
 - a. Research and analyze issues and interpret state and federal regulations and legislation impacting assigned areas of responsibility. Example: (HEEFR) (some colleges HEERF is not assigned to financial aid ((no title IV responsibilities))
 - b. Act as a lead to changes in new regulations and reporting to that expands to other departments (Student Employment, Admissions and other Grant funding)
24. Responsible for filing and maintaining the Program Participation Agreement (PPA), FISAP and other reports required by governmental and other agencies, which impacts all Federal Title IV funding. Review yearly reference materials and implements revised procedures which impact the delivery of financial aid.
25. Develop and enhance policies and procedures to ensure compliance with applicable governing bodies related to financial aid and scholarships. Monitor and modify financial aid packaging in accordance with regulations. Set annual packaging

guidelines to be followed during the award year. Oversee the Satisfactory Academic Progress (SAP) and Return of Title IV funds processes.

26. Direct the budget of the Financial Aid Office. Work with the Business Services and Information Technology to ensure proper fund management and disbursement as well as accurate and timely exchange of information between school information systems. Coordinate internal reconciliation efforts and report to reviewing entities such as auditors, program reviewers, and accreditation teams
27. Serves as the lead administrator to ensure the overall quality of the department's service by developing, reviewing, and implementing policies and procedures to meet legal requirements and District needs
28. Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change

Qualifications

- Master's degree preferably in student affairs or higher education management or equivalent knowledge and skills
- Minimum of five years' supervisory experience in a Financial Aid Office
- Experience with an enterprise level student information system such as Banner
- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.

Knowledge and Abilities

Knowledge:

- Knowledge of pertinent state and federal laws, education codes, statutes, and regulations specifically related to assigned area.
- Knowledge of the mission, procedures, and operations of California Community Colleges.
- Knowledge of principles and practices of supervision, training, and evaluation.
- Knowledge of general accounting principles and procedures, budgeting and fiscal reporting.

Ability:

- Demonstrated leadership ability.
- Ability to work as part of a management team dedicated to collaboration and the college goal of integrating instruction and student services as a way to create and maintain a supportive student-learning environment.
- Ability to plan and organize work; to prioritize and schedule work; to train and provide

work direction to others.

- Ability to effectively communicate orally and in writing.
- Ability to manage comprehensive sources of funds.
- Ability to apply legal and policy provisions/regulations to various problems consistently and correctly.
- Ability to represent the college in a professional manner.
- Ability to demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees

Working Conditions

Environment: Office

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Seldom-Less than 25 percent = 1	Often – 51-75 percent = 3
Occasional 25-50 percent = 2	Very Frequent – 76 percent and above = 4

Ratings	Essential Physical Requirements
3	Ability to work at a desk, conference table or in meetings of various configurations.
1	Ability to stand for extended periods of time.
4	Ability to sit for extended periods of time.
4	Ability to see for purposes of reading printed matter.
4	Ability to hear and understand speech at normal levels.
3	Ability to communicate so others will be able to clearly understand a normal conversation.
1 or 2	Ability to lift 10 pounds.
1 or 2	Ability to carry 10 pounds.
4	Ability to operate office equipment.

Status/Rationale

This is an educational administrator position. This position has direct responsibility for formulating and implementing policy regarding the instructional and student services program of the Colleges and the District.

Signatures/Approval

(Employee's Signature)

(Date)

(Supervisor's Signature)

(Date)