

**Dean of Enrollment and Retention  
Cerro Coso Community College  
Kern Community College District  
JOB DESCRIPTION**

## **Definition**

Under the supervision of the Vice President of Student Services or assigned supervisor the Dean of Enrollment and Retention provides leadership to a comprehensive array of academic advising and educational services designed to facilitate and promote effective student learning, development, and success through the management of strong support services, programs, activities, and performance outcomes measures and supports to enhance a climate that promotes innovation and improved services to students to support student success. These include Admissions and Records, Financial Aid, Promise/Finish Line Programs, Basic Needs (Coyote Cupboard, CalFresh Outreach, Mental Health, Housing Support), Outreach and Student Activities and other enrollment and retention student success programs for the college.

The Dean is required to have collaborative and cooperative relationships with academic and student services departments to contribute to the efforts in educating, serving and retaining students from culturally diverse backgrounds including adult learners. The Dean of Enrollment and Retention provides general supervision of the operations of the area, along with coordination of activities and the evaluation of the management and staff in the area.

## **Examples of Duties**

1. Support the college's focus of improving lives through education, including providing a welcoming, safe, accessible and equitable educational and working experience for all students, staff and faculty.
2. Facilitate and support students' educational success through the provision of student-centered educational services as listed below. Plan, implement and evaluate short and long-range strategies, goals and objectives that contribute to continuous quality improvement in the following areas:
  - a. Enrollment management with a focus on optimizing the use of technology as a student guidance and success tool;
  - b. Maximizing the college performance on the Student-Centered Funding Formula;

## Examples of Duties (Continued)

- c. Admissions and Records, including registration, maximizing enrollment, outreach and enhancing the student intake experience
  - d. Veteran Service, including resource development, outreach, engagement and maximization of capacity as a Veteran Serving Institution
  - e. Financial Aids: with focus on efficiency, proactive approaches and maximizing students receiving all relevant awards;
  - f. Promise and Finish Line Programs: continuing to administer with a wrap-around cohort approach;
  - g. Coordinated communication plan throughout the recruitment and enrollment processes and strategically to support retention and persistence using a variety of communication streams;
  - h. Recruitment and Outreach, outreach activities, and open houses, in collaboration with on campus programs;
  - i. Student Ambassadors, including supervision and engagement in outreach and in-reach activities
  - j. Basic Needs: Coyote Cupboard/food resources, CalFresh Outreach, Mental Health, housing support, transportation resources;
  - k. Student activities: working with various offices on campus help to provide a baseline of student life/engagement activities;
  - l. Online student services and technological solutions that enhance communications with students, boost student recruitment and retention and support enrollment and student achievement outcomes;
  - m. Other enrollment, retention services and student success initiatives, particularly targeted for equity populations. These include high impact practices that are data informed.
3. Provide direct oversight and administrative leadership for the operations of specific programs such as, but not limited to, Admissions and Records, Financial Aid, Promise/Finish Line Programs, Basic Needs, Outreach and Student Activities and other enrollment and retention services, serve as the secondary Student Conduct Administrator.
4. Supervise and coordinate department planning and operations; fiscal and personnel management, including hiring and assignment of counselors and support staff; supervision, development and evaluation of all staff; development and management of budgets; etc. Develop, implement, and monitor the annual plans and budgets including establishing goals and activities and evaluating program outcomes for all programs supervised.
5. Review, assess and evaluate assigned programs and services; recommend and implement approved plans and policies to facilitate and improve outcomes, operations and programs within areas of responsibility. Develop and generate statistical data and reports and ensure data-centric decision making. Assist in the

design and assessment of institutional research focusing on student outcomes. Assess student needs and provide support services to respond to those needs.

6. Implement policies and ensure operations are aligned with the district and college mission, vision, values, and institutional goals, and objectives.
7. Work closely with faculty chairs, Student Services directors, deans, appropriate staff in support of enrollment management, retention and student success and engaging with partners; feeder high schools, four-year institutions, business industry and other community partners.
8. Coordinate the procurement and distribution of grant funds, prepare grant applications, budgets, and reports for local, state, and federal grant supported programs.
9. Develop and implement strategies to increase student access, enrollment and completion supporting the vision for success while focusing on completion and equity.
10. Oversee accurate and complete management information system (MIS) reporting for categorical programs.
11. Serve as an advocate for the use of technology to deliver services to students, while reserving human resources to provide personal assistance and developmental activities for students. Provides leadership to the college community with the implementation of the provisions of the Student Success Act as outlined above.
12. Help to support and assist faculty, staff and other administrators through guided pathways implementation and institutionalization.
13. Assist the Vice President of Student Services, to accomplish the mission and goals of the college, division, and related areas. Work closely to gather, interpret and present data on student enrollment, student progress, and student success indicators in order to enhance instructional effectiveness and support enrollment management efforts.
14. Work cooperatively and provide leadership as a member of Student Services and college management team consistent with the mission of the College and District and serve on college and district participatory governance committees to support the college and district mission.
15. This assignment may include evening and/or weekend work hours.
16. Perform other duties as assigned or required.

## Minimum Qualifications

- Master's degree from an accredited college/university, preferably in educational management, educational organization, educational leadership, or related field.
- Five years of full-time experience with progressively increasing responsibilities demonstrating integrative leadership in departments closely related to areas of Dean's responsibilities.
- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.
- Demonstrated leadership in developing and providing services for first generation, low-income and at-risk, and supporting student achievement for diverse populations of students.
- Experience with the implementation of and maintenance of administrative software related to areas of responsibility.

## Knowledge and Abilities

### Knowledge of:

- The mission of the California Community College; community college and student and instructional programs, regulations and policies; principles of employer employee relations; and principles in the administration of personnel services.
- Methods and techniques of leadership and management; principles and practices of program development and administration, including knowledge of budgeting; modern office procedures, methods, and equipment including computers and applicable software.
- State and Federal codes, statutes and regulations that govern California community college student developmental and instructional services (or their equivalents) including:
  - Pertinent sections of Title 5 of the California Code of Regulations pertaining to student developmental, curriculum and institutional services.
  - Pertinent sections of California Education Code.
  - Americans with Disabilities Act (ADA) compliance regulations.
  - California State Chancellor's Office (Systems Office) legal opinions and advisories.

- Federal regulations pertaining to the Family Educational Rights and Protection Act.
  - BANNER Student Module applications, CRM Recruit, Navigate.
  - Microsoft Office Word/Excel.
  - Board Policies and Administration Procedures.
- Principles of student development administration at the community college level; leadership and management principles and techniques.
  - Higher Education equity student services programs and processes to close the achievement gaps amongst disproportionately served students as well as the California Community College Vision 2022 goals.
  - Student enrollment, retention and success strategies
  - Principles of employer-employee relations
  - Computer operations/data processing systems.
  - Accounting, budgeting, and fiscal reporting.

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.
- Exercise group leadership skills, which emphasize collaboration, consensus building, conflict resolution, and problem solving in an environment of shared governance
- Lead and facilitate the practical use of computer and instructional technology to facilitate and support student services and staff productivity.
- Use effective written communication, including reporting and funding proposal reports, etc.
- Research, evaluate, and analyze data and prepare and present comprehensive, coherent, and effective oral and written reports.
- Effectively interact with persons of diverse socioeconomic and ethnic backgrounds.
- Apply legal and policy provisions to various problems consistently and correctly.
- Establish and maintain cooperative and helping working relations with students, staff and community agencies to meet the needs of students with disabilities.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals and program requirements.
- Plan and organize work and manage competing activities to meet established timelines and deadlines.

## 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.

## Signatures/Approval

\_\_\_\_\_  
(Employee's Signature)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Supervisor's Signature)

\_\_\_\_\_  
(Date)

R.8/22