

**Associate Vice Chancellor,  
Enrollment Management Officer  
District Office  
Kern Community College District  
JOB DESCRIPTION**

## **Definition**

The Associate Vice Chancellor, Enrollment Management Officer, reports directly to the Vice Chancellor, Educational Services, and provides overall leadership in the planning, organization, administration, evaluation, and implementation of a comprehensive enrollment management plan throughout the District.

## **Example of Duties**

1. Serve as a leader in the planning, development, and implementation of a Districtwide comprehensive enrollment management plan to establish Full-Time Equivalent Students (FTES) targets and FTES projections.
2. Collaborate with the Colleges Vice Presidents of Student Affairs, or designee, to ensure college outreach activities support the District's enrollment management and recruitment goals.
3. Provide leadership and support, to KCCD's colleges in implementing data driven strategies to increase enrollment for credit and non-credit students.
4. Develop and maintain student-focused enrollment processes that ensure students receive an integrated, efficient, and effective experience in alignment with KCCD's colleges core values.
5. Coordinate with College administrators to facilitate student recruitment, retention, and graduation successes, particularly for underrepresented student groups to achieve the goals of the Board.
6. Under the direction of the Vice Chancellor of Educational Services and Executive Director of Institutional Research and Reporting in areas such as districtwide research, district's data warehouse, academic calendars, and other related educational services.

7. Develop metrics and collaborate with IT in the use of analytics to assess the effectiveness of recruitment and enrollment efforts.
8. In collaboration with the colleges Marketing Departments, develop and implement marketing strategies, including social networking, to improve and maintain recruitment and to expand the potential market.
9. Oversee an enrollment management plan that demonstrates an understanding of the enrollment funnel in an effort to improve conversion and yield rates at the District colleges.
10. Provides leadership and direction to the districtwide Matriculation Workgroup, Enrollment Management Committee, District Early College Program, Express Enrollment Process, Directors of Admissions & Records and other enrollment related committees.
11. Serve as a liaison for the district colleges in building and maintaining external relationships with high school districts, community-based, faith-based, and non-profit organizations.
12. Designs and executes a staffing plan to meet requirements through selection, training, coaching, development, evaluation, and supervision of staff.
13. Research and analyze issues and interpret state and federal regulations and legislation impacting assigned areas of responsibility.
14. Prepare agenda items for the Board of Trustees, which relate to (a) general District policy recommendations and (b) enrollment management initiatives.
15. Initiative, plan, organize, and conduct meetings, seminars, and training programs relating to enrollment management initiatives.
16. Represent the District at public functions as appropriate.
17. Serve as a member of the Chancellor's Cabinet.
18. File annually with the Vice Chancellor, Educational Services, a report of activities for the year.
19. Supervise and direct assigned employees, including performance reviews.
20. Perform other duties as assigned by the Vice Chancellor, Educational Services.

## Qualifications

### Minimum:

- Master's Degree from an accredited college/university.
- Two years of progressively responsible management experience reasonably related to the administrative assignment.
- Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.

### Desired Qualifications:

- Demonstrated experience developing and implementing comprehensive enrollment initiatives.

## Knowledge and Abilities

### Knowledge of:

- Enrollment management strategies and plans in community colleges.
- Current practices/issues in enrollment management.
- Data collection and analysis to support successful student enrollments.
- Principles of management, supervision and training.
- Budget development and administration.
- Collaborative strategies for diverse groups/populations.
- Mission of comprehensive community colleges;

### Ability to:

- Interpret laws, rules, and regulations affecting community colleges; to formulate policies and procedures; to compile clear, accurate statistical reports and surveys; to communicate effectively both orally and in writing; to coordinate/facilitate meetings; and to establish and maintain effective working relationships.
- Provide leadership in the pursuit of achieving optimal institutional outcomes for student recruitment, retention, and graduation.
- Supervise, evaluate, and assist assigned personnel.
- Embrace and work effectively within a system of participatory governance in a multi-campus environment.
- Facilitate change in a productive and positive manner.
- Analyze institutional research, and use data to guide enrollment strategies.
- Effectively represent the District in the community.

## 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)

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Associate Vice Chancellor, Enrollment Management Officer / Educational Administrator / Grade L