

## POSITION DESCRIPTION

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**TITLE: Executive Director of Enrollment for Student Success - (Exempt)**

### **Collective Bargaining - Ineligible - Managerial**

**Definition** - The Board approved definition of a managerial employee is an employee who is engaged predominantly in executive and management functions of the College or who is designated with the responsibility of directing the implementation of management policies and practices and who customarily and regularly exercises discretion and independent judgment in directing the implementation of management policies and practices.

**This is a management position. The incumbent is accountable for supporting the mission, goals, and objectives of the College and is expected to administer the policies and procedures defined in the Employee Handbook as approved by the President and the Board of Trustees.**

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### **JOB SUMMARY:**

Reporting to the Vice President for Enrollment Management (VPEM), the Executive Director of Enrollment for Student Success will develop, implement, and oversee a comprehensive mission-informed and metric-based student success and retention program that is initiated when a student expresses their intention to enroll and through the enrollment lifecycle that delivers on institutional goals. The Executive Director will provide leadership for the Office of Student Success Services and further develop a student-centered data, assessment and goal driven culture. The Executive Director will work across the College engaging colleagues in Academic Affairs, Enrollment Management, Inclusive Diversity Equity Access and Accountability, Institutional Research, Student Affairs, and other areas in the collaborative development and execution of high-quality programming that contributes to increasing the retention, persistence, and graduation rate of all students with particular attention to reducing equity gaps. Additional responsibilities as assigned by the VPEM.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

*(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)*

- Responsible for following and applying the policies and procedures as defined in the Memorandum of Understanding (MOU) and/or the employee handbook.
- Works closely with the VPEM in the development of an enrollment ecosystem that leads to increased interest in the College by best-fit students supported by a highly regarded retention & student success program.
- Develops, implements, and oversees a strategic, comprehensive metric-based student success and retention program that delivers on the institutional goals.
- In partnership with the Associate Dean for Retention and Student Success, serves as the College's champion for increased retention, persistence and graduate rates of an increasingly diverse student body.
- Leads, manages, and assesses the Office of Student Success Services.

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- Develops and manages a data, assessment, and goal-driven culture in the work of the Office of Student Success Services.
- Collaborates with colleagues in Academic Affairs, Enrollment Management, Student Affairs, Inclusive Diversity, Equity, and Access, and Accountability and other areas in the development and execution of high-quality programming - initiated when the student expresses their intention to enroll - that contributes to increasing the retention, persistence, and graduation rate of all students.
- Collaborates with campus colleagues to ensure that College policies appropriately support the retention, persistence, and graduation of all students.
- Collaborates with campus offices such as Institutional Research and the Registrar in the development, implementation, and communication of retention and student success assessments and reports.
- Collaborates with College cohort programs, such as Athletics, the DeSousa-Brent Scholars Program, Sum primus, and other programs in support of their retention, persistence, and graduation rate goals.
- Oversees high-touch programming for undeclared students to ensure that students are well prepared to select a major in a timely manner in support of the College's retention, persistence, and graduation rate goals.
- As noted in partnership agreements, collaborates with the College's pipeline programs, such as College Bound, College Track, DC College Access Program (CAP), Dream.US and other programs, in support of student retention, persistence, and graduation rate goals.
- Chairs the New Student Experience Team which ensures that students are successfully onboarded from the moment they express their intent to enroll at the College until the start of the entry term through intentional and effective programming.
- Identifies opportunities to create, improve and implement innovative services that support student success.
- Serves on enrollment, retention-based and college-wide committees as required.
- Actively contributes to a positive office and work environment as a leader and as a team member.

#### **MINIMUM QUALIFICATIONS:**

- Education: Master's degree in a related field is required, Ph.D. preferred.
- Experience: Ten (10) or more years of experience in higher education administration with a proven track record of delivering positive results in program development and assessment.
- Demonstrate understanding of the metrics, milestones, and programs that lead to increased student retention, persistence and graduation.
- Demonstrated ability to lead, develop, manage and motivate teams to achieve set goals.
- Demonstrated ability to communicate effectively both verbally and in writing.

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- Demonstrated commitment to inclusion, diversity, equity and access.
- Strong attention to detail.
- Some evening and weekend hours are required.
- Ability to lift at least twenty-five (25) pounds.
- Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.