



Connecticut State  
Colleges & Universities

Connecticut State Community College  
Job Description  
Regional Director of Enrollment Services

Salary Level:  
CCP 21 (subject to Willis)

Date Approved/Revised:  
1/31/22

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**POSITION PURPOSE:**

The Regional Director of Enrollment Services is responsible for delivering a comprehensive, one-stop enrollment services experience to all students within a region of the Connecticut State Community College. The Regional Directors are also collectively responsible (along with the Manager of Enrollment Operations) for the development and execution of a strategic, comprehensive, communication plan for all students at the twelve locations of the Connecticut State Community College and executing the communication plan through use of a technology platform and other means.

The Regional Director of Enrollment Services provides leadership and collaborates with other Regional Directors to ensure consistency in executing the enrollment vision of Connecticut State Community College and plays a critical role in ensuring the delivery of high-quality collaborative enrollment plans and seamless onboarding support that meets the diverse needs of all students.

The Regional Director of Enrollment Services collects and analyzes data to establish benchmarks and leads continuous improvement efforts for statewide enrollment efforts as well as maintains compliance with FERPA and all applicable policies and laws.

**SUPERVISORY AND OTHER RELATIONSHIPS:**

This position reports directly to the Manager of Enrollment Operations. This position supervises the Campus Supervisors (Enrollment Management) within their region, and other administrative and/or clerical staff as needed.

The position is required to work collaboratively with other offices and services within Connecticut State Community College, and to develop enrollment goals, build and develop partnerships, relationships, and collaborations with all levels of stakeholders to facilitate and enhance the resources and services provided to students.

**EXAMPLES OF DUTIES:**

The following examples of duties illustrate the general range of tasks assigned to the position but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

- Delivers a comprehensive, one-stop enrollment services experience to credit students within their region of CT State Community College.
- Develops and executes a strategic communication plan for 12 campuses within Connecticut State Community College; serves as a functional lead for the communication portion of an advising technology platform for the College. Uses the delivered reports and dashboards to inform ongoing changes to institutional retention strategies.
- Leads teams to achieve optimum enrollment benchmarks and enrollment goals.

- Develops enrollment goals and benchmarks with the support of the Manager of Enrollment Operations and the Associate Vice President of Enrollment & Retention Services.
- Accountable for evaluating statistical performance daily, weekly, monthly, and making data-decisions to positively impact enrollment.
- Forms and leads workgroups/committees to support efforts aligned with enrollment goals.
- Partners with the Manager of Enrollment Operations to plan and oversee statewide enrollment events such as Enroll in a Day, Super Saturday, etc.
- Lead the region's commitment to high-touch customer service to create a welcoming environment; provide support to staff when dealing with difficult situations.
- Directly responsible for hiring, training, developing, scheduling and supervision of the One-Stop Enrollment Center staff on their campus.
- Provides on-going training and cross training for staff to ensure timely, thorough, and accurate processes.
- Manages the inquiries and complaints from students, administrators, faculty and staff that are escalated from the Campus Supervisors.
- Develops methods in improving staff efficiency through the development of processes and technology.
- Addresses gaps in processes and procedures through the creation of a corrective action plan; establishes timeline to implement the corrective action plan, including process improvements, professional development, and training for campus staff.
- Provides both on-site & remote support to campuses during the implementation of their corrective action plan; assesses impact of improvements on the student enrollment experience.
- In collaboration with the Campus Supervisors, oversees the maintenance of the college website, catalog, and program materials as they pertain to enrollment services.
- Partners with marketing staff to develop, periodically review, and revise materials and resources to promote student registration and retention
- Maintains compliance and adheres to institution, local, federal policies, regulations and laws.
- Supports compliance efforts (in areas such as FERPA, Veterans Affairs, Tuition Assistance, Title IV, Title IX, etc.) in the regional One Stop offices.
- Maintain a commitment to CSCC overarching goals including initiatives encouraging equity and diversity.
- Serves on committees as assigned. Represents CT State Community College interests at professional organizations at the state and national level.
- May involve occasional evening or weekend work, within contractual limitations.

### **PROFESSIONAL PARTICIPATION AND DEVELOPMENT**

In addition to the accountabilities listed above, the incumbent is required to carry out the essential duties of:

- Attendance and participation at convocation, commencement and honors ceremonies.
- Service on assigned committees and task forces.
- Attendance and participation at, committee, staff, informational, and professional meetings at the college and regional level.

### **QUALIFICATIONS:**

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.)

Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

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- Understands and utilizes Ellucian Banner, Ellucian CRM Advise, Degree Works, and/or similar software/databases, according to applicable practices and guidelines shared in training and documentation.

- Experience in using enrollment management, content management, and project management software.
- Experience developing and implementing enrollment strategies, establishing best practices, and setting enrollment goals and benchmarks for multiple campus and/or large organizations.
- Experience with data-driven decision making, identifying enrollment trends, strategic planning, and managing budgets
- Experience maintaining compliance with policies, laws and regulations set forth by higher education governing bodies, local and federal entities or grant requirements.
- Demonstrated ability to exercise group leadership skills, which emphasize collaboration, consensus building, conflict resolution, and problem solving.
- Demonstrated ability to develop and implement complex projects and programs in support of college objectives.
- Understanding of federal and state laws and regulations related to higher education.
- Experience working collaboratively across multiple departments, and leading cross-departmental projects, initiatives, or committees. Strong information and technology literacy skills.
- Experience in using enrollment management, content management, and project management software.
- Sensitivity to and ability to work with the diverse academic; socioeconomic, cultural and ethnic backgrounds of members of the College community, including those with disabilities.
- Understanding and working knowledge of Guided Pathways principles and best practices.

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Master's degree in education, counseling, student development, social work, enrollment management or a related field together with four to seven years of related experience that includes two to four years of supervisory experience; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position's essential duties.

**WORK ENVIRONMENT:**

The incumbent typically performs work in offices, conference rooms and in locations where groups of students, faculty and staff gather. The work does not, normally, involve any significant physical effort. The incumbent may travel to public sites to make presentations as well as travel to regional or central meetings and conferences. Reasonable accommodation will be made for incumbents and candidates with physical limitations.