Connecticut State Community College
Job Description
Director of Admissions Operations

Salary Level:	**Date Approved/Revised:**
CCP 21 (Subject to Willis)	**Revised 8/9/22**

POSITION PURPOSE:

Under the direction of the Associate Vice President of Recruitment, Admissions and Community Outreach, the Director of Admissions Operations is responsible for all facets of the admissions operations, benchmarking, and reporting for Connecticut State CCs twelve campuses including prospective student communications and application for Admissions processing. The Director of Admissions Operations serves as the functional lead for the Ellucian CRM Recruit application.

SUPERVISORY AND OTHER RELATIONSHIPS:

Reports to the Associate Vice President for Recruitment, Admissions, and Community Outreach. The position supervises a statewide unit of approximately 30 staff members to include associate and assistant directors, data reporting specialists, communication specialists, and admissions processing specialists.

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.

Admissions Operations

- Provide leadership and direction for all campuses regarding the core work of admissions operations
- Develops methods to improve staff efficiency through the development of processes and technology
- Primary decision maker for integration, design and functionality of the CRM system
- Performs routine outreach to keep external organizations, such as the College Board, NECHE, the Call Center, State Department of Education, k-12 partners, and internal CT State CC offices apprised of processes that impact their areas and the constituents they serve.
- Facilitates training and professional development for admissions, recruitment and enrollment staff
- Functional Lead & Liaison for Admissions Systems
    - Utilizes systems such as CRM Recruit, Banner, and Hyland OnBase Imaging Software to manage admissions operations
    - Leads the change management process, maintenance, testing, and sign off approvals for CRM routine system upgrades.
    - Liaison to the Banner Student Team and IT Staff regarding integration to system technology; including but not limited to Banner, Hyland On-Base and third-party vendors
    - Provides continuous training, documentation, and updates to system CRM users.
- Leads application and communication system process development based on data, forecasted needs, changing systems and feedback from internal and external stakeholders
- Leads the development of a system-wide calendar for application deadlines, admission processes, data integrity processes, and communication plans.
- Assigns workload tasks with regard to territory and caseload to be efficient and address the needs of community college applicants

Communication

- Administers the state-wide prospective student communication platform from the first point of contact through enrollment. Streamlines the application process by utilizing industry best practices for efficiency and accuracy.

- Collaborates with the marketing staff to develop and maintain print materials and webpages associated with admissions and enrollment processes,
- Strategic admissions lead and thought partner to support staff, faculty and external partners in developing communications and outreach campaigns managed via the CRM
- Measure and assess efficacy of various communication plans and student engagement for funnel conversion from applicant to admit and yield

Data Reporting & Analysis
- Runs and analyzes reports to support the improvement of onboarding and enrollment policies and practices, to include collaborations with system office stakeholders, campus faculty, staff and administrators.
- Collect data metrics regarding communication plans and student response rates to include email, text, and phone calls to identify future needs
- Develops reports for college leadership teams to set benchmarks and goals for various student populations.
- Designs new dashboard views and advance find reports in CRM Recruit to support the core functions of application processing, recruitment and student onboarding. Collaborates with Institutional Research to build and create new reports to support a statewide, 12 campus structure

Compliance
- Reviews and evaluates the EMSA Service Level Agreements (SLAs) for all campuses and ensures that admissions operations meets documented benchmarks.
- Maintains compliance and adheres to institution, local, federal policies, regulations and laws regarding admissions processes, software licensing agreements, FERPA, FCC, HIPAA, and Board policies
- Serves as the data domain owner for admissions on the Joint Council on Data Governance and other committees as assigned
- Coordination with other stakeholders to maintain compliance in accordance with grant requirements, MOUs and release of proprietary information regarding distribution of student data and communications

PROFESSIONAL PARTICIPATION AND DEVELOPMENT
In addition to the accountabilities listed above, the Director of Admissions Operations 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.

In addition, must be able to maintain strict confidentiality.

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:

- Outstanding organizational, communications, and interpersonal skills
- Managerial and leadership skills
- Strategic planning
- Budget development
- Knowledge of federal and state laws and regulations related to admissions and compliance required, including international admissions, enrollment, advising and transcript evaluation services and FERPA.
- Excellent technology skills required particularly with student systems, digital imaging, reporting and database management, the internet including web applications, social networks, communication management,
- Windows, MS Office, online registration services and others
- Experience developing publications and communication plans
- Experience working in higher education environment
- Ability to manage competing and changing institutional priorities

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Master's degree in education, student personnel development, enrollment management or related field together with four to seven years of related experience administering recruitment, and admissions programs 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 Director of Admissions Operations 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 Admissions Operations may travel to public sites to make presentations as well as travel to regional or central meetings and conferences.