



Connecticut State Community College
Job Description
Regional Director of Recruitment, Admissions & Community Outreach

Salary Level:
CCP 21 (Subject to Willis)

Date Approved/Revised:
12/6/21

POSITION PURPOSE:

The Regional Director of Recruitment, Admissions & Community Outreach is responsible for creating and executing a strategic recruitment and outreach vision for the office of Admissions. This is done through the creation of policy and procedures, planning and collaboration with the Associate Vice President of Recruitment, Admissions, & Community Outreach as well as other Admissions, Enrollment, Marketing and Academic Affairs leaders. The Regional Director of Recruitment will develop and implement recruitment and marketing strategies necessary to meet campus, regional and statewide enrollment goals. The Regional Director is responsible for a key state-wide segment of the admissions portfolio—traditional students, adult learners, and early college—in addition to regional responsibilities. The Regional Director of Recruitment, Admissions & Community Outreach plays a critical role in collaborating across regions and on-campus to ensure the delivery of high-quality collaborative recruitment plans and seamless onboarding support that meets the diverse needs of all students. The Regional Director of Recruitment, Admissions, & Community Outreach collects and analyzes data to establish benchmarks and leads continuous improvement efforts for statewide recruitment and enrollment efforts as well as maintains compliance with FERPA and all applicable policies and laws.

SUPERVISORY AND OTHER RELATIONSHIPS:

The Regional Director of Recruitment, Admissions & Outreach reports to the Associate Vice President of Recruitment, Admissions & Community Outreach. The position typically supervises a team of Admissions & Outreach Specialists to support recruitment activities and enrollment goals in each region.

The position is required to work collaboratively with other CSCC college offices and services and to develop recruitment goals, build and develop partnerships, relationships, and collaborations with all levels of stakeholders to facilitate and enhance the resources and services provided to students. The position is also responsible for developing and maintaining relationships within the community for the purpose of supporting recruitment and outreach.

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.

- Provide leadership and direction in strategic recruitment management for regional campuses
- Develop and carry out a strategic recruitment plan
- Lead teams to achieve optimum admissions benchmarks, recruitment, and enrollment goals
- Accountable for evaluating statistical performance daily, weekly, monthly, and making data-driven decisions to positively impact enrollment
- Develops recruitment goals and benchmarks with support from the Associate Vice President of Recruitment, Admissions, & Community Outreach
- Develops methods to improve staff efficiency through the development of processes and technology
- Facilitates training/professional development for admissions, enrollment, and recruitment staff
- Maintains compliance and adheres to institution, local, federal policies, regulations and laws

- Forms and leads workgroups/committees to support efforts aligned with recruitment and enrollment goals
- Develops recommendations and implements resulting policies related to the admission of various student populations
- Manages all aspects related to the recruitment of various student populations to include new, transfer, readmit, new, traditional age, adult learners, dual enrollment, culturally/ethnically diverse, and military/veterans
- Proactively and collaboratively work to establish processes that assist, guide, and counsel large volumes of individual prospective students in participating in recruitment and enrollment events, submitting and completing their application, understanding admission guidelines and criteria, gaining admission, earning applicable transfer credit, and moving through pre-enrollment and enrollment phases as smoothly and swiftly as possible
- Works alongside admissions leadership, advising, enrollment and other staff to attract prospective students and applicants by developing and implementing internal and external recruitment strategies, identifies applicant sources and develops attraction tools
- Plans, coordinates, and assesses recruitment functions and programs
- Collects and analyzes data to establish benchmarks and lead continuous improvement efforts for statewide recruitment and enrollment efforts
- Create innovative recruitment events and programs of all sizes to attract and engage various student populations
- Guides, structures, and participates in on and off campus recruitment, including high school recruitment, pre-enrollment admissions counseling services, representation at college, community and career fairs, public and private and homeschool events, development of open houses, information sessions, and corporate education fairs

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.

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:

- Understands and utilizes Ellucian Banner, Ellucian CRM Recruit, Sales Force Marketing Cloud, and/or similar software/databases, according to applicable practices and guidelines shared in training and documentation
- Experience developing and implementing recruitment strategies, establishing best practices, and setting enrollment goals and benchmarks for multiple campus and/or large organizations
- Experience maintaining compliance with policies, laws and regulations set forth by higher education governing bodies, local and federal entities or grant requirements.
- Experience working collaboratively across multiple departments, academic affairs and maintaining/developing partnerships with external stakeholders
- Experience leading cross-departmental projects, initiatives or committees
- Experience serving as a project manager and leading process changes across multiple campuses or large-scale organizations
- Experience with data-driven decision making, identifying enrollment trends, strategic planning, and managing budgets

- Experience with programs and strategies to support equitable outcomes for students from first-generation, low-income, non-traditional, minoritized, and marginalized communities.
- Familiarity with the community college environment and its student population
- Experience leading teams in the area of recruitment and delivering high quality customer service
- Understanding and working knowledge of Guided Pathways principles and best practices
- Understanding of federal and state laws and regulations related to higher education preferred and maintaining compliance w
- Experience partnering with public and private high schools, adult education programs, higher education institutions, related outside agencies and organizations preferred

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 an appropriately 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.