



POSITION DESCRIPTION

Department:	Strategic Enrollment Management
Classification Title:	Administrator III
Working Title:	Associate Vice President for Strategic Enrollment Management
FLSA Status:	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt
Incumbent:	

Position Summary

Reporting to the Vice President for Strategic Enrollment Management (VP for SEM), the Associate Vice President for Strategic Enrollment Management leverages in-depth knowledge and experience of business and campus operations to lead a collaborative team dedicated to institutional support for enrollment management and decision making across the division. This individual will work collaboratively with the unit leaders of the Strategic Enrollment Management division to help facilitate efficiencies throughout the division. The Associate Vice President for Strategic Enrollment Management helps to establish and evaluate progress on key goals; works collaboratively with the colleges, faculty and staff to ensure program integrity and quality; and develops solutions for Enrollment Management challenges. The incumbent serves as a member of the Vice President’s leadership team, assuming leadership on planning and implementation of projects that suit university and divisional needs through administrative planning, strategic business agreements, technology implementations, collaborations across the campus and Division and adjusting to shifting priorities.

The Associate Vice President for Strategic Enrollment Management is responsible for the strategic execution of a broad and complex set of assignments, coordinates special reports and provides leadership, strategic oversight and support to the overall enrollment management process. The incumbent leads and contributes to strategic conversations and efforts, and assists in planning, development, and oversight of the division’s strategic plans. The incumbent acts independently within functional and organizational guidelines and interprets University policy. They consult with executive management and administrators on management of critical and sensitive matters.

Duties and Responsibilities

The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

Essential Job Functions	Daily	90%
1. Lead the SEM division in innovation and execution of significant program change management. Liaise with VP for SEM to make decisions and recommendations regarding operational needs and strategic initiatives. Review regulatory information (California Code of Regulations and CSU Policy) and documents as necessary, bring sensitive matters forward, and make recommendations to the VP in order to successfully navigate complex problems.		
2. Develop and monitor the divisions strategy to ensure the division and campus strategies are aligned with the evolving competitive environment and risk appetite; provide a diverse range of strategic advice, execution, analytical, coordination and communications to campus and system-wide leaders across the CSU.		
3. Responsible for driving execution of progressive, creative and innovative solutions to enhance the efficiency and effectiveness of SEM cross functional teams. Monitor project status and deliver communications to project members and stakeholders on progress,		

issues, and risks including regular status updates; provide continuous communications to impacted teams.

4. Represent the VP in internal and external meetings, including forums and special interest groups with the responsibility of representing the division's strategic initiatives, clearly communicating the vision and building effective working partnerships to enhance the effectiveness of SEM programs.
5. Research, analyze, and independently prepare confidential and sensitive materials including routine memos/letters, complex reports, and other special projects.
6. Closely monitor data trends relevant to enrollment management and participate in meaningful exchange of ideas and information with other institutions to improve and expand enrollment management efforts at Cal Poly.
7. Evaluate effectiveness of Educational Communication plans and deliverables for all groups to develop and implement program improvements.
8. Evaluate opportunities for streamlining toolsets utilized throughout the division.
9. Institute continuous improvement processes and critically analyze business processes; recommend, innovate and execute by driving plans for business process reengineering. Reimagine the operational experience of the student body.
10. Review, interpret, create, modify, and implement enrollment management policies and procedures, ensuring that standards of good, ethical, and legal practices are in place.
11. Collaborate to ensure effective implementation and development of information management systems, administrative process and procedures development, customer service, enrollment related research and support and enrollment management policy analysis.

Related Job Functions

As Needed

10%

1. Perform other job-related duties and special projects as assigned.
2. Maintain currency in the knowledge and skills necessary to facilitate industry-leading solutions.

Required Education, Experience, and Credentials

Education and Experience:

- Master's degree in business administration, educational leadership, public policy, or related field and eight years of experience in higher education, business operations, project management, or a related field. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Licenses, Certificates, Credentials:

- N/A

Required Skills, Knowledge, and Abilities

1. Demonstrated experience managing operations, gaining efficiencies, completing projects, and/or helping constituents work together successfully.
2. Demonstrated customer service experience requiring a very high level of diplomacy and professionalism.
3. Knowledge of or experience utilizing a customer relationship management system.
4. Demonstrated leadership in advancing organizational goals and objectives. Experience shaping strategic vision and planning processes.
5. Experience in impacting efficiency gains and enhancing organizational productivity.
6. Strong interpersonal skills and ability to establish and maintain effective working relationships with a diverse group of constituencies, both on and off campus, and use tact in working with these groups to balance competing interests.
7. Demonstrated ability to exercise discretion and tact and to maintain confidentiality.

8. Ability to use tact and diplomacy to effectively handle a broad range of high level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.
9. Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the University with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.
10. Excellent communication skills; ability to effectively communicate information in a clear and understandable manner, both verbally and in writing.
11. Thorough knowledge of English grammar, spelling and punctuation.
12. Ability to develop, interpret, communicate and apply policies and procedures.
13. Demonstrated ability to maintain a high degree of confidentiality.
14. Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines. The ability to successfully lead and influence change through ambiguity and complexity.
15. Excellent computer skills and proficiency with a variety of computer applications including word-processing, spreadsheets, databases, on-line systems, Internet as well as online calendaring and email.
16. Working knowledge of or ability to quickly learn University infrastructure, policies and procedures.

Preferred Skills and Experience

- Demonstrated skills in an institutional/educational environment or related field utilizing a customer-oriented and service-centered attitude.

Special Conditions

- Must be willing to travel and attend training programs off-site for occasional professional development.
- Must be able to work overtime, occasional holidays, and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- Must be able to successfully pass a pre-employment background/fingerprint check.
- This position is a "designated position" in the California State University's Conflict of Interest Code. The successful candidate accepting this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.
- Full-time MPP employees are required to disclose outside employment at time of hire or within 30 days of taking additional outside employment subsequent to time of hire.
- This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).

INCUMBENT: I have read this position description and understand its contents.

INCUMBENT NAME	SIGNATURE	DATE
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SUPERVISOR: I certify that all statements on this form are complete and accurate.

IMMEDIATE SUPERVISOR NAME AND TITLE	SIGNATURE	DATE
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DEPARTMENT HEAD: I certify that all statements on this form are complete and accurate.

DEPARTMENT HEAD NAME AND TITLE	SIGNATURE	DATE
HUMAN RESOURCES USE ONLY		
Employee ID#: _____	REQUEST FOR:	CLASSIFICATION INFORMATION
Position Number: _____	<input type="checkbox"/> Update Review for File	Classification Title: Admin III
FTE: _____	<input type="checkbox"/> Classification Review	Class Code/Range: 3306/1
<input type="checkbox"/> Permanent	<input type="checkbox"/> New Position Recruitment	CBID: M80
<input type="checkbox"/> Temporary	<input type="checkbox"/> Replacement Recruitment	MPP Job Code: R 01 1
<input type="checkbox"/> COI Position		Classifier Initials: LD
Recruitment Number: _____		Date: 8/19/24