



A. POSITION DATA

Incumbent: Vacant/Recruitment EmplID: _____ Date: _____
 Working Title: Director of Admissions Reports To Title: AVP Enrollment Management Services
 (Appropriate Administrator)
 Department: Office of Admissions
 Division: Student Affairs College (if applicable): Enrollment Management Services
 Reason:
 Vacant Position Revision Performance Evaluation New Hire
 Is this a new position? No

Classification Title: Administrator III Job Code: 3306 Identifier - M80
 Position Number: 00001275 Level/Range/Grade: 1
 Pay Plan: 10/12 month 11/12 month 12/12 month Time Base: 1.00 Check box if Intermittent

B. POSITION PURPOSE

Under the general direction of the AVP of Enrollment Management Services, the Interim Director of Admissions supervises the Office of Admissions, provides strategic leadership; plans, coordinates, communicates, and evaluates all aspects of on- and off-campus recruitment, including outreach to high schools and community colleges; oversees marketing and strategic communications to position CSU, Chico as a top-choice university; and ensures effective admission application processing to contribute to the recruitment and enrollment of academically qualified and culturally, ethnically, economically, geographically, and socially diverse students.

SPECIAL REQUIREMENTS/DESIGNATIONS OF POSITION:

California State University, Chico, in accordance with CSU policy, requires that the successful candidate complete a background check (including a criminal records check, sexual offender registry check, and/or fingerprinting) prior to assuming this position. Failure to satisfactorily complete or pass the background check may impact the job offer or continued employment of current CSU employees who apply for posted positions identified as sensitive. This position is considered a sensitive position based on CSU guidelines. Incumbent is responsible for the safety and security of Level 1 data, sometimes also referred to as Level 1 protected data. This is confidential information that is in most cases protected by statutes, regulations, or other legal mandates.

The person holding this position is considered a "Limited 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 (revised July 21, 2017) as a condition of employment.

The duties of this position will include participation in a decision that may have a material/financial benefit to the incumbent. Therefore, this is a "designated position" under the California State University's Conflict of Interest Code and the incumbent will be required to file a Form 700: Statement of Economic Interest and is subject to the regulations of the Fair Political Practices Commission. (Designated Group & Category - Admissions - Director (all levels), 2)

This position is a Higher Education Employer-Employee Relations Act (HEERA) designated managerial position and comes under the Management Personnel Plan (MPP) of the California State University. Individuals appointed to management positions serve at the pleasure of the President or designee. They are excluded from the collective bargaining process, are not subject to probationary service, and do not receive tenure or permanent status. This position is exempt from the overtime provisions of the Fair Labor Standards Act (FLSA).

Throughout employment in this position incumbent must maintain a valid California Driver's License as well as continued completion and compliance of the CSU Defensive Driver's Training course.

C. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

NOTE: This Position Description is intended to give an overview of the essential job functions, the general supplemental functions, and the essential requirements for the performance of this job. It is not an exhaustive list of all duties and responsibilities of this position. Other functions may be assigned as deemed necessary.

Does this position have Supervisory Responsibility? Yes _____

List of Functional Category with Responsibilities:	% of Time	Priority Weight
<p>ADMINISTRATION and OVERSIGHT OF ADMISSIONS DEPARTMENT (2):</p> <ul style="list-style-type: none"> * Serve as the University's lead person on all matters related to the admission profession. * Develop, manage, and implement a strategic plan for the annual recruitment of undergraduate students to meet University enrollment goals, including: <ul style="list-style-type: none"> ** Print and electronic communications, ** Prospect development, ** Web, E-communications, and customer relations management programs, ** Promotional, travel, and event strategies, including campus tours, large-scale campus visitation programs, and other outreach activities, ** Partnerships and collaborative relationships with regional and state organizations, high schools and community colleges, and institutions to optimize CSU, Chico's market position in Northern California and the CSU system, ** Undergraduate domestic admission application processing. * Prepare, monitor, execute, and evaluate goals and objectives for the Office of Admissions. * Oversee a customer-service focused program that assists students and their families from culturally, socially, and economically diverse backgrounds. * Provide timely, accurate, and comprehensive services to students and the campus community throughout the recruitment and admission process. * Oversee annual operating budget of approximately \$1.2 million dollars, implementing priorities within allocated budget. * Collect and analyze data to inform and direct recruiting, admission, and enrollment activities, and to evaluate the accomplishment of immediate and long-term enrollment objectives. * Work effectively with the AVP for Enrollment Management Services, the division of Student Affairs, the division of Academic Affairs, and many cross-campus partners to develop strategies for marketing, outreach, and new student enrollment. * Ensure compliance with all federal, state, and University regulations, including Title 5 of the California Administrative Code and the California State University system. 	50%	
<p>SUPERVISION:</p> <ul style="list-style-type: none"> * Oversee approximately 25 staff members (of various classifications) in accordance with bargaining contracts. * Oversee the work of 25-35 student staff. * Directly supervise the work of one associate director, one assistant director, a campus experience Coordinator, a CRM coordinator, and an office coordinator. * Monitor and evaluate the supervisory performance and duties of the management team and office coordinator. * Mentor staff and provide growth and development opportunities. * Act as mediator when conflict arises. * Schedule and assign work. * Provide or delegate training and orientation. * Ensure that policies and directions are interpreted, communicated, and implemented into daily activities within the unit. * Monitor and provide timely and effective feedback. * Conduct performance evaluations. * Counsel employees, initiate corrective action, or discipline employees if needed. 	20%	
<p>STRATEGIC COMMUNICATIONS MANAGEMENT:</p> <ul style="list-style-type: none"> * Oversees the development of recruitment and marketing materials, social media support, and data collection. These tactics contribute directly to the development of annual communication plans to guide prospective students through all part of the Admissions funnel. * Develops marketing and communication budgets and plays a lead role in the bidding and purchasing of third-party marketing products. Ensures appropriate expenditure controls and 	15%	

List of Functional Category with Responsibilities:

% of
Time Priority
 Weight

compliance to University and state policies as it relates to related financial efforts and contracts.

TECHNOLOGY:

- * Provide management oversight for the effective application of technology and the development, enhancement, and maintenance of the admissions module within an integrated PeopleSoft/CMS database; Perceptive Content document management system; and the CSU Cal State Apply online admissions application.
- * Oversee development, enhancement, and maintenance of the Constituent Relationship Management (CRM) electronic recruitment and communication platform, and other e-recruitment and cross-media recruitment tools.
- * Identify and facilitate technology projects and improved business processes to enhance efficiency and delivery of service.

10%	
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COORDINATION OF ACTIVITIES EXTERNAL TO THE DEPARTMENT:

- * Participate in sponsored events throughout California.
- * Work closely with the campus community for the purpose of building effective relationships and communicating the strategies and actions of the Office of Admissions.
- * Serve on advisory committees external to the University, service and advisory committees internal to the University, and maintain professional affiliations.
- * Attend federal, state, and professional admissions information and training conferences.
- * Monitor the state, regional, and national environments, apprising senior management of potential changes that may impact the University.

5%	
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Total should equal 100% Time and 100 Weight	Total	100%	0
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D. MANAGEMENT STANDARDS AND EXPECTATIONS

As a member of the management team, you are expected to meet the following standards:

1. Represents the University promoting a positive public image.
2. Acknowledges, respects, and values each individual.
3. Applies the highest standard of excellence to the delivery of service to our customers and community.
4. Demonstrates an open, participatory, team-oriented style; working cooperatively toward the achievement of your department's mission and goals; and demonstrating flexibility and adaptability regarding changes.
5. Keeps commitments. Notifies supervisor if a deadline cannot be met by describing what measures can be taken to correct the situation.
6. Demonstrates expertise and judgment. Develops, recommends and implements techniques and practices to improve your area of responsibility ensuring optimum performance. Keeps abreast of current trends and practices in the field. Solicits feedback to ensure quality service and efficiency or identify areas for improvement.
7. Educates staff about changes related to policy, services and expectations.
8. Ensures compliance with local, state and federal laws, and CSU and CSU, Chico's policies and guidelines to establish and implement appropriate procedures.
9. Is fiscally responsible with the organization's equipment, property and funds. Authorizes expenditures within the parameters of budget authorization.
10. Adheres to the highest level of professionalism by demonstrating honesty, integrity and reliability. Encourages others to act in this professional manner.
11. Demonstrates the ability to effectively establish and maintain cooperative working relationships with a diverse multicultural environment.

Additional Standards and Expectations

N/A

E. QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position requires the ability to effectively establish and maintain cooperative working relationships within a diverse multicultural environment.

1. Demonstrated Knowledge, Skills and Abilities

Must have the knowledge, skills and abilities to perform the responsibilities of this position as stated in the sections for Essential Functions and Responsibilities, Work Lead Responsibilities (if applicable) and General Guidelines and Expectations.

KNOWLEDGE:

Incumbent must possess:

* Comprehensive knowledge of:

- ** Effective supervisory practices and techniques, employee-employer relationships, and the management of a unit.
- ** University infrastructure, policies, and procedures.

* Thorough knowledge of:

- ** Procedures and practices to develop and implement recruitment plans.
- ** Statistical analysis, current research, marketing, and recruitment trends.
- ** Organizational development and administrative, personnel, and fiscal management.

* Demonstrated knowledge of information and communication technologies in admission management.

SKILLS:

Incumbent must possess:

- * Evidence of a strong personal commitment to diversity.
- * Effective leadership and motivational skills.
- * Excellent verbal, written, and public speaking skills.
- * Excellent data analysis skills.
- * Strong interpersonal, planning, and organizational skills.
- * Advanced analytical, problem solving, and critical thinking skills within a complex work environment, and a strong commitment to equal opportunity.
- * Independent judgment and critical decision-making skills.

ABILITIES:

Incumbent must have the ability to:

- * Manage a large, complex budget.
- * Organize resources, especially staff, to meet program goals.
- * Establish and maintain cooperative working relationships with a diverse population of faculty, staff, and others, including students from all backgrounds representing various attitudes and value systems.
- * Work in a collaborative and collegial manner, and function cooperatively and productively as a member of a unit.
- * Develop and maintain relationships with the appropriate officials at high schools, other state colleges and universities, the Chancellor's Office, and the State of California.
- * Envision needed changes and improvements in programs area.
- * Define, review, and implement different or creative solutions to unusual or complex problems.
- * Adapt to the dynamics of organizational, procedural and policy changes.
- * Adjust to change (e.g., work environment and technology).
- * Use standard office equipment (e.g., computers, copiers, printers, phones) and standard office software packages (e.g., Microsoft Office Suite, PeopleSoft, Cal State Apply, CRM, Perceptive Content, CRA, Insight, ASSIST, and UC Doorways).
- * Work with forms of electronic recruitment, including web-based, e-mail, CRM, and social media systems.
- * Perform assigned duties.

2. Education and/or Experience

Requires a bachelor's degree from an accredited institution and a minimum of five years of progressively responsible experience in the management of an admission office or equivalent setting and five years of progressively responsible supervisory and/or managerial experience.

OR

Master's degree and a minimum of three years of experience as noted above.

F. PHYSICAL REQUIREMENTS

The physical requirements described are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Incumbent/applicant will need to be able to perform the essential job functions (duties) of this position with or without reasonable accommodation. This position is required to remain in a stationary position operating a personal computer for long periods of time; is also required at times to frequently move about inside the office. Some responsibilities, such as providing presentations to prospective students and other groups, requires the ability to stand for hours at a time, and be required to answer questions in noisy environments, often without the assistance of microphones or other devices. Presentations may be in front of groups of hundreds. Presentation set-up requires the ability to move and transport boxes of recruitment materials weighing up to 35 pounds. During heavy recruitment periods, this may occur multiple times throughout the day. Must be able to travel across campus and to other locations for meetings and events, including instances where daily, overnight and/or weekend travel is required. Also refer to the Physical Requirements & Work Environment form regarding this position.

G. WORK ENVIRONMENT

Work is normally performed in a typical office environment operating standard office equipment. Some responsibilities, such as presentations and orientation sessions will be performed at indoor and outdoor venues. These locations, and travel to them, may include even and uneven walking surfaces, exposure to weather such as summer heat, changes in temperature, humidity or precipitation for several hours each day. Also refer to the Physical Requirements & Work Environment form regarding this position.

H. PREFERENCES - This section is for recruitment purposes only

Please indicate what special skills, education or knowledge are preferred.

I. ADDITIONAL RECRUITMENT INFORMATION - This section is for recruitment purposes only

APPROVAL

In Order of Approval

Incumbent: _____ Date: _____

Appropriate Administrator: _____ Date: _____

Vice President (or Designee): _____ Date: _____

Classification/Compensation: _____ Date: _____