



Supported by Administrative Council: December 12, 2012

Approved by Dr. Robert Glenn: December 12, 2012

Reviewed: March 8, 2017

Revised: February 28, 2018

Revised: May 20, 2019

Revised: April 1, 2022

## **JOB DESCRIPTION: ASSISTANT VP FOR ENROLLMENT MANAGEMENT**

The Assistant Vice President for Enrollment Management reports directly to the Vice President for Enrollment and Student Support Services and provides leadership and oversight for the systematic development, implementation, and management of activities and systems related to Recruiting, Admissions, Student Records, Advising and Financial Aid in support of the enrollment goals of the University. The Assistant Vice President for Enrollment will build relationships with a broad range of college leaders to create, implement and positively influence student enrollment and retention. Reflecting the University's commitment to the community and State of Alabama, the Assistant Vice President will play an important role in shepherding positive relationships within the community to enhance Athens State's appeal to qualified students.

### **STRATEGIC**

#### **The Assistant Vice President for Enrollment Management shall:**

- Demonstrate an understanding and in-depth knowledge of local and regional market trends and demographics.
- Lead the enrollment team in identifying internal strengths and weaknesses and external challenges and opportunities.
- Develop, implement, and articulate a strategic enrollment plan that includes best practice and innovative initiatives to ensure optimum levels of enrollment growth across each of the college's academic programs and disciplines. The plan should acknowledge:
  - Athens State is an upper-division and graduate university.
  - The large proportion of online and adult students.
  - The need for pathways from Community Colleges and dual enrollment high schools.



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- The role of pricing strategies and financial aid leveraging; the impact of pricing on diverse populations; and the effective balance of merit and financial assistance for attracting and retaining students.
- Build and develop an organizational culture that promotes thoughtful analysis, nimble action, and use of data in evaluation and decision-making.
- Contribute to the realization of the major initiatives outlined in the college's strategic plan.

## MANAGERIAL

### **The Assistant Vice President for Enrollment Management shall:**

- Articulate the value of an Athens education to students and families.
- Provide inspirational and motivational leadership for the enrollment team, fostering their knowledge of the profession and use of best practices, as well as their commitment to customer service and depth of knowledge regarding the opportunities within the college's programs and departments.
- Provide operational management for admission, supervising all aspects of the recruitment funnel and recruitment pipelines including development of the prospect and inquiry pools, the on-campus tour experience for prospective students and parents, conversion and application processing, and review and yield activities.
- Oversee the responsibility of the office of financial aid for serving both current and prospective students, while maintaining critical compliance with federal and state funding sources.
- Provide operational management for all aspects of Student Records including security, accuracy, and compliance with state and federal regulations.
- Provide operational management for student advising maintaining best practice student service for persistence and degree completion.



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## **OPERATIONAL**

### **The Assistant Vice President for Enrollment Management shall:**

- Demonstrate flexibility and adaptability to changing work scope and tasks based on need.
- Actively work towards building cooperative and collaborative relationships with peers and internal faculty and staff.
- Maintain “open door” to internal and external customers.
- Identify opportunities for improvements to work practices and offers viable solutions for implementation.
- Advanced understanding of modern student recruitment and marketing strategies.
- Analytical skill in understanding financial aid, the discount rate, net tuition revenue, and compliance in aid distribution in relation to the institutional budget.
- Ability to interpret and analyze data, with aptitude for illustrating its meaning and talent for identifying and articulating actionable opportunities.
- Complete other tasks as assigned.
- Work collaboratively with Marketing and Inclusion to build a creative, comprehensive and inviting suite of electronic and print admission materials to enhance the successful recruitment of transfers, especially students from diverse populations, and oversee the construction of an on-campus electronic communication funnel to prospective students and their parents.
- Identify opportunities to develop, refine and deploy a variety of recruitment and promotional events on and off campus, including enhancing the on campus visit experience to meet the needs of individual students and their families from diverse backgrounds and populations.
- Build partnerships with members of the college community, outside stakeholders including alumni, Athens State parents, and businesses to structure and execute college-wide recruitment, enrollment, and retention efforts.



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## **OTHER**

### **The Assistant Vice President for Enrollment Management shall:**

- Serve as the Title IX Deputy Coordinator for student complaints.