



Supported by Administrative Council: 12-12-12
Approved by Dr. Bob Glenn: 12-12-12
Reviewed: March 8, 2017
Revised: May 20, 2019
Revised: April 1, 2022

**JOB DESCRIPTION: VICE PRESIDENT FOR
ENROLLMENT AND STUDENT SUPPORT SERVICES**

Reporting to the President, the Vice President for Enrollment and Student Support Services is the senior administrator of the Enrollment and Student Services division, assisting the President and Board of Trustees in the design of the University's mission, values and strategic goals; building strong operational relationships; providing managerial oversight of the division and ensuring division operations provide optimized solutions to meet the goals of the University.

STRATEGIC

The Vice President for Enrollment and Student Support Services shall:

- Develop the University's Enrollment Management Plan to build enrollment through impactful and innovative use of resources in support of the University's strategic plan.
- Provide comprehensive oversight for planning and implementation of goals, objectives and strategies related to each office in the Enrollment and Student Services Division, as well as insuring those goals, objectives and strategies are reflective of the vision, mission, and strategic plan of the University.
- Maintain awareness of the Higher Education landscape, competitors, expansion opportunities, customers, markets, and new industry developments and standards utilizing state, regional and national data to analyze, evaluate, and align annual strategic and targeted enrollment needs with predictive enrollment trends.

MANAGERIAL

The Vice President for Enrollment and Student Support Services shall:

- provide leadership, supervision and guidance to the Enrollment Management Team including the Assistant Vice President for Enrollment Management; Director of Admissions; Director of Financial Aid; Director of the Student Success



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Center; Registrar; Director of Career Development, Director of Student Engagement; and the Director of Student Inclusion Initiatives.

- provide budgetary oversight for all offices in the Enrollment and Student Services division assisting in identifying ways to increase revenue and decrease costs.

OPERATIONAL

The Vice President for Enrollment and Student Support Services shall:

- provide oversight for the implementation and management of the Enrollment Management Plan, including assessments and corrections as needed based on recruitment cycle results.
- provide leadership and oversight of Student Recruitment strategies and efforts to ensure recruitment goals, policies, practices and actions produce successful student recruitment results, consistent with Athens State's mission, the University's strategic plan and the Enrollment Management Plan.
- work closely with the Vice President for University Advancement in the development of the marketing efforts.
- work closely with the Vice President for Academic Affairs/Provost in the coordination of student academic issues.
- work closely with the Vice President for Financial Affairs in the coordination of student financial issues and budgetary issues.

OTHER DUTIES

The Vice President for Enrollment and Student Support Services shall:

- participate as a member of the President's Cabinet and supports the President's work with the Board of Trustees sharing enrollment and student support information
- perform other appropriate duties as assigned by the President