

DAWSON COMMUNITY COLLEGE
JOB DESCRIPTION
AUGUST 2021

TITLE: Director of Enrollment
POSITION: Exempt, Full Time position
DIVISION: Student Affairs
DEPARTMENT: Enrollment and Student Affairs
SUPERVISION RECEIVED: Dean of Student Success

SUPERVISION EXERCISED: Assistant Director(s) of Recruiting; Admissions Specialist; Online Specialist, Temporary employees (Marketing Support), Student Employees

SUMMARY: The Director of Enrollment provides overall leadership and direction for Dawson Community College's (DCC) student recruitment and admissions. The Director is responsible for developing and implementing a Strategic Enrollment Management Plan for the college that addresses student recruitment, enrollment, retention, persistence and completion/graduation rates.

The Director reports to and works closely with the Dean of Student Success, partnering with them to establish an ambitious vision for enrollment management that can be clearly articulated. The Director ensures the engagement of academic affairs, athletic departments, workforce development and alumni in the admissions process and development of relationships with external partners.

EMPLOYMENT WITH DAWSON COMMUNITY COLLEGE:

Employees at Dawson Community College must demonstrate kindness, respect, integrity, professionalism, and caring regard. We adhere to the highest ethical standards in fulfilling our jobs, to honor the College and college policies and procedures and to promote the educational objectives of the institution. Respect creates an atmosphere conducive to learning. Respect, in this sense, is a minimum threshold for our interactions with each other. A higher threshold is a "caring regard" for the people with whom we work.

Professionalism at DCC includes being mindful of our actions when working with students, colleagues, co-workers and our community members. Respect and "caring regard" for those with whom we share the common purpose of serving students is a paramount value. Professionalism and respect for others is an expected part of DCC job performance.

Employees at Dawson Community College support and promote a positive image of Dawson Community College.

DUTIES AND RESPONSIBILITIES:

- Provide creative and energetic leadership in the development, execution, and ongoing renewal of a student recruitment, admissions, financial aid, residence life and student success programs that embodies the values and goals of DCC and recruits and supports a diverse student body best suited to the College's culture
- Establish strategic direction and priorities for enrollment management. Develop an overall Strategic Enrollment Management Plan in consultation with the Dean of Student Success and based on the College's strategic plan; and annual tactical business plan to present the College to the various audiences who can help to achieve its enrollment goals
- Establish close working relationships with the Dean of Student Success, senior staff and others to engage in conversations about enrollment priorities, shifting demographics, recruitment, financial aid allocation, retention, branding, alumni engagement, College aspirations, and the trade-offs and priorities that inform and shape admissions and retention policies and programs.
- Oversee recruitment, management, professional development, and retention of direct reports and staff in enrollment management. Provide strategic oversight and expertise; develop a strong sense of teamwork, equity, and investment in mission across all functional areas; establish an environment of mentoring and support. Ensure interaction and collaboration with the athletics department, faculty, and administrative units within the College

- Create and implement strategies for the intentional recruitment of international students, working together with the Dean of Student Success and other offices to coordinate specialized support services and integration of international students to the campus community
- Develop and manage the enrollment budget, ensuring that resources are allocated in a way that achieves goals
- Ensure that the College's vision is creatively represented on the admissions and financial aid website and in other digital and social media in collaboration with Marketing support,
- Development and utilize existing and emerging technologies to communicate and build relationships with students, families, and secondary school counselors; deploy appropriate technology and other tools and resources within enrollment management.
- Maintain a visible profile and fosters communication both on campus and with external constituents by engaging students, parents, faculty and staff, community agencies, state and local officials, and members of the general public through participation in community organizations, student organizations, and other entities to best serve the students.
- Serve as the Montana Career Pathways (MCP) Coordinator, when DCC is awarded a MCP grant, by representing Dawson Community College in local, state, regional, and national events.
 - Expand the availability of career pathways for rural students across Eastern Montana. Facilitate collaborative partnerships amongst area high school teachers, counselors, school officials, administrations and DCC faculty and staff to develop programs of study and deliver coursework to high school schools seeking careers in technical fields.
 - Create and implement professional development trainings to educate area high school counselors, teachers, schools officials and administrators about MCP Pathways
 - Serve as the Dual Management Coordinator, in all aspects of dual enrollment recruitment, marketing, school and public information sessions, student briefings and career fairs (occasional night and weekends), as well as on-campus events in support of Enrollment Management.
 - Assist in coordinating with community college faculty and administrators the processes for credentialing dual enrollment teachers and for course approval.
 - Coordinate college placement testing in area high schools for prospective dual enrollment students. Work with Financial Aid and Business Services offices to ensure accurate reporting relating to student records, grade and attendance rosters, admissions and enrollment records.
 - Develop and foster positive relationships with high schools and counselors.
 - Meet with high school students on a regular basis by coordinating with the registrar and high schools to schedule dual enrollment classes and to register students, during each semester prior to registration deadlines.
 - Arrange dual enrollment meetings between high school and community college representatives and attend meetings to provide updates.
 - Develop and provide communication (brochures, websites, handouts, etc.) to high school students, parents, teachers, counselors and administrators about the dual enrollment program.
- Fulfill the obligations of a Campus Security Authority (CSA) as defined by the Clery Act. (A Campus Security Authority (CSA) is an individual, who by virtue of their college responsibilities and under the Clery Act, may receive and is required to report any criminal incidents brought to their attention to the Vice President of Academic and Student Affairs so that they may be included and published in the college's Annual Security Report. CSA's are required to complete training on appropriately handling reporting crimes, victim relations and support, and related school policies.)
- Other duties as assigned

PERFORMANCE STANDARDS:

CORE COMPETENCIES:

- Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal effectively with frequent change, delays, or unexpected events.
- Attendance - Is consistently at work and on time.
- Business Acumen - Understands basic business practices and reporting hierarchy.
- Change Management - Communicates changes effectively.
- Oral Communication - Speaks persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Participates in meetings.
- Written Communication - Writes informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

- Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
- Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Meets commitments.
- Delegation - Delegates work assignments; Matches the responsibility to the person; Sets expectations and monitors delegated activities.
- Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.
- Initiative - Seeks increased responsibilities; Takes independent action.
- Judgment - Displays willingness to decide; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- Managing People - Includes staff planning, decision-making, facilitating and process improvement; Makes self-available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Improves processes, product and services.
- Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values.
- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Organizes or schedules other people and their tasks.
- Problem Solving - Identifies and resolves problems promptly; Gathers and analyzes information skillfully; Develops alternative solutions.
- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments. Dresses appropriately for workplace with frequent customer service interactions. Supports and promotes a positive image of Dawson Community College.
- Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- Quantity - Meets productivity Standards; Completes work in timely manner; Strives to increase productivity; Works effectively.
- Safety and Security - Observes safety and security procedures; Uses equipment and materials properly.
- Strategic Thinking - Develops strategies to achieve organizational goals; Adapts strategy to changing conditions.
- Inclusion – Provides an environment inclusive of all students, colleagues, co-workers and community members and supports underrepresented stakeholders.
- Assessment – Assesses annual performance and works closely with Supervisor.

Minimum Qualifications:

- Bachelor's degree in a student services discipline, education or related area
- Minimum of three years of higher education experience with an emphasis in the areas of Enrollment Management or Student Services
- Experience in budget, supervision, student services planning and data management
- Demonstrated commitment to promoting student inclusivity and equity
- Licensure or Certification: Current Driver's License

Preferred qualifications:

- Master's degree
- Experience in a collegiate health and wellness setting
- Information and other administrative systems

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the employee.

Reasonable Accommodations Statement

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

Completed Application Must Include:

- Completed Dawson Community College application
- Current resume
- Cover Letter
- Copies of college transcripts (original transcripts required, if hired)
- Three professional references (names, email addresses, and phone numbers).

Background checks are required prior to employment.

INQUIRIES MAY BE DIRECTED TO:

Human Resources Department

hr@dawson.edu

406-377-9430

This institution is an equal opportunity provider.

The College has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the College reserves the right to change this job description and/or assign tasks for the employee to perform, as the College may deem appropriate.

Qualified protected class individuals are encouraged to apply. Dawson Community College must comply with the Immigration Reform and Control Act of 1986. If hired, you will be required to provide documents to show your identity and authorization to work.

Nondiscrimination Policy: Dawson Community College does not discriminate on the basis of creed, race, religion, gender, national origin, age, disability, veteran status, genetic information, pregnancy status, marital status, gender identity or expression, or sexual orientation with respect to access, employment, programs, or services. Employees who engage in such unlawful discrimination will be subject to disciplinary action up to and including discharge.

The College is in compliance with Executive Order 11246; Title VII of the Civil Rights Act of 1964, as amended by the Equal Employment Opportunity Act of 1972; Title IX regulation Implementing Educational Amendments of 1972; Section 504, Rehabilitation Act of 1973; the Americans with Disabilities Act of 1990; the 1991 Civil Rights Act; the Age Discrimination in Employment Act of 1967, as amended; the Vietnam Era Veterans' Readjustment Assistance Act of 1974; Title 49, the Montana Human Rights Act; and all other federal, state, and college rules, laws, regulations and policies.

Inquiries or complaints concerning any of these matters for employees should be brought to the attention of:

Leslie Weldon, Title IX Coordinator. Telephone: (406) 377-9412. Email: lweldon@dawson.edu. Mailing Address: 300 College Drive, Glendive, MT 59330.

Inquiries or complaints concerning any of these matters for students should be brought to the attention of:

Leslie Weldon, Title IX Coordinator. Telephone: (406) 377-9412. Email: lweldon@dawson.edu. Mailing Address: 300 College Drive, Glendive, MT 59330

Virginia Boysun, Registrar, Veteran's Coordinator. Telephone: (406) 377-9404. Email: yboysun@dawson.edu. Mailing address: 300 College Drive, Glendive, MT 59330.

Katherine Carrier, Dean of Academic Affairs, ADA Coordinator. Telephone: (406) 377-9434. Email: Kcarrier@dawson.edu. Mailing address: 300 College Drive, Glendive, MT 59330.

DCC's Annual Security Report and Fire Safety Report provides info about reporting crime, crime statistics, crime prevention, alcohol and drug policies, fire statistics, etc., is available at <https://www.dawson.edu/about/campus->

[security.html/title/annual-campus-security-and-fire-safety-report](#). You may request a paper copy through the President's Office at (406)377-9401.

REVIEWED BY (SUPERVISOR SIGNATURE) _____ DATE:

REVIEWED BY (EMPLOYEE SIGNATURE): _____ DATE:
