Job Summary:
Reporting to the CT State Community College President, this position oversees the development and application of the policies and procedures that affect the student body in the area of Enrollment Management. The Vice President will manage, lead, inspire and motivate enrollment staff across institutions. The Vice President for Enrollment Management facilitates the development and implementation of the college’s strategic enrollment management plan, promotes recruitment, retention and completion of initiatives and collaborates with faculty, staff, student organizations and community groups to ensure all community college students in Connecticut have access to all resources necessary for student success. The Vice President for Enrollment Management plays a critical role in establishing the operations framework, success metrics and performance benchmarks for the merged institution. The incumbent will have a vision for a world-class, student-centered college that remains true to an open access mission and be able to motivate staff to engage in designing the future college.

Supervision Exercised:
Supervises staff as assigned. This includes the supervision of all campus-based financial aid staff, as well as central office staff in these functional areas.

Examples of Duties:
The following examples of duties illustrate the general range of tasks assigned to the position but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

1. Create, assess, update and implement a comprehensive strategic enrollment management plan that is data informed and aligns with the mission, vision and goals established by the Board of Regents.
2. Ensure compliance with all state and federal laws and regulations, FERPA regulations and Board policy and procedures, including reports as required in the areas of resource allocation and management.
3. Leads recruitment, retention, and completion efforts by creating innovative enrollment strategies to sustain and grow the enrollment at CT State Community College.
4. Utilize knowledge of marketing, recruiting and enrollment forecasting to create enrollment plans that align with the institution’s short and long-term goals.
5. Develop, foster and promote new opportunities with public and private sector entities.
6. Ensure a welcoming, accepting and fair campus environment.
7. Recommend, develop and implement policies and procedures that promote student success.
8. Develop and monitors the budget in areas of responsibility.
9. Represents the college community on matters pertaining to enrollment management.
10. Deploy financial aid resources strategically and thoughtfully to enroll qualified students.
11. Engage effectively with the integrated college’s internal and external stakeholders, at the local, state and national levels, strategically communicating in ways that advance student access and success.
12. Ensure that the institution’s enrollment management structure supports key initiatives such as Guided Pathways, TAP and developmental education.
13. Embrace technology, social media, and digital media as integral components of enrollment management strategies.
14. Develop a clear understanding of campus cultures and community values; build informal relationships and practical bridges with personnel and offices on various campuses.
15. Maintains knowledge of best practices, new developments and innovative enrollment strategies in community colleges and higher education; recommends changes to maintain relevance of programs and services to meet student and institutional needs.
**Leadership Competencies:**

1. Dynamic, entrepreneurial, team leader with the demonstrated ability to develop strategic goals and translate them into action
2. Demonstrates a deep commitment to student access and success
3. Proven success in planning and implementing strategies that impact student enrollment, retention and completion
4. Deep knowledge of recruiting strategies; track record of success in increasing student enrollment, particularly from diverse backgrounds
5. Awareness of market and societal trends affecting community college enrollment
6. Sophisticated understanding of data analysis and reporting, research and information enrollment systems and ability to put data into context to support decision making
7. In-depth knowledge of admissions, financial aid, student records and information systems, and federal regulations
8. Understanding of marketing and the development of marketing strategies
9. Demonstrate strong strategic ability to plan for change that ensures broad buy-in and improves student access and success
10. Collaborative leadership style that supports diverse, inclusive and student-centered environment, and ensures success and accountability
11. Skilled in outreach and cultivating relationships that support the advancement of the institution
12. Expressed values consistent with the mission of the institution, high ethical standards and acceptance of differing points of view
13. Comfortable and effective as the spokesperson for the system

**Qualifications:**
Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.). Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

Minimum qualifications include a Master's degree (Doctorate preferred) and eight or more years of experience in higher education enrollment management that includes progressively responsible leadership experience in admissions, financial aid, and/or records required. Experience with Banner student information system preferred.

Also required is experience in the development and implementation of strategic enrollment plans and projection reports based on market-driven data analysis, and experience in budgeting, supervision, student services planning, leading teams, and working with diverse populations.

Equivalent education and experience that meet the minimum qualifications for the position may be considered.

**Work Environment:**
Incumbents typically perform their work in offices. The work involves extensive use of personal computers, but does not, normally, involve any significant physical effort. Reasonable accommodation will be made for incumbents and candidates with physical limitations.

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