

DEAN OF STRATEGIC ENROLLMENT SERVICES

Classification:	Educational Administrator
Salary Range:	16
Retirement Type:	STRS*
Board Approved/Revised:	January 21, 2026

KEY ROLES/RESPONSIBILITIES:

Under direction of the Vice President of Equity and Student Services, exercise overall leadership of the Strategic Enrollment Services Division providing oversight for a comprehensive range of student service areas that are critical to the recruitment, enrollment, and retention of diverse student populations (e.g., first-time students, transfer students, returning students, international students, dual/concurrent enrolled students.) Provide vision and leadership over Admissions and Records, Financial Aid, Outreach, the International Student Program, Welcome Center, Contact Center, and other assigned departments. Organize, direct, and improve functions such as assessments, orientations, enrollment communications to deliver integrated, equity-minded, and student-centered enrollment services.

Foster a culture of collaboration, mutual respect, innovation, and continuous improvement throughout the Division; lead by example; actively participate in and support College-wide shared governance components and activities and other collaborative processes; encourage professional excellence among assigned staff; and promote, foster, and facilitate an organizational culture of customer service, teamwork, and innovation.

SUPERVISION RECEIVED AND EXERCISED:

- Receive general direction from the Vice President of Equity and Student Services.
- Supervise, motivate, and evaluate the performance of assigned staff; interview and select employees; recommend promotions, transfers, reassignment, termination, and disciplinary actions as needed.
- Review and recommend staffing patterns; approve goals and performance objectives for personnel.
- Provide consistent direction in administering the collective bargaining agreements with faculty and classified employees; understand and interpret agreements for faculty and staff as directed.
- Foster a culture of sensitivity to and an understanding of the diverse academic, socioeconomic, cultural, linguistic, ethnic backgrounds and disabilities of community college students, faculty, and staff.

REPRESENTATIVE DUTIES:

The following duties and responsibilities are typical for this position. Incumbents may not perform all the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

I. LEADERSHIP

1. Lead, direct, and manage the planning, development, organization, scheduling, direction, performance, and evaluation of programs and services of assigned departments or services. Articulate a clear vision of assigned areas, including services, applications, and benefits provided. Lead and manage change within assigned departments and across the Division as directed.
2. Demonstrate effective leadership in long-range planning, program review, and resource development activities. Promote transparency within and among assigned departments.
3. Participate actively in the life of the College, including operational processes and initiatives, by serving on or leading College committees, workgroups, task forces, and councils as assigned.

4. Strengthen quality educational and student support services to promote and empower student learning, success, and self-advocacy. Prepare and implement the department's budget.
5. Provide vision and leadership by fostering a culture of innovation, collaboration, and continuous improvement by leveraging data to guide decision-making, drive institutional effectiveness, and ensure ongoing sustainability of the College.
6. Support student learning using a variety of effective instructional methods, educational technologies, and college resources.
7. Demonstrate full accountability for effective and efficient utilization of resources. Control and authorize expenditures in accordance with established guidelines. Measure and assess outcomes. Identify opportunities for improvement and implement actions to strengthen services to students and the campus community.
8. Support and promote College initiatives including Diversity, Equity, Inclusion, Accessibility and Anti-racism.
9. Serve as Campus Security Authority (CSA) for Clery Act reporting requirements. Maintain up-to-date certification for CSA status.

II. FUNCTIONAL RESPONSIBILITIES: *College Level*

1. Serve as a key advisor to the Vice President on strategic matters related to strategic enrollment services and other administrative concerns. Provide administrative guidance to the Vice President in developing and implementing strategic plans, goals, objectives, policies, and priorities.
2. Provide effective leadership and guidance over all aspects of the areas assigned, including resource planning, budgeting, tracking, and reporting. Provide technical expertise as directed.
3. Provide leadership over, monitor, and improve the delivery of student services. Promote an effective work environment that supports high performance teamwork, continuous improvement, and ongoing sustainability of College resources.
4. Ensure the fiscal integrity of the College to promote and empower student learning, success, and self-advocacy.
5. Participate in grievances, disciplinary meetings, legal matters, and other employment related activities within areas assigned. Be alert for and effectively manage trouble spots in assigned service areas.
6. Provide timely operational, technical, and financial information to the Vice President and other College administrators, as directed. Interpret routine policies and regulations and recommend appropriate courses of action in unusual and complex circumstances. Demonstrate effective stewardship through continuous monitoring and reporting of resource needs, deployment, and utilization.
7. Ensure that all programs, services, activities, events, and experiences demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, linguistic, disability, racial, and ethnic backgrounds of community college students, faculty, and staff.

FUNCTIONAL RESPONSIBILITIES: *Job Level*

8. Be an involved participant on the Strategic Enrollment Services management and leadership teams. Collaborate with managers from all areas of the College to identify and address bottlenecks in course offerings that may impact enrollment.
9. Develop, implement, and continuously improve a comprehensive enrollment communication strategy that supports access, equity, student success, and institutional enrollment goals.
10. Ensure coordinated, student-centered communication across Admissions & Records, Financial Aid, Counseling, Outreach, Orientation, and related enrollment service areas.
11. Oversee the design, sequencing, and delivery of multi-channel communications (email, text, web, portal, print, and emerging platforms) guiding students through application, assessment, placement, registration, and enrollment milestones.
12. Establish communication standards and workflows that promote clarity, accessibility, compliance, and culturally responsive messaging for diverse student populations.
13. Collaborate with Information Technology, Marketing, and Institutional Research to improve communication systems, CRM tools, automation, and data-informed messaging practices.

14. Monitor enrollment trends and progress throughout each enrollment cycle to inform decision-making and strategy adjustments. Leverage data to improve student retention as part of an integrated enrollment management strategy. Ensure institutional data-management, record-keeping, and reports are prepared and presented in an actionable format to support the achievement of enrollment goals.
15. Collaborate with noncredit programs and Career Development and College Preparation (CDCP) initiatives. Design and implement seamless enrollment processes and student success pathways that support student transitions to credit programs and long-term educational goals.
16. Oversee the student grievance process. Ensure timely, fair, and consistent resolution of complaints in accordance with college policies, procedures, and applicable regulations. Promote a student-centered and equitable approach to grievances.
17. Serve as the Principal Designated School Official (PDSO). Ensure compliance with the Student and Exchange Visitor Program (SEVP). Manage all Student and Exchange Visitor Information System (SEVIS) records. Maintain all Form I-17 documentation to support and retain international students enrolled at the College.
18. Oversee the development, implementation, maintenance, and evaluation of the Strategic Enrollment Services department program reviews and Service Area Outcomes (SAOs) to advance institutional effectiveness. Ensure that state and federal regulations are implemented in policies, and anticipate legal ramifications, including but not limited to, security, privacy, and identity theft.
19. Oversee efforts to identify and mitigate fraudulent enrollment activity in compliance with institutional and regulatory requirements.
20. Plan, organize, coordinate, and direct the operations and activities of the Strategic Enrollment Services department. Meet compliance requirements, file reports, manage budgets, monitor timelines, and ensure quality outcomes. Coordinate assigned activities with other College departments, divisions, and outside agencies.
21. Provide managerial direction including planning, coordination, evaluation, and accountability for admissions, international student programs and services, graduation, financial aid, registration, onboarding of students, records management, and the awarding of degrees and certificates. Integrate the functions of the department in a manner that is responsive to student needs, the campus, and the community.
22. Provide leadership in the evaluation and improvement processes within Strategic Enrollment Services to assure that all services provided to students are prompt, efficient, and lead to a seamless enrollment experience for the student.
23. Direct, plan, organize, and control all aspects of the onboarding and enrollment process in a timely, smooth, and efficient manner. This includes but is not limited to: registration, Financial Aid, and Admissions and Records information for the catalog and class schedules.
24. Be responsible for accurate and timely submission of State and Federal reports including student attendance accounting records, student permanent records, student residency, faculty grades and attendance records, registration and enrollment statistics, and other records. Participate in audits of records as assigned.
25. Monitor grants to comply with grant guidelines. Ensure the obtainment of grant outcomes.
26. Monitor changes in laws, regulations, and technology that may affect District or departmental operations. Implement policy and procedural changes as required.
27. Participate in outreach activities and maintain effective communication with feeder school districts, community-based organizations, and public agencies. Develop and participate in college-community partnerships and make public presentations on behalf of the College.
28. Oversee the development of the Strategic Enrollment Services department calendar and contribute to the development of the campus-wide calendar for registration activities.
29. Assure the provision of a student-centered, customer-service oriented environment for the delivery of all department functions and promote such an environment across campus. Provide leadership in the use of technology to assure the effectiveness and efficiency of department operations.

III. RELATIONSHIPS

1. Develop and enhance partnerships with schools, colleges, universities, businesses, and community-based organizations to respond to the educational, workforce training, and economic development needs of the community.

2. Advance an effective process of collaboration and collegial consultation conducted with integrity and respect to inform and strengthen decision-making.
3. Work closely with other operational units within the Department and across the College to foster and facilitate a seamless student experience and increase student success.
4. Work cooperatively and communicate effectively with College personnel, representatives of State and Federal agencies, educational institutions, social service organizations, community representatives, and others to coordinate and implement student programs and services and provide information to others.
5. Organize and attend a variety of meetings related to strategic planning, budget, advisory committees, and other assigned activities; participate in consultation, shared governance, and appropriate advisory committee meetings. Chair committees as assigned.
6. Maintain and encourage effective communication with direct reports by holding regular team meetings. Provide timely information about issues, programs, services, and practices affecting the department, Area, or College.
7. Network with professional colleagues inside and outside of the College. Attend workshops and professional conferences to stay informed of new developments and technologies; serve on a variety of campus, community, and state committees; meet with representatives of business, industry, and local government as appropriate.
8. Participate as an active member of the Vice President's management team.

IV. ORGANIZATION MANAGEMENT

1. Maintain up-to-date knowledge of the regulations, policies, requirements, and eligibility criteria for assigned programs and services. Ensure compliance with the College's policies, procedures, and practices.
2. Strengthen processes, programs, and services through the effective and efficient use of assessment, program review, planning, and resource allocation. Establish priorities in conjunction with the College's comprehensive planning and budgeting guidelines. Develop and implement an organizational structure that maximizes utilization of resources and ensures effective and efficient delivery of student services.
3. Train, supervise, motivate, and evaluate the performance of personnel as assigned; recommend transfers, reassignment, termination, and disciplinary actions as needed; delegate and review assignments and projects; evaluate work products and results, develop appropriate procedures to accommodate need for information and assistance; establish and monitor timelines and prioritize work. Monitor employee performance on a regular basis and provide coaching for performance improvement and/or development as needed. Anticipate, prevent, and resolve conflicts under areas of supervision.
4. Plan for efficient and appropriate use and security of assigned facilities; assure compliance with health and safety regulations.
5. Work with Information Technology personnel on a continual basis to enhance and improve relevant computer systems. Learn and apply emerging technologies to perform duties and provide services in an efficient, organized, and timely manner. Work to modernize infrastructure and technological resources to facilitate a positive learning and working environment and promote student success.
6. Perform other duties as assigned.

MINIMUM QUALIFICATIONS:

Education: Master's degree from an accredited college or university.

Experience: Two (2) years of formal training or leadership experience reasonably related to assigned areas.

DESIRED QUALIFICATIONS:

Knowledge/Areas of Expertise: *College Level*

- California Education Code, Title 5, Chancellor's Office administrative procedures, Federal laws and regulations and other legal parameters that affect the policies and practices of the College.
- Comprehensive understanding of higher education principles and practices in community colleges, including the mission of the California Community Colleges.
- Community college organization, operations, policies, and objectives, including specific policies and procedures of

El Camino College covering the departments or units supervised.

- Be aware of needs and interests of community college students.
- Principles of business administration, management, marketing, and record keeping.
- Effective organizational and management practices pertaining to the analysis and evaluation of projects, programs, policies, procedures, department performance metrics, and operational needs.
- Effective fiscal management strategies, including comprehensive understanding of budget concepts, principles, and practices, and effective budget administration and control.
- Effective financial reporting and record keeping.
- Appropriate risk management strategies, safety precautions, and procedures.
- Principles of communicating and collaborating effectively with diverse students, faculty, staff, and administration.
- Effective methods for conflict resolution and crisis management.
- Evaluation and statistical methodology for preparation of statistical research and reports.
- Effective marketing, promotion, and public relations techniques. Preparation, publication, and distribution of informational and promotional materials related to areas assigned.
- Effective written and oral communication skills. Effective interpersonal skills using tact, patience, and courtesy. Effective collaboration, communication, and consensus-building techniques.
- Understanding of key performance indicators, goals, and measurable objectives and how to implement them.
- Effective leadership, administration, organizational planning, supervision, training, and analysis techniques applied to the assigned administrative area. Comprehensive understanding of the principles and practices of effective supervision, training, motivation, and performance evaluation.
- Computer systems and software applications related to areas of assignment, including capabilities and limitations. Modern office practices, procedures, and equipment. Operation of computer, peripherals, and software programs, including information systems, database management, spreadsheet, word processing and specialized software.
- Proficient level operation of a computer and assigned software, including proficient level use of common office software such as: Excel, Access, Word, Outlook, and PowerPoint.
- Technological advancements and their application to the assigned areas of responsibility.

Knowledge/Areas of Expertise: *Job Level*

- Experienced in managing complex projects/programs or federal contracts (including budgets and reporting) in a higher education setting.
- Expertise in effective principles, practices, procedures, and techniques involved in development, implementation, and evaluation of enrollment services, programs, plans, strategies, processes, systems, projects, goals, and objectives.
- Knowledge of Title 5 and Education Codes related to attendance accounting, residency, student and faculty rights, record-keeping, and related matters.

Abilities/Skills: *College Level*

- Represent the College in a manner that reflects a positive image of services and support provided.
- Demonstrate sensitivity to and an understanding of the diverse academic, socioeconomic, cultural, linguistic, disability, and ethnic backgrounds of community college students, faculty, and staff. Relate effectively to people of varied academic, cultural, and socio-economic backgrounds using tact, diplomacy, and courtesy.
- Establish and maintain cooperative and effective working relationships with a wide diversity of students, faculty, staff, and community members in an atmosphere of collegial decision-making and consensus-building. Work effectively and collaboratively in a diverse college environment, as well as within a community college system.
- Establish and maintain cooperative and effective working relationships with others. Listen effectively. Communicate respectfully with people of diverse cultures, languages, abilities, etc. Work effectively with others to build consensus and gain cooperation through discussion and persuasion to achieve common goals.
- Provide effective customer service and end-user satisfaction. Respond promptly to requests and inquiries from the public. Effectively resolve complex problems.
- Work independently with limited administrative oversight and direction. Adhere to ethical principles and practices, consistently exercise good judgment, and make effective decisions. Demonstrate flexibility and creativity in accomplishing work and resolving problems.
- Meet assigned schedules and timelines. Effectively manage the stress of working under tight timelines.
- Maintain confidentiality and act with discretion. Maintain the security of confidential materials.
- Travel to meetings and events on and off campus as required. Observe legal and defensive driving practices

when operating a motor vehicle on campus or on official business.

- Utilize effective planning and organizational skills. Analyze problems, identify alternative solutions, anticipate consequences of proposed actions, and implement effective solutions in support of goals.
- Read, understand, interpret, and apply technical and legal information effectively. Analyze, interpret, communicate, and enforce applicable federal, state, and local laws, regulations, rules, policies, administrative data, and related materials. Interpret, apply, and explain rules, regulations, policies, and procedures in a variety of procedural situations for areas assigned.
- Collect, compile, and analyze data. Prepare comprehensive narrative and statistical reports. Direct the maintenance of a variety of reports and files related to assigned activities. Prepare and maintain accurate and detailed records to uphold data integrity. Ensure stakeholders have access to accurate and reliable information. Prepare analytical reports, proposals and other written plans for the College, Board of Trustees, Chancellor's Office, and other outside agencies as assigned. Assist in related research and evaluation activities as required.
- Utilize effective oral and written communication skills, including business letter writing, report preparation, and public speaking. Utilize appropriate English usage, composition, grammar, spelling, punctuation, and vocabulary.
- Communicate clearly, concisely, and effectively with diverse constituencies within and outside of the College, both orally and in writing. Prepare and present effective oral and written reports, press releases, and promotional materials as required. Prepare and deliver effective presentations as requested.
- Effectively train, direct, supervise, motivate, and evaluate the performance of assigned staff. Facilitate effective staff meetings and group discussions and involve staff in idea generation, goal setting, and decision making.
- Work effectively within a unionized environment.
- Operate a variety of office equipment including a computer. Use automated systems to maintain records, collect data, and generate reports.

Abilities/Skills: Job Level

- Ability to plan, organize, coordinate, and direct the activities and operations of a strategic enrollment services department.
- Ability to provide a safe and secure working and learning environment for students to achieve their full potential.

WORK ENVIRONMENT AND PHYSICAL DEMANDS:

The work environment and physical demands described here are representative of those required by an employee to perform the essential functions of this job successfully. **Note: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.**

Work Environment

Duties are performed primarily in an indoor office environment while sitting at a desk or computer workstation. Incumbents are subject to extensive contact with students, faculty, and staff with frequent interruptions, noise, and demanding timelines. At least minimal environmental controls to assure health and comfort. Frequently involves working non-standard, evening, and weekend hours.

Physical Demands

Incumbents regularly sit or stand for long periods, travel short distances on campus on a regular basis, travel to various locations to attend meetings and conduct work, use hands and fingers to operate an electronic keyboard or other office machines, reach with hands and arms, speak clearly and distinctly to answer telephones and to provide information; see to read fine print and operate computer; hear and understand voices over telephone and in person; and lift, carry, and/or move objects weighing up to 25 pounds.

** Previous employment performed in a different public retirement system may allow eligibility to continue in the same retirement system.*