

JOB TITLE: Director, Student Development Strategy
DEPARTMENT: Student Development
LOCATION: Union Campus
REPORTS TO: Vice President, Student Development

FLSA: Exempt
LEVEL: 206
DATE: updated 8/1/24; 3/18/24, 4/21/23

POSITION SUMMARY: To provide support to the Vice President of Student Development (VPSD) in coordinating, gathering, tracking and reporting identified enrollment funnel metrics for internal sense-making among the Student Development (SD) team and other campus stakeholders (offices and committees). Propose, support and execute new strategies with research, data, and insights. Prepare and analyze data from the enrollment funnel, and where applicable, propose new strategies and modifications of existing support programs in collaboration with other unit leaders.

EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS: *(A comparable amount of training, education or experience may be substituted for the minimum qualifications.)*

Completion of Bachelor's degree; master's degree preferred; three– five years of experience in enrollment management with a primary focus on high quality, innovative service delivery, data management and analysis, and working with functional and technical aspects of student information systems required. Experience working within student affairs/student services in a community college environment is also preferred.

ESSENTIAL TASKS: *Employee must be able to perform the following essential functions to the satisfaction of the employee's supervisor.*

- Collaborate to develop and align policies and goals in support of student success from prospect through graduation. Develop and execute strategies and innovations to improve processes and service delivery, promote efficiency, and support operational decision-making.
- Serve as a member of the Student Development leadership team to develop and execute change management and process redesign initiatives that will lead to operational efficiencies.
- Manage projects through a project management model. Facilitate meetings and provide guidance, ensuring timelines are clear and deadlines are met, using electronic monitoring of projects. Provide written and oral reports from stakeholders.
- Foster an inclusive environment with SD and cross-functional teams to address challenges in current business processes, procedures, and policies. Map and document these processes to prepare improvement proposals based on research. Develop and document improved business processes.
- Leads in the development and maintenance of comprehensive manuals that outline policies and procedures related to departmental operations.
- Manage high-level policy, procedure, and standards documentation related to data integrity, financial aid regulations, and computer usage. Build and use reports to ensure compliance.
- Adhere to FERPA regulations to maintain security and confidentiality of all student records and other documents.
- Facilitate a yearly student voice collection strategy and use results to implement improvement(s) to department practice.
- Leads the assessment efforts related to Student Learning Outcomes, regional and national standards.
- Build and maintain data governance structure with IE/IR and IT. Support data governance, advance technology solutions to meet enrollment goals, and interface between functional users and technical resources to resolve system problems.
- Translate user requirements into designs and specifications to develop queries and reports which retrieve and present data using business intelligence and data analysis software. Analyze data trends, propose and implement strategies for retention and graduation, and work collaboratively with staff to prepare reports and develop dashboards that capture data in a simple, comprehensive manner.
- Review, leverage, and interpret data to meet standards in service levels, staff productivity, and quality assurance.
- Coordinate SD technology-related projects, including software implementation and maintenance. Analyze business process impacts of system implementations and updates. Test and implement software systems, to meet user expectations and functionality.
- Develop a knowledge of technical capabilities and resources. Oversee technical troubleshooting and training efforts, providing system training for students, staff, and faculty on technology as needed. Function as a “power user” in software related to SD services.
- Manage the Student Development communication calendar, perform scheduled communications, and track and report on communications to evaluate efficacy.
- Build relationships and deliver quality customer service to both internal and external constituents, including students and technology vendors.

- Serve on committees, both internal and external.
- Perform assigned responsibilities, duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner with minimal supervision.

KNOWLEDGE, SKILLS, and ABILITIES: Must have a passion for serving a diverse student population and be a champion for the transformational power of education. Demonstrated commitment to diversity, excellence in customer service and be able to work effectively with diverse constituencies. Strong customer service orientation, relationship-building skills, and communication skills. Analytical, critical thinking, and problem solving skills. Ability to review and analyze data, trends and provide compelling summaries for review and decision-making. Strong verbal and written communication skills including excellent editing/proofreading ability. Can work under deadlines, manage multiple priorities, and adapt to changing circumstances. Ability to engage multiple stakeholders within the college to accomplish cross-functional initiatives. Demonstrated ability to work collegially with students, faculty, administrators and support personnel. Handle multiple concurrent projects in a competent and professional manner while also managing details and meeting deadlines. Work effectively with supervision and as a part of a team, individually, or in concert with other offices and campus partners. Work autonomously, taking initiative and without detailed instructions. Maintain confidentiality/discretion at all times. Attention to detail. Ability to handle tense situations. Learns and understands college's mission, vision and values. Learns and understands the college's strategic priorities and objectives. Learns and understands the division's mission, vision, values, and strategic priorities and objectives. Exemplifies the college's leadership expectations and demonstrates leadership skills in daily work activities. Increases knowledge of academic and service offerings of the college.

DECISION-MAKING and ANALYTICAL SKILLS:

Independently manages time wisely, adhering to college deadlines and ensuring timely delivery of services during peak periods. Establishes daily priorities and makes adjustments to accommodate management requests, communicates problems and conflicts to supervisor. Maintains highly organized work station/office; and properly record/ document work actions, special requests, and problems for improved handling in the future or to aid in research. Utilizes sound judgment based on thorough knowledge of policy, procedures, and course offering to respond to information request and policy interpretation.

EQUIPMENT AND SOFTWARE: Utilize current College and/or department information technology including but not limited to, Microsoft Office, Outlook, Colleague, Perceptive Content, Watermark Student Success & Engagement, Entrinsik Informer, etc.; office machines such as telephones or copiers.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT: *The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

Environment: Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor. The employee may be required to work or meet in the evenings and/or on weekends. The employee may be required to travel out-of-state as well as locally to participate in meetings, conferences, and other activities related to the operations of the colleges.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to lift, carry, push, and/or pull up to 10 lbs; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard.

POSITIONS SUPERVISED: None

SIGNATURES: *This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required of employees assigned to the job.*

I have read and reviewed the above job description with my immediate supervisor. This job description has been designed to indicate the general nature and level of work performed. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required for the job.

Employee Signature/Date

NOTICE OF NON-DISCRIMINATION: *East Central College does not discriminate on the basis of race, color, religion, national origin, ancestry, gender, sexual orientation, age, disability, genetic information or veteran status. Inquiries related to employment practices may be directed to Human Resources Director at 636- 584-6710. East Central College is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities.*