



## Mott Community College Job Description

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**Title:** Vice President for Student Success and Enrollment Management  
**Department:** Student Services  
**Reports To:** President  
**Date:** June 2, 2016; December 16, 2016

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### **Purpose, Scope & Dimension of Job:**

Under the direction of the President, the Vice President for Student Success and Enrollment Management (VP-SSEM) is responsible for providing the leadership, vision and outcomes that foster student access, retention and completion. This position assures consistency, quality and compliance in the delivery of a successful student commitment experience from the first time a prospect contacts Mott Community College through their completion of study. The VP-SSEM serves as the chief presidential advisor for the development, revision and accurate implementation of student related policies and procedures. The position is responsible for leading college efforts and partnerships that involve public and private secondary school, four-year college and university partnerships, and community and business partnerships. The VP-SSEM works collaboratively with campus administration to guide and promote enrollment management and student life/support services as a comprehensive, integrated approach toward enhancing and improving the recruitment, retention, and graduation rates of Mott Community College students.

The Vice President for Student Success and Enrollment Management serves as a member of the President's Executive Cabinet, and directs the administration of a program of developmental and support services for students, which includes the Office of Student Services; Admissions & Disability Services; Student Life; Student Services Communication; Outreach & Recruitment; Student Financial Aid; Enrollment Management, Retention & Registrar (including Advising, Counseling and Student Development); Student Support Services & Special Populations; and Athletics.

### **Supervisory Responsibility:**

The position has direct and indirect reporting administrators working within the departments listed above.

### **Essential Duties/Major Accountabilities:**

#### **Strategic and Operational Planning**

1. Administer and guide a comprehensive student services division.
2. Develop, execute and assess student access, retention and completion initiatives that promote a successful student commitment experience.
3. Identify long-term college-wide needs and areas for potential improvement related to Student Success and Enrollment Management (SSEM) operations. Incorporate input from stakeholders into planning process.
4. Identify mission, vision, goals, and key performance indicators for SSEM.
5. Determine appropriate organizational structure, job design, and schedule of assignments.



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6. Build, advocate, and oversee the SSEM budget. Help the organization manage/control/reduce its costs while providing state of the art services.
7. Increase division resources through entrepreneurial strategies.
8. Provide leadership for completion of short and long-term projects such as developing and implementing corrective action plans for operational audits, continually reviewing departmental processes, and developing and implementing appropriate changes.
9. Facilitate and plan major division construction projects in coordination with the assistance of Facilities.

### **Enrollment Management and Retention**

1. Provide leadership and guidance for the recruitment and retention of students; actively recruit for the college, and develop a Strategic Enrollment Management Plan.
2. Provide leadership in maintaining a student- and learner-centered philosophy and focus for SSEM initiatives.
3. Provide vision and guidance for college efforts that support closing the achievement gap of African American and Hispanic students.
4. Prepare appropriate reports; analyze and evaluate enrollment and retention data; develop and analyze student enrollment and retention forecasts to be used in strategic decision making.

### **Leadership**

1. Lead and motivate a team to serve a diverse campus.
2. Direct and supervise efforts of subordinate staff in execution of goals.
3. Evaluate programs on a routine basis.
4. Provide leadership for the resolution of problems and the execution of plans for day-to-day operations of assigned areas of responsibility.
5. Assume leadership and responsibility for establishing an environment which promotes respect for students, faculty, and staff and recognizes initiative and excellence.

### **Administration**

1. Present SSEM perspective on issues discussed with the President and Executive Cabinet.
2. Participate in the formulation and implementation of other college-wide policy and procedures in coordination with other members of the senior management team.
3. Coordinate development and implementation of college-wide management processes and associated support systems, to include automated information systems management that properly interfaces and provides integrated information for decision-making.
4. Oversee compliance with applicable federal, state and local laws, policies, and regulations in relation to Board and college policies, including reports as required in the areas of resource allocation and management systems.
5. Foster Board relations and prepare Board reports pertaining to division and student issues.

### **Other**

1. Oversee athletics to meet NJCAA multi-campus Division eligibility and policy.
2. Spearhead innovative student initiatives with K-12 and university partners.
3. Promote college initiatives and partnerships nationally, statewide and locally.



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4. Develop, foster, and promote new opportunities with public and private sector entities; provide leadership for establishing multi-year tactical and annual operational goals designed to implement the strategic goals of the college; assume responsibility for other college affairs and matters at the discretion of the president.
5. Support the formulation of mutually beneficial global initiatives.
6. Establish and maintain liaison with community groups and others important to, but outside of the college.
7. Solicit external support for the college.
8. Handle difficult or sensitive matters.
9. Establish and execute emergency action plan in coordination with senior management team.
10. Perform all other duties necessary to accomplish the educational objectives of the college and/or as assigned by the president.
11. Act as president in her/his absence.

### **Minimum Required Knowledge, Skills, and Abilities:**

1. Master's degree with three years of senior level experience in higher education student services. Experience must encompass two or more departments. (*Senior level experience is defined as reporting directly to a President or Vice President.*)
2. Experience leading various recruitment and retention programs for underserved student populations.
3. Demonstrated ability to develop and implement a successful marketing plan for recruitment and retention of students.
4. Possess an understanding of the community college marketplace and have the ability to analyze and adopt progressive student services' processes to address stakeholders' needs.
5. Experience in community relations, administration, and information/automation systems management.
6. Organizational, administrative and supervisory experience; requires interpersonal, organizational, communications skills and judgment.
7. Commitment to multiculturalism and diversity with demonstrated sensitivity to the needs of the broad spectrum of individuals representing the college and staff population.
8. Display interpersonal skills that inspire trust.
9. Able to motivate others, shows initiative, is goal motivated and results orientated
10. Demonstrated ability to communicate effectively with individuals from all levels of the organization.
11. Demonstrated leadership style that is participative with a collaborative management style emphasizing staff involvement and effective delegating skills.
12. Ability to function as a team player working closely with the president, other senior executives of the college, faculty, and support staff.
13. Excellent oral and written communications skills.
14. Ability to organize and lead committees and diverse groups.
15. Ability to accomplish both broad, visionary assignments as well as complex, detailed projects on a timely basis.
16. Experience developing and monitoring multiple budgets.
17. Ability to work irregular hours.



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### **Additional Preferred Qualifications:**

1. Doctorate.
2. Additional experience beyond the minimum requirements.
3. Experience performing the minimum requirements in a community college setting.
4. Experience working in a unionized environment.
5. Demonstrated evidence or sensitivity to and/prior experience regarding relations with minority groups, women and people in general, community acceptance, knowledge and familiarity of community organizations and government.
6. Experience hiring, supervising, developing and disciplining employees in a unionized work environment.

### **Physical Requirements:**

1. Able to remain in a stationary position for several hours, approximately 20% of the time.
2. Frequently operates a personal computer.
3. Move or traverse about campus.
4. Constant communication with others.
5. Occasionally moves boxes, files, materials up to 30 pounds.

### **Hours/Schedule:**

Full-time, Exempt position. The Vice President for Student Success and Enrollment Management will work a flexible schedule, including evenings and weekends, to meet requirements of the job.

