

University of Houston – Clear Lake

Position Description

Job Title: **Executive Director, Admissions**

Job Code: **2259**

Pay Grade: **070**

FSLA: **EX**

Location: **UHCL**

Retirement Program: **ORP**

QUALIFICATIONS

	REQUIRED	PREFERRED
Education	Bachelor's degree.	Master's degree required.
Experience	Five years experience in a supervisory position with progressive responsibilities in higher education admissions. Thorough understanding of the admissions process from initial contact to enrollment.	Knowledge of the PeopleSoft Student Administration System.
License/Certification		

This position may be security sensitive requiring a background check of the final candidate.

POSITION SUMMARY

Responsible for developing a comprehensive market and data driven approach to recruitment and enrollment of new and stopout students. Supervises the development and implementation of the annual recruitment plans, strategies and recruiting events that lead to the attainment of the university's enrollment management goals; leads efforts to adopt new technologies in the recruitment and admissions area to remain competitive in the market place, including e-recruitment initiatives, transfer of credit automation, and automation of the admissions process that improves the recruitment, admissions and enrollment process and improves customer service; maintains relationships with surrounding community colleges and other higher education institutions for recruiting purposes; directs the application process from inquiry to enrollment; creates and maintains a team effort and collaborative environment for the development and implementation of the annual recruitment plans; interprets and enforces university, state board and Federal regulations regarding admissions; oversees international admissions and ensures that operations in the area are consistent with federal regulation to be able to maintain I-20 certification; oversees the delivery of international oversees the operation of the Office of Admissions and supervises professional and support staff in the areas of admissions processing, international admissions, student communications, and recruitment and prepares reports as needed. Manages an annual budget of \$1.3 million dollars, decisions on the distribution of funds and accountability of cost centers. The position reports to the Associate Vice President of Enrollment Management.

Duties and responsibilities	% Time
Responsible for leading efforts to adopt new technologies in the recruitment and admissions process to remain competitive in the market place, including but not limited to, e-recruitment initiatives, transfer of credit automation, and automation of the admissions process that improves the recruitment, admissions and enrollment process and improves customer service.	20
Oversees international admissions operations to ensure that admissions processing for international students operates smoothly and is in compliance with federal guidelines. Oversees international advising to ensure that necessary international student services are provided and students are informed of the regulations and policies that must be followed in order to remain enrolled at the university. Makes decisions on immigration decision appeals.	20
Provide final review for admissions marketing/recruitment materials in different mediums in accordance to established guidelines and parameters for domestic and international students.	20

<p>Responsible for ensuring the efficient operations of admissions processing and ensuring that PeopleSoft Student Administration product is utilized to its fullest potential to allow the university to achieve its enrollment targets. Oversees the Student Information System, development and maintenance needs for the Prospect, Transfer of Credit and Applicant modules, coordinates priorities and testing schedules with UHCL's Functional Analyst as it pertains to PeopleSoft advising and admissions functions. Responsible for leading the admission appeals committee for domestic and international applicants. Budget responsibilities that include the management of approximately 8 cost centers totalling over \$1.3 million dollars, decisions on distribution of funds and accountability of cost centers. Responsible for developing admissions priorities and participating in the campus wide priority process. Hires and evaluates with firing authority and supervises the staff of the Office of Admissions and oversees the workflow related to admissions function, including the recruiting personnel, admissions processing personnel and internal admissions personnel.</p>	20
<p>Oversees the admissions function and coordinates all activities necessary to convert prospective students into enrolled students in accordance with the university enrollment targets. Oversees the development and execution of the annual recruitment plan. Coordinates efforts with the schools to meet their desired enrollment targets for selected programs.</p>	10
<p>Participate in university committees such as Academic Associate Councils and makes recommendations on admission policy changes that are necessary to deal with admissions issues. Represents the university along with the Assistant Director of Admissions-International Activities in meetings with foreign entities inquiring about partnerships and admission guidelines. Works closely with the Registrar, SAC Assistant Director, Financial Aid Director, Cashier, and Dean of Students to resolve operational issues that allow the university to maximize enrollment.</p>	10

This position description describes the general qualifications, duties and responsibilities of work being performed.