

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2024**

**ASSOCIATE VICE PRESIDENT, STUDENT AFFAIRS & ENROLLMENT MANAGEMENT**

**FLSA STATUS: EXEMPT – PAY GRADE: 29 - A**

**JOB FAMILY: SENIOR ADMINISTRATION    JOB FUNCTION: EXECUTIVE MANAGEMENT**

**GENERAL STATEMENT OF JOB**

The Associate Vice President, Student Affairs & Enrollment Management serves as the driving force behind the development and implementation of a comprehensive enrollment management and student success plan for the college. This role supervises Advising, Recruitment, Admissions, and the Contact Center, student outreach and communication, and ensures coordination between the offices of Records and Registrar, Financial Aid, Student Financial Services, Assessment, Military and Veterans Services, Student Support Services, and Academic Affairs to ensure delivery of quality services to all constituents, including prospective, current, and former students, faculty, staff, and administrators. This role compiles and analyzes data and generates reports to inform the campus community regarding student enrollment and success, from the first point of contact through enrollment to completion and placement. In conjunction with leadership and staff, this position provides innovative and effective guidance and leadership on policies, processes, and best practices aimed at increasing student success, enrollment, retention, and persistence at every stage of the student lifecycle. This role works with internal and external partners, including other state schools, to ensure leading-edge efforts in innovation and compliance with Department of Education and Florida State regulations.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Collaborates with Records, Registrar, Financial Aid, Marketing, and Academic Affairs to ensure the development and implementation of efficient, effective, and integrated policies, procedures, and systems. Actively represents Student Affairs & Enrollment Management in PeopleSoft and other software implementation work. Communicates best practices, new processes, and training in all areas.

Oversees the collection and organization of data concerning all phases of the enrollment process and student lifecycle. Analyzes data and generates reports informing the campus community regarding enrollment and student success-related issues.

Provides innovative and effective guidance and leadership on policies, processes, and best practices aimed at increasing student success, enrollment, retention, and persistence.

Leads the College's strategic enrollment management initiatives to develop and implement a comprehensive plan which addresses and supports retention, persistence, and success throughout the student lifecycle.

Develops vision and provides leadership to new and existing programming and processes to ensure delivery of quality, student-centered onboarding and student success services, leading the functions of Recruitment, Admissions, Advising, and the Contact Center. Works directly with students and staff to resolve student issues and complaints.

Supervises Advising, Recruitment, Admissions, Contact Center, and student communication directors, managers, and leads. Facilitates a work environment that provides inspiration, professional development, coaching, mentorship, and guidance to professional staff members.

Spearheads development and implementation of a comprehensive communication strategy for recruitment, admissions, onboarding, and advising.

Serves as a key point of contact on planning, training, and implementing large scale, high-impact initiatives and special projects designed to increase enrollment, retention, persistence, and success.

Manages functional unit's budgeting process, purchasing compliance, and general administrative issues, including staffing and disciplinary outcomes.

Establishes and engages in internal and external strategic partnerships that champion strategic priorities to benefit Student Services, staff, and students. Serves on committees and councils to participate in college-wide planning.

Performs other related duties, as required.

### **SUPERVISION RECEIVED**

Supervision is received from the Vice President of Student Affairs & Enrollment Management.

### **SUPERVISION EXERCISED**

Supervision is exercised over assigned staff.

### **MINIMUM QUALIFICATIONS**

Master's degree from a regionally accredited institution and five (5) years of related higher education leadership experience in student affairs/enrollment management. Experience leading cross-functional frontline and back-office teams.

### **PREFERRED QUALIFICATIONS**

Master's degree from a regionally accredited institution in higher education leadership or a related field and seven (7) years of experience in higher education leadership roles, specifically enrollment management, orientation, admissions, financial aid, student records, advising, and student engagement. Experience with strategic insight utilizing data analysis. Experience in translating organizational issues into strategic plans. Experience with Student Information Systems and Enterprise Resource Planning systems. [SE1]

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of documentation, files, accounts, and equipment.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving assignments, instructions, and/or directions.

**Language Ability:** Requires ability to read standard English, as well as basic technical data, policy and procedure manuals, codes, etc. Requires the ability to prepare forms and reports using prescribed formats. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

**Intelligence:** Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to interpret a variety of instructions or inquiries furnished in written and/or oral form; to acquire knowledge of topics related to occupation.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, and to follow oral/written instructions. Must be able to communicate effectively with co-workers, the public, and students.

**Numerical Aptitude:** Must be able to add, subtract, multiply and divide; calculate decimals and percentages.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape, and visually read various information.

**Motor Coordination:** Requires the ability to coordinate hands and eyes accurately in operating modern office equipment and machinery.

**Manual Dexterity:** Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** May not require the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond receiving instructions. Must be adaptable to performing under moderate levels of stress, imposed by frequent deadlines, peak workloads, or public/student contact.

**Physical Communication:** Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

**Environmental Requirements:** Tasks are regularly performed without exposure to adverse environmental conditions (e.g., dirt, cold, rain, fumes).

**Effective:** 11/97

**Revised:** 5/99; 7/02; 8/04; 4/06; 2/17/22; 11/25/24