

## Sam Houston State University Human Resources

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### Staff Classification Description – Associate Vice President for Enrollment Management

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**Skill Category:** Executive/ Administrative

**Position (Employee) Class:** 1M130 (E1)

**Grade:** NC

**Date:** 03/2017

**Department:** Office of Enrollment Management

**Educational & Experience Requirement:** Master's degree in Education, Business Administration or related field plus seven (7) years of extensive supervisory experience, strong leadership, communication, and management skills with at least five (5) years at a director or higher position in the area of graduate or undergraduate admissions. Knowledge of and experience working with the Texas Higher Education Coordinating Board is desirable. Extensive experience with Ellucian Banner Student Module is preferred. A combination of education, experience, and training that would produce the required knowledge and abilities could be considered.

**Nature & Purpose of Position:** Assume delegated responsibilities in the performance of duties and responsibilities in the planning and supervision of the ongoing enrollment management issues of the university; oversight of management of varied departments and services delivered under the Vice President's supervision; full supervision of the personnel and budget of these areas. A high level of independent judgment, resourcefulness, creativeness, and initiative is required.

**Supervision Given & Received:** Reports and receives direction from the Vice President for Enrollment Management. Provides broad direction for the Director of the Visitor Center, Accepted Student and Bearkat Orientation, Office of Admissions, Enrollment Communication, Program Marketing and oversight of major computer services projects as assigned.

**Primary Responsibilities:** Oversees new student enrollment for undergraduate and graduate student population to include yield rate for students who applied, number of students who were accepted, and the number of students who are enrolled. Serves as a main point of contact and decision maker for all undergraduate and graduate concerns, initiatives, and issues with the Enterprise Resource Planning (ERP) Banner system for admissions to include interactions with third party vendors. Leads admissions team for Banner, Cognos Reporting, and Customer Relationship Management (CRM) products. Serves as the enrollment management liaison with other university departments and divisions to include Academic Affairs, Informational Technology, University Advancement, and Sam Houston State University (SHSU) Online to ensure that key university initiatives and goals related to admissions and enrollment marketing/communication are being met. Oversees and provides direction for all marketing, recruiting, and communication efforts within enrollment management, but specifically to undergraduate and graduate admissions. Manages communication efforts for prospects, applicants, and recently enrolled students. Maintains relationships with third party vendors that assist the university in admissions marketing and recruiting. Uses data driven decisions to determine future marketing efforts, to include a cost-benefit analysis for each vendor. Coordinates enrollment information and content on the administrative departmental websites with links to appropriate academic sites. Performs website analytics monitoring that is essential in determining website marketing success. Serves as co-chair of the Web Optimization project in conjunction with co-chair from SHSU Online. Attends monthly advisory meetings and provides quarterly leadership updates on digital marketing, website performance, and search engine optimization with a focus on eliminating enrollment barriers. Provides direction for the Sam Scholar Program that unites recruiting and financial aid to attract higher quality students to SHSU. Attends regular meetings with deans and department chairs to discuss competitive marketing strategies, enrollment goals,

and reporting needs. Creates and maintains strategic alliances with university leaders to effectively align enrollment management key initiatives and goals. Reviews and make recommendations to the Vice President for Enrollment Management on policy changes, procedures, budget items, and personnel recommendations/communications from departments. Assist the Vice President for Enrollment Management in the resolution of student problems referred to the Enrollment Management office by the Directors. Responsible for the writing/revision of any polices in the above departments. Performs other related duties as assigned.

**Other Specifications:** A comprehensive knowledge of financial aid compliance issues as well as federal, state, and institutional aid/scholarship programs along with familiarity with student information systems. Ability to coordinate enrollment management strategies to attract, enroll, and retain students through on-campus departments/initiatives, such as the Visitor's Center, orientation, and on-campus preview days. Ability to collaborate with Admissions and analyze the effects of marketing campaigns and college recruitment on enrollment statistics. Demonstrate the ability to maintain confidential information, communicate effectively both orally and in writing, collaborate with other divisions; supervise and develop staff, and a commitment to the educational access and support to students and parents.

This position may be designated as a Campus Security Authority (CSA).

**This is a classification description with the complete list of job duties being maintained at the departmental level. Other job duties necessary for the effective operation of the University are expected to be performed. Any qualifications to be considered as equivalents in lieu of stated minimums require the prior approval of Human Resources.**

**Sam Houston State University is an at will employer and drug free/smoke free workplace. This position is security-sensitive and thereby subject to the provisions of the Texas Education Code §51.215, which authorizes the employer to obtain criminal history record information. The pay grade range is inclusive of social security benefit replacement pay.**

**Sam Houston State University is Committed to Equal Opportunity in Employment and Education.**