

## POSITION DESCRIPTION

POSITION TITLE: ASSOCIATE DEAN OF STUDENT SERVICES



**SHASTA-TEHAMA-TRINITY JOINT COMMUNITY COLLEGE  
DISTRICT POSITION DESCRIPTION**

<b>POSITION TITLE:</b>	Associate Dean of Student Services	
<b>JOB CLASSIFICATION:</b>	<input checked="" type="checkbox"/> Administrator - Educational	<input type="checkbox"/> Confidential
	<input type="checkbox"/> Administrator - Classified	<input type="checkbox"/> Classified
	<input type="checkbox"/> Faculty	
<b>RANGE:</b>	50	
<b>HOURS PER DAY:</b>	8	
<b>HOURS PER WEEK:</b>	40	
<b>MONTHS PER YEAR:</b>	12	
<b>REPORTS TO:</b>	Assistant/Superintendent / Vice President of Student Services or designee	

**DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES**

To provide leadership and direction for a comprehensive non-instructional student enrollment services program, including recruitment, outreach, First Year Experience, counseling services, admissions and records, financial aid, assessment; to provide effective administration of the areas assigned, including the ongoing development and evaluation of student enrollment needs; to establish and maintain a strong working relationship with faculty, academic deans, administrators, staff and students; to develop and implement a comprehensive enrollment management plan. To plan, develop, organize, promote, coordinate and monitor the activities and operations of various student services programs which provide specialized instruction and services to targeted student populations. This includes but is not limited to the following programs: Partners in Access to College Education for Students with Disabilities (formerly DSPS), Extended Opportunities Program and Services (EOPS), Cooperative Agencies Resources for Education (CARE), Foster Youth (SCI\*FI), Student Access and Equity, Student Success and Support Program (SSSP) and other student services programs as assigned. The Associate Dean is designated as the EOPS/CARE Director and the DSPS Director. The Associate Dean is also responsible for designing, implementing, assessing and maintaining a comprehensive outreach and equity plan designed to support the college's enrollment and retention goals. Program administrators in other student services and special programs may report to the Associate Dean of Student Services. Employees in this classification receive administrative direction within a framework of general guidelines, and direct, supervise and formally evaluate the work of other administrators, faculty and classified staff. This job class exercises responsibility for the development and implementation of various Student Services Programs including- disabled, multicultural ethnic minorities and economically, socially, or linguistically disadvantaged and non-traditional students. This is a middle management administrative position that requires excellent communication and strong administrative skills.

**TYPICAL DUTIES**

*Essential Functions:*

- Provides direction and supervision to staff and/or faculty employees to include: prioritizing and assigning work; conducting performance evaluations; ensuring faculty and staff are trained; and making hiring, termination, and disciplinary actions with subordinate employees;

## POSITION DESCRIPTION

POSITION TITLE: ASSOCIATE DEAN OF STUDENT SERVICES

---

- Plans, develops, organizes, coordinates, directs, implements and manages the administration and supervision of various enrollment services programs such as student outreach and recruitment, assessment, orientation, Counseling, Financial Aid, Admissions and Records, scholarship programs, grants, loans, Federal Work study and Veteran benefits, career / employment services, student services categorical programs and other matriculation-related activities contributing to student success;
- Provides oversight, plans, coordinates and directs the operations of the College's DSPS, EOPS, CARE, Foster Youth, Access and Equity and other Student Services Programs, including the budget management and coordination with other campus centers and services;
- Develops, implements, and evaluates program goals, objectives, policies and services that are consistent with the college mission and in compliance with the regulations and guidelines of the Chancellor's Office for student services programs;
- Participates in formulation of long- and short-term goals and strategies for enrollment management, including counseling, admissions, recruitment, retention and related services in cooperation with appropriate staff;
- Interprets and administers federal, state and local regulations and policies as it relates to student services operations and programs;
- Provides leadership in the development of counseling strategies and equity-minded services to assist a multicultural, complex student body in accessing and succeeding at the college, in career, vocational and life choices;
- Oversees development of annual FTES projections for new student enrollment and yields, and continuing student retention and enrollment; provides updates periodically;
- Oversees recruitment activities, on and off-campus, including special admissions policies and publications;
- Provides direction and coordination of the liaison activities between the local area high schools and the College;
- Assists with promoting student outreach and recruitment activities, evaluating and developing retention strategies and promoting the college to the community;
- Manages and coordinates the college articulation program;
- Develops, coordinates, and provides recommendations to the District on strategic recruitment and equity plans for the college which enhances enrollment and connects outreach to program development, enrollment management, student recruitment and outreach efforts, and resource development;
- Recommends, develops, implements and coordinates programs and activities that assist students in making a successful transition to the college;
- Assesses and monitors the academic achievement and retention rates of various cohorts, developing new programs and strengthening existing programs to respond to their academic needs and leadership development skills related to student equity and success;
- Oversees the provision of appropriate courses, instructional programs, and learning services related to the educational needs of students with disabilities and of various disadvantaged and underrepresented student populations;
- Oversees the preparation of financial, statistical and descriptive reports for student services programs; ensures compliance with federal, state and other reporting requirements;
- Participates in the reporting of MIS data to the California Community Colleges Chancellor's Office; assumes administrative responsibility over the data; investigates, troubleshoots and resolves data issues;
- Resolves complex and difficult financial aid and admissions and records processing, student account, grade, attendance, enrollment, reinstatement, satisfactory academic progress and disbursement issues. Resolves student account and records issues; confers with students on their financial aid and/or student record files;

**POSITION DESCRIPTION****POSITION TITLE: ASSOCIATE DEAN OF STUDENT SERVICES**

---

- Establishes collaborative working relationships with various department managers, faculty, staff, and with community members and organizations; represent the college at various functions;
- Establishes cooperative relationships within the division and with other academic and administrative departments; collaborates with other departments to establish and implement systems to evaluate the effectiveness of existing and proposed programs, strategies, materials, and/or initiatives;
- Consults with Technology staff and participates in the development and enhancement of specialized automated systems; maintains current knowledge in the latest technology related to functional areas, including hardware and software capabilities; provides major input to long-range technology planning decisions; maintains ongoing relationship with Technology staff regarding same;
- Recommends, develops and implements programs and activities that facilitate the success of new students; exercises leadership in the use of modern techniques of quality management to continuously improve the operations of area supervised; effectively utilizes and implements information technology in the area supervised;
- Plans, organizes and prepares the district's applications for federal and state funds; prepares a variety of complex statistical and narrative annual and other periodic reports to federal, state and local agencies to support student services programs; prepares applications and proposals to obtain federal, state and private student aid funds; assures maintenance of accurate records and balances accounts with fiscal services records;
- Implements various student centered service models for each program;
- Coordinates and maintains a cooperative and effective liaison with the Financial Aid Office, the Enrollment Services Office, Admissions and Records and other departments campus-wide;
- Ensures that the various Student Services Program Advisory boards meet in compliance with program regulations;
- Serves on and participates in a variety of internal and external committees, meetings and organizations, representing various student support programs;
- Promotes and guides recruitment and retention activities for under-represented students and various student services programs as assigned;
- Conducts staff meetings; represents Shasta College at statewide and regional meetings and conferences;
- Prepares informational materials, handbooks, policies and procedural guides as assigned; serves on District committees as assigned;
- Serves as the primary liaison between the various student services programs and the community;
- Assists in providing orientation and staff development activities for faculty and staff;
- Develops, reviews, monitors and revises various categorical plans including the Student Success and Support Program (SSSP) and Student Equity plans;
- Develops, implements and evaluates program goals, objectives, policies and services that are consistent with the college mission and in compliance with Chancellor's Office regulations and guidelines;
- Submits mid-term and year-end reports to the Chancellor's Office as required;
- Develops and implements plans for recruiting and retaining college students;
- Develops and administers budgets; monitors and approves expenditures in accordance with established policies and procedures;
- Provides appropriate information to counselors and instructors when requested; and
- Performs related duties similar to the above in scope and function as required.

**EMPLOYMENT STANDARDS***Knowledge of:*

- Principles and practices, laws and regulations of community college student services

**POSITION DESCRIPTION****POSITION TITLE: ASSOCIATE DEAN OF STUDENT SERVICES**

---

- programs including federal and state programs;
- Program planning, development and implementation of assessment tools, special education programs, learning disabilities patterns, and educational barriers created by various disabilities or disadvantaged conditions;
- Marketing, recruitment, counseling, admissions, and record keeping processes;
- Proper budget development and implementation practices and methods;
- Principles of project management and record keeping techniques;
- Principles and practices of leadership, management and supervision including planning, organizing, assigning, and reviewing work; performance appraisal and discipline; employee selection and development; and equal employment opportunity policies;
- Campus and community-based resources to assist students;
- Current research and best practices in retention and student success;
- Title 5 Regulations, Section 504 and ADA laws, and implementing guidelines;
- Principles and techniques of recruitment, media relations, public relations and advertising communications;
- Assessment of demographic trends and adaptation of information and strategies to ensure successful, culturally appropriate outreach;
- The diverse socioeconomic, cultural, ethnic and disability backgrounds of the local regional population;
- Collective bargaining principles, practices and contracts;
- Research methods and techniques;
- District organization, operations, policies and objectives;
- Computer operations and applicable software programs; and
- Student equity issues.

*Ability to:*

- Plan, direct and manage the activities and operations of various community college non-instructional student services programs;
- Direct, supervise and formally evaluate the work of others;
- Establish and maintain effective work relationships with those contacted in the performance of required duties;
- Use a high degree of tact, diplomacy and discretion in dealing with sensitive and complex issues and situations and information on behalf of the college;
- Work successfully with computer systems;
- Facilitate organizational development and change with effective collaboration of participants;
- Effectively relate to a diverse student population that includes a wide range of ages, disabilities, socioeconomic, cultural and ethnic backgrounds and to effectively advocate for their needs and concerns. Analyze problems, determine effective solutions and take independent action for successful results. Write grant proposals, project plans and complex reports. Continuously monitor changes in regulations, policies and technology related to areas of management and appropriately apply to areas under supervision;
- Meet schedules and timelines;
- Develop effective outreach and recruitment plans;
- Commit to provide instruction for students with diverse abilities and interests;
- Personal qualities to work effectively and sensitively in a multicultural student environment. Prepare clear, concise and comprehensive written and oral reports;
- Ability to work as a part of a collaborative team;
- Work independently with minimum direction and supervision; work under pressure; and
- Work confidentially and with discretion.

**QUALIFICATIONS***Education / Experience Required:*

**POSITION DESCRIPTION**

**POSITION TITLE: ASSOCIATE DEAN OF STUDENT SERVICES**

---

- Master’s degree from an accredited institution, and one year formal training, internship, or leadership experience reasonably related to assignment. Doctorate preferred.

*Other Required or Preferred Qualifications:*

- A valid California Motor Vehicle Operator’s License, to be maintained throughout employment. Maintain a satisfactory driving record.

*Special Requirements:*

- Availability and flexibility for evening and weekend work.

**APPROVALS**

Date Created:	06-18-14 / 7-2017
Cabinet Reviewed:	06-14 / 7-24-2017
Board Approved:	07-09-14 / 08-09-17

The District shall provide equal employment opportunities to all applicants and employees regardless of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or status as a Vietnam-era veteran.

(AP 3410 – Nondiscrimination)