



**Office of Human Resources
Job Description**

Title: ASSOCIATE DEAN, Student Success & Outreach

Position Profile:

Under the direction of the Dean of Enrollment Services and the Dean of Student Success Initiatives, the Associate Dean of Student Success and Outreach is responsible for coordinating the development and implementation of Student Success and Support Programs (SSSP) and student outreach and recruitment programs.

Primary Duties and Responsibilities:

(Examples of key duties are interpreted as being descriptive not restrictive.)

- Leads and evaluates the effectiveness of matriculation services, in coordination with impacted programs and services' leadership, to improve or facilitate the matriculation process, experience, and outcomes of new and continuing students;
- Coordinates the provision of matriculation services for new and continuing students, including assessment, orientation, and select follow-up activities;
- Plans, recommends, initiates, and implements new programs or strategies to enhance the matriculation process for new and continuing students as they reach matriculation milestones;
- In conjunction with the Dean of Enrollment Services, prepares the Student Success and Support Programs' annual plan, mid-year and end-of-year reports;
- In conjunction with the Dean of Enrollment Services, administers the SSSP budget to ensure that funds support the goals and activities delineated in the SSSP Plan and are in compliance with categorical regulations and budgetary restrictions;
- Maintain and provide supporting documentation as required for district and state auditing purposes;
- Collaborates closely with Counseling Department and other support services at the College to ensure that the District fulfills its responsibility in Student Success Mandates.
- Develop and prepare publications relating to Student Success and Support Program, and Outreach and Recruitment;
- Serves as the SSSP liaison to activities concerning Student Equity, including the Student Equity Plan and Student Equity Committee;
- Responsible for developing and implementing a district wide recruitment plan to assist the District to meet enrollment goals;
- Oversees all programs and activities for the Office of Outreach and Recruitment;
- Provides leadership, direction and supervision for staff including training, and evaluation;

- Serve as the liaison for issues related to outreach and recruitment, with Academic Affairs, Student Services and Enrollment Development divisions, and Marketing department;
- Develops, implements, and monitors the domestic and out of state student recruitment plan;
- Organizes outreach and recruitment programs and activities into a master calendar tied to the student recruitment plan;
- Represents Santa Monica College to professional organizations;
- Collaborates with Admissions, and Marketing departments to assist in the development of web, print publications and other media marketing for identifying, attracting, admitting and enrolling new students;
- Collaborates with the Office of Institutional Research, and Management Information Systems to collect and analyze data related to enrollment, assessment, orientation, high schools and incoming students to monitor, evaluate and adjust the progress being made towards the attainment of enrollment goals;
- Develop and maintain partnerships with SMC academic programs, SMC student services programs, high schools, parent groups, community agencies, and higher education institutions;
- Collaborate on the creation and maintenance of the campus prospective, new and continuing student communication plan;
- Creates budgets, monitors expenditures, and allocates resources for outreach and recruitment activities.

Qualifications - Education and Experience:

- Possession of a Master's degree and one year of formal training, internship, or leadership experience reasonably related to the assignment or equivalent, from an accredited institution;
- Three (3) years administrative experience;
- Evidence of sensitivity to and understanding of the socioeconomic, academic, cultural and ethnic diversity within the community college student population, including students with physical and/or learning disabilities as these factors relate to differences in learning styles.

Preferred Qualifications:

- Demonstrated experience in delivering and coordinating matriculation services for new and continuing students, including assessment, orientation, counseling, and follow-up activities;
- Demonstrated experience in the proper interpretation and implementation of California Education Code, Title 5, and California Community Colleges Chancellor's Office administrative procedures directly related to matriculation and the Student Success Act of 2012;
- Experience administering categorical or grant-funded programs;
- Demonstrated ability to communicate effectively with administrators, faculty, staff, students, and the public; knowledge of supervisory principles and practices;
- Experience in compiling, analyzing, and interpreting data related to areas of service; excellent written and verbal and interpersonal communication skills.
- Experience interfacing with College administrators, faculty, staff, students, and employers.

Skills, Knowledge, and Abilities:

- Successful administrative and leadership experience in areas of service;
- Demonstrated management and supervisory experience that includes employee development and performance management skills;
- Proficient working knowledge of information technology used in academia or private industry, as well as internet applications and PC-based software, e.g. Microsoft Office Suite;
- Familiarity with computers, including word processing, database, and spreadsheet software;
- Experience working with people from a variety of culturally diverse backgrounds;
- Demonstrated ability to communicate effectively with administrators, faculty, staff, students, and officials at California State Universities, Universities of California, private and out-of-state institutions;
- The ability to work effectively as a member of the administrative team to realize the College's vision, mission, goals, and institutional learning outcomes;
- The ability to lead in a participatory governance environment emphasizing collaboration and consensus building;
- Performs other duties as assigned.

*Approved by the Board of Trustees:
Reviewed by HR: 05.21.2015*