TURTLE MOUNTAIN COLLEGE

10145 BIA Rd 7, PO Box 340 Belcourt, ND 58316 | (701) 369-6060 | tm.edu

Director of Enrollment Services

Position Title: **Director of Enrollment Services**
Contract Term: **12-month position**
Accountable To: **Vice President of Student Affairs**
Salary: **$52,671 - $57,185**

Summary of Position: The Director of Enrollment Services is responsible for the development and implementation of all admission goals and strategy for TMC. The Director plays a critical role by overseeing and shaping the strategic direction of student enrollment. This position will be responsible for collaborating with and managing important relationships across the College.

JOB CHARACTERISTICS:

Nature of Work: This position provides leadership in the College's enrollment management efforts. Responsible to ensure the coordination of the development, implementation, ongoing assessment and refinement of an effective, innovative, collaborative enrollment management plan. Travel is required. Work after hours is required.

Personal Contacts: Engages directly with prospective and current students. Will also work regularly with faculty, staff, retention and recruitment committees, parents, high school students and staff, local businesses and the public.

Supervision Received: This position will be supervised by the V.P. of Student Affairs.

Supervision Given: This position supervises employees in the department of Enrollment Services.

Essential Functions: Keep accurate data, prepare reports, analyze and interpret complex data.

RESPONSIBILITIES:

- Responsible for implementing recruitment and enrollment activities identified through the College's strategic plan and enrollment management plan.
- Continuously evaluate and update a comprehensive strategic enrollment plan aligned with the institution's mission, goals and academic priorities.
- Leads efforts in using data and student technology available to develop and assess student recruitment and retention campaigns, services and outcomes.
- Guides admissions and enrollment functions ensuring prospective students are provided the assistance and information needed for a seamless transition from the online application through orientation, advisement and registration.
- Recommends and participates in the development of policies to properly implement effective enrollment, recruitment and retention services.
- Inform college leadership on prospective student interests and other market demands for credit and noncredit programs.
- Represent TMC, participate in and ensure participation in on and off campus events.
- Plan the annual College Awareness Day and other events and activities that promote college awareness and community engagement.
- As part of outreach, plan, organize, and represent the college at summer parades, community festivals, and seasonal powwows to increase visibility and support student recruitment.

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- Coordinate parade logistics, including float design, signage, giveaways, and recruitment materials**.** Participation in summer parades is required.
- Works with the Admissions Officer to identify target populations, develop visitation schedules, and visit with prospective students, counselors and administrators.
- Build and maintain relationships with local high schools for recruitment purposes.
- Tracks progress of students and counsels students regarding personal and/or academic issues; refers to other sources of counseling as needed.
- Identify, track, and maintain information (including retention and success rates) on all students enrolled.
- Collaborate with Marketing to create communications, assess recruitment outcomes and manage communication channels including texting, calling campaigns and virtual chat.
- Responsible for the Early Alert program.
- Ensures compliance with application of federal (e.g., Title IX), state and local laws, policies and regulations.
- Plans and facilitates enrollment management efforts and provides direction for the institution in the areas of recruitment and retention.
- Prepare and make public presentations to large and small audiences.
- Chairs the recruitment and retention committees.
- Work in coordination with the Vice President of Student Affairs to review, evaluate, and approve non-credit courses, workshops, seminars, and external programs for CEU eligibility based on institutional and national standards.
- Calculate CEU conversions (typically 1 CEU per 15 contact hours), ensure accuracy, and issue official TMC credits and transcripts to program participants.
- Maintain an up-to-date catalog of all non-credit courses and work with the Vice President of Student Affairs on matters involving faculty, vendors, policies, and licensing.
- Serve as liaison to students, instructors, and partners for credit transfers and documentation, and coordinate with the Registrar's office and Marketing to align non-credit programming on campus and in the community.
- Use the student information system, learning management system, and applicable registries to securely record, store, and archive participant completions.
- Keep organized, searchable records of applications, course hours, and completions for future audits.
- Performs other duties as required.

JOB REQUIREMENTS:

Knowledge: : Knowledge of recruiting and retention strategies. Knowledge of laws regarding students, records and privacy.

Skills: Experience working with admissions tools and online applications. Excellent verbal and interpersonal communication skills. Excellent oral and written communication skills, including public speaking ability. Strong customer service skills.

Abilities: Must be a self-starter, highly organized and detail-oriented. Must be able to work through constant interruptions.

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REQUIRED QUALIFICATIONS:

- Bachelor's Degree
- Experience working in Admissions, registration, financial aid or other student service area.
- Prior community college or other higher ed experience.
- Experience working with diverse populations, preferably the Native American community or Tribal college students.
- Valid Driver's license.

PREFERRED QUALIFICATIONS:

- Supervisory experience.

Written: 2/18
Revised: 6/22, 10/23, 11/26

This institution is an equal opportunity provider.