



Office of Human Resources and Equal Opportunity Administrator Job Description

DEAN, ENROLLMENT SERVICES AND OUTREACH

DEPARTMENT: Student Services

COLLEGE: De Anza

SALARY GRADE: [A2/A3-K](#)

POSITION PURPOSE:

Under the direction of and reporting to the Vice President of Student Services, provides leadership, directs and coordinates the functions of student admissions, permanent records, transcripts, matriculation, registration, attendance accounting, Student Information Systems (i.e., Banner), Dual Enrollment and Middle College, Outreach and Relations with Schools, Veteran Services, Basic Needs, Evaluations and Cashiering functions. The Dean must provide leadership and have a vision for the Enrollment Services, and Outreach division that complements the college's mission, Institutional Core Competencies (ICCs), student success and completion aligned with the California Community Colleges Chancellor's Office Vision for Success in completion of Student Goals. The Dean also coordinates with the Executive Director, International Student Programs, in the oversight of ISP faculty counselors and other activities.

NATURE and SCOPE:

The Dean, Enrollment Services, and Outreach is charged with planning, developing, organizing, and directing the managers, coordinators, faculty and staff engaged in core Enrollment Services and Outreach functions. These include all aspects of Admissions and Records, Assessment, Veterans and military affiliated student programs and services, Basic Needs, Cashiering. This position is also responsible for related program review/SSLOs/AUOs, research best practices, guided pathways, training, professional development and oversight over International Student Program faculty counselors.

The Dean develops and manages divisional budgets, determines allocations, secures necessary approvals, and makes policy, procedural, supervisory, and budgetary decisions. The Dean analyzes and evaluates data for program planning and, in close collaboration with District Information Services, oversees Banner-related enrollment management functions, system issues, and process improvements. This position also prepares and submits required State and federal reports, including enrollment management reports such as P1, P2, P Annual, and 320 attendance reports.

The Dean recommends objectives for program improvements and consults with management, faculty, staff, parents, students, and legal entities on matters involving confidential information. The position interprets and applies District, state, and federal rules, regulations, policies, and procedures to ensure compliance in enrollment management. In addition, the Dean provides leadership and centralized support to ensure District compliance with requirements related to F-1 visa immigration, Department of Veterans Affairs regulations, and cashiering functions.

KEY DUTIES and RESPONSIBILITIES:

The following duties and responsibilities are typical but not limited to the following:

1. Provide vision, leadership, long-range planning, and direction for the Enrollment Services and Outreach division programs, services and operations. These include application, student admissions, permanent records, transcripts, matriculation, registration, attendance accounting, Student Information Systems (i.e., Banner), dual enrollment and Middle College admission and registration, relations with school districts and other outreach activities, operations of Veteran Resource Center, Basic Needs Center and basic needs resources, Cashiering functions, and oversight of faculty counselors assigned to the International Student Program.
2. Participate in the development and implementation of policies and procedures and assure consistency of department objectives with those of the District and College student support services plans and in accordance with legal requirements and sound enrollment services principles and practices.
3. Manage, coordinate, and evaluate a diverse staff of directors, coordinators, faculty and classified employees with respect to each bargaining units' respective agreement with the district.

4. Develop and oversee divisional operations, systems and details including work schedules, staff assignments, coordination of day and evening services.
5. Review divisional programs and services to ensure that they are consistent with the College's goals and to ensure diverse ethnic, cultural and gender perspectives are included.
6. Develops and monitors enrollment processes which include a continuous feedback loop communication system between current and potential students, parents, and instructional and student services faculty, staff and administrators.
7. Oversees the operations of the Cashiering unit and ensures proper handling and recording of funds and transactions.
8. Conduct analysis, projections, and expenditure reports for division budget.
9. Interpret federal, state, and District regulations and develops procedures and practices to ensure divisional compliance including California Education Code, Americans with Disabilities Act, and Title 5.
10. Coordinate communications to promote divisional programs, services, activities, and information between students, faculty, administrators, service providers, outside organizations, the public and various local, State, and federal agencies.
11. Lead or participate in all administrative meetings as required.
12. Monitors enrollment trends and engages in program development pertinent to student and community needs and consistent with College/District master plan goals; coordinates concurrent enrollment with high schools, regional occupational programs and adult education.
13. Plans, directs and coordinates programs designed to provide specific college educational pathways, programs and partnerships, focusing on ensuring student success and retention. Coordinate with the Executive Director of the International Student Program in the oversight of ISP faculty counselors, and outreach.
14. Oversees the admissions and registration process, the implementation and evaluation of student records and resolves issues and problems incurred by students in a timely and accurate manner.
15. Coordinates the preparation of College, State and federal reports in collaboration with appropriate staff and offices.
16. Recruits, interviews, hires and trains staff in collaboration with department supervisors.
17. Implements, reviews and interprets all applicable sections of Title 5 of the California Code of Regulations, and the California Education Code, federal regulations pertaining to the Certification of Veterans Educational Benefits, federal regulations pertaining to the issuance of an I-20 and all reporting requirements mandated by the Department of Homeland Security in SEVIS.
18. Conducts international student recruitment activities, including international travel to destinations abroad and within the US on behalf of the district.
19. Establishes and maintains effective community relationships through outreach, partnerships, and community engagement to provide basic needs and other resources and services to existing and potential students.
20. Serves as liaison and resource manager for annual external audit.
21. Serves on District and College committees, including Banner Student, DegreeWorks, Student Equity and Achievement Program implementation and others as assigned.
22. Represents the college at regional, State and national conferences and/or meetings.
23. Supports and promotes compliance with the District's Diversity and Equal Opportunity Plan.
24. Collaborates with staff at Central Services to provide adequate enrollment services.
25. In collaboration with Foothill, establish deadlines, calendar dates and reporting requirement dates as required by State law and District policy.

26. Performs related duties as required.

EMPLOYMENT STANDARDS

Knowledge:

1. Divisional programs, services and operations.
2. Current technologies to improve delivery of enrollment services and access to International Students and Veterans Affairs databases used for enrollment and reporting.
3. Mission and goals of community colleges.
4. California Education Code, federal, state and District laws, rules and regulations including but not limited to Collective Bargaining, Title V and AB 1725 regulations governing community colleges as it relates to student attendance accounting, open enrollment and matriculation.
5. Immigration and Naturalization Service categories of citizens, residents and visas.
6. Changing practices and legislation in the provision of Veterans' Educational Benefits and related programs and services.
7. Federal and State financial aid guidelines.
8. Enrollment management and customer service values for a fast-paced college environment.
9. Budget management.
10. Accreditation requirements.
11. Principles of leadership, management, and supervision.
12. Standards and practices of higher education organization and structure.
13. Computer software including Banner, MS Word, Excel and Outlook.

Skills and Abilities:

1. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Supervise and/or manage a complex student services program serving a diverse student population.
3. Budget development, personnel selection and program evaluation.
4. Lead, advocate and network in the interest of the students, the College mission and ICCs.
5. Develop curriculum and course schedules.
6. Communicate effectively both orally and in writing, including complex proposals and presentations.
7. Strong supervisory skills.
8. Proven leadership and management skills.
9. Motivational and mediation skills.
10. Ability to use a computer and software such as MS Office, Banner student information system, scheduling software and other technological communication tools.
11. Handle difficult and sensitive issues and problems and resolve conflicts.
12. Ability to work with counselors, faculty, administrators, staff and students in a cooperative, open, and responsive manner.
13. Demonstrated commitment to academic and professional excellence.

Education and Experience:

1. Master's Degree.
2. One (1) year of leadership experience.
3. Two (2) years of experience in enrollment services.

Preferred Qualifications:

1. Four (4) years of experience in enrollment services, or another student services area, with one year in a supervisory capacity.
2. Successful experience in managing a large, complex office responsible for a diverse student and/or instructional support.
3. Bilingual.

WORKING CONDITIONS:

Environment:

1. Typical office environment.

Physical Abilities:

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Vision sufficient to read various materials.
4. Sitting for extended periods of time.
5. Bending at the waist.
6. Lifting and carrying objects up to 20 lbs.

Date Approved: March 2013; Revised: January 24, 2019; July 2019; August 2025

Ed Code: H-11

Creditable Service: STRS