

# WAYNE STATE UNIVERSITY

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|---|---------------------------|------------------------|
| <b>TITLE</b> Associate Provost, Enrollment Management | <b>DATE</b> 7/21/2011     |                        |
| <b>ECLASS</b> EX                                      | <b>EEO</b> 10             | <b>PCLASS</b> EX131    |
| <b>GROUP</b> 10                                       | <b>SALARY BAND</b> Select | <b>FLSA</b> E (Exempt) |

## JOB PURPOSE

The Associate Provost for Enrollment Management oversees the Office of Admissions & Orientation, the Office of Financial Aid, and the Office of the Registrar as well as various student success initiatives and programs. This position reports directly to the Provost and serves on the Provost's leadership team to develop and implement common strategic objectives.

## ESSENTIAL FUNCTIONS

Responsible for assessing, coordinating and integrating the disparate activities and organizational units responsible for student recruiting and enrollment. Develop, implement and evaluate recruitment, retention and marketing strategies, including the use of sophisticated research applications, the leveraging of information technologies, and ability to interact in an urban environment.

Direct, plan and control the day-to-day operation of Enrollment Management. Manage and oversee the operations and staff of departments within the unit; establish organizational plans to meet operational mission and objectives; direct and oversee selection, training and evaluation of subordinate personnel; determine appropriate staffing levels; evaluate progress of work in departments and institute changes to achieve operational efficiency. Plan, oversee and administer division budget.

Represent Enrollment Management on university committees. Provide insight on student needs; ensure University community is aware of and has access to programs administered by the unit; reallocate existing resources to achieve goals and objectives that have been identified in the Strategic Plan; understand and integrate new government legislation and requirements into functions of departments.

Serve as member of Provost's leadership team to develop goals and strategic plans designed to improve the collaborative efforts of student enrollment operations.

## WORK CONTEXT

|                               |  |
|-------------------------------|--|
| Job Reports to                | Vice President/AVP/Dean                  |
| Leadership Accountability     | Develops policy and strategic plans      |
| Supervisory Accountability    | Supervises through management personnel  |
| Organizational Accountability | Manages department                       |
| Financial Accountability      | Manages operating budget                 |
| Customer Accountability       | Interfaces with officials and executives |

|                |                                    |
|----------------|------------------------------------|
| Freedom to Act | Sets broad policies and objectives |
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### **MINIMUM QUALIFICATIONS**

Education: Master's degree

*Additional Education Information:* Master's degree from an accredited college or university. Doctorate degree preferred.

Experience: Experienced

*Additional Experience Information:* Minimum ten years of progressively responsible experience in a successful enrolment management program, with an expertise in undergraduate and graduate enrollments. Experience working in an urban, public research university preferred.

Proven responsiveness to academic services management and academic priorities. Demonstrated support of the academic and instructional mission of an institution of higher learning. Strategic planning, marketing and effective management skills are essential.

### **KNOWLEDGE, SKILLS & ABILITIES REQUIRED**

**LEADERSHIP SKILLS** - Ability to plan and set strategic and operational direction for program development. Ability to foster collaborations across diverse constituencies in a large academic institution, inspire confidence and motivate groups to collectively meet common objectives. Strong experience in participatory leadership.

**MANAGEMENT SKILLS:** Excellent organizational, management, communication, and human relations skills. Must be able to handle multiple tasks and complete work accurately and within deadlines.

**INTERPERSONAL SKILLS** - Exceptional interpersonal and customer service skills. Ability to influence and motivate others and represent WSU effectively in varied situations with donors, volunteers, alumni/ae, civic organizations, colleges and senior leadership. Ability to build effective working relationships with a variety of constituencies, as well as a commitment to the highest standards of professionalism, integrity, excellence and diversity.

**ORGANIZATIONAL SKILLS**--Ability to accomplish both broad, visionary assignments as well as complex, detailed projects within deadline. The individual must be decisive and have strong conceptual, creative and problem solving skills.

**COMMUNICATION SKILLS**- Strong oral and written communication skills. Demonstrated ability to negotiate and persuade.