**UNIVERSITY OF MAINE AT MACHIAS**

**PROFESSIONAL POSITION**

**DEAN OF STUDENTS AND ADMISSIONS**

**I:  Primary Purpose**

This Dean of Students and Admissions provides leadership and strategic direction for Student Life and Admissions departments that reflects and supports the overall mission of the University.  The position provides long range and short-term planning, project management, strategic enrollment planning, staff support and supervision, as well as fiscal oversight of both departments. It also helps to provide communications and marketing for student life and admissions, organization of programs, activities, services, and initiatives that support recruitment, enrollment and retention goals.

The Dean employs strong skills in conflict management, communication, student advocacy, budget management, assessment, collaboration, strategic planning, and responds to emergency and sexual misconduct incidents, student conduct issues, and student concerns.  The Dean will provide University leadership on matters that create and maintain a vibrant campus life operation, focusing on using student development theory and practice to keep the campus safe and engaging. The Dean works closely with faculty, staff, and students to help recruit and retain students.

The Dean oversees a portfolio of Student and Admissions Services areas including the Admissions Office, Marketing and Public Relations, Residential Education and Commuter Life, Student Engagement, Mental Health, and Health Office and collaborates closely with the VPAA and Head of Campus who has oversight of Athletics, Fitness and Safety/Security, to create a campus environment and student experience that contributes positively to the recruitment, enrollment, and overall academic experience of students with a commitment to initiatives focused on student success and retention.

This is a regular, full-time, fiscal year non-represented management position.

**II. Essential Duties**

1. **Oversight and responsibility for developing, implementing, and supervising strategic planning initiatives within the Student and Admissions Services Division to ensure both are meeting University and System Outcomes.**

* Oversight for developing and implementing UMM Strategic Plan initiatives related to areas of responsibilities in collaboration with applicable UMaine Departments.
* Provide visionary leadership, strategic oversight, direction, and create and implement a strategic plan with outcomes for Student and Admissions Services to ensure a seamless, positive, and supportive process from prospective students to new student to graduate.
* Develop a cohesive, comprehensive, and focused Student and Admissions Services organization committed to continuous improvement using an ongoing systematic assessment to enhance programs that align with UM, UMS and UMM mission and goals.
* Through collaboration with VP Enrollment Management at UM and VPAA/Head of Campus at UMM develop, implement, and provide oversight for a comprehensive, multifaceted strategic enrollment plan that includes recruitment and enrollment goals, scholarship goals, segmentation of student markets (first time, transfer, and adults), a focus on individual academic programs, a communications and marketing plan to increase recruitment efforts, reduce melt, and enrollment goals.
* Work closely with all campus constituencies to develop, implement, and coordinate policies and services which enhance a student’s academic and co-curricular success.
* Collaborate with Academic Affairs leadership to promote enrollment management programs and services as a comprehensive, integrated approach toward improving recruitment, retention, and graduation rates.
* Represent UMM at system-wide committees, including Enrollment Management Council, Chief Student Affairs Officers, Admissions Director, Student Health Insurance, Title IX, and others as determined by the VP of Enrollment Management, VPAA and Head of Campus or UMS.

**B.** **Budget responsibility for Student and Admissions Services Division, including the development, forecasting, management, and maintenance of budgets and ensuring revenue generation, adherence to allocated budgets, and compliance with University of Maine System APLs.**

* Review and supervise E&G and Auxiliary budgets for Student Life and Office of Admissions.
* Ensure personnel are adhering to budget allocations and hold personnel accountable for budget expenditures.
* Work closely with UM/UMM Financial Aid office to understand the yearly financial aid budget including financial aid packages, merit scholarships, federal and state aid programs, and athletic scholarships.
* Develop, model, propose, and maintain a solid understanding of the financial aid and scholarship programs available through the University, federal and state agencies, various private sources, and businesses.
* Ensure integrity and compliance for merit scholarship program.
* Work closely with UM/UMM Office of Financial Aid to inform financial aid packaging, merit scholarship, and programs to educated prospective and current students on financial aid and the cost of education.
* Supervise allocation and distribution of student fee funds to ensure compliance with student organization policies and University APLs.

**C.  Supervision of Student and Admissions Services Division personnel including recruitment, hiring, training, developing, supervising, mentoring, evaluation, and where needed, establishing and monitoring improvement plans for professional, classified, and student personnel.**

* Develop, write, and implement an employee handbook for the Division
* Ensure personnel are adhering to state and federal policies (e.g., aquatics).
* Utilize System resources to provide regular professional development and training for Division personnel, including cross-training, customer service, continuous LEAN process, assessment, and MaineStreet and other software program updates.
* Utilize System resources to provide training for office directors to increase their knowledge of supervision and management practices.
* Supervise Campus Safety Officer to ensure student support and safety, appropriate response to student incidents, ensuring student focused facilities are locked and secured (residence halls, fitness, and student center) and compliance with the Clery Act reporting.

D.  **Responsibility for project management and planning initiatives in Student and Admissions Services Division.**

* Implement, monitor, and serve as project manager for Target X (customer relations management software) and student retention software including set-up, training, security access, monitoring, and using reports to inform strategic planning for future recruitment and retention initiatives.
* Establish, write, manage, and revise communications flow in the student recruitment system (Target X) that includes segmented communication based on student demographic (first year, transfer, readmit and/or adult), academic programs, and students co-curricular interests.
* In collaboration with UM Admissions Department and Director of Marketing, develop, implement, and supervise marketing plan.
* Provide oversight of Student and Admissions Services communications and marketing materials (view books, search pieces, postcards, social media, financial aid letters and packaging, orientation, and Division advertising).
* Manage recruitment territories and recruitment purchases in a strategic manner to meet University enrollment goals through analysis of the effectiveness of territories, names purchases, and staff travels.
* Provide oversight and direction for on-campus admissions functions (campus tours, Preview days, early registration programs) and new student orientations (CORE, Fall and Spring Orientation) ensuring programs are seamless to new students and families.
* Establish a network of professional relationships with Maine Community College transfer officers to facilitate the identification and recruitment of potential transfer students and provide transfer transcript evaluations to prospective students onsite.
* Build and coordinate opportunities for faculty, staff, students, and alumni to participate in the student recruitment process.
* Collaborate with Academic Affairs students services (advising, study center, and special services) to ensure effective and efficient course enrollment process and support for newly admitted, readmitted, and transfer students.
* Oversight for website design, implementation, and updating to ensure website information is accurate and focused on new students and families.
* Establish programming standards and ensure Student and Enrollment Services professionals are developing and implementing student programs, events, and services that contribute to a supportive and engaged student environment.
* Work with community members on projects or concerns regarding Student and Enrollment Services area (e.g.Admissions).

E.   **Manage enrollment systems, serve as student advocate, and provide oversight and direction for student service systems including student policies and procedures, behavior assessment teams, student programming, student conduct, emergency response and safety, family programs, food service, and community relations.**

* Serve as conduct officer and responsible for student conduct process, hearing, and training for conduct board members.
* Review, oversee, implement, and revise student conduct policies and procedures in compliance with federal (Violence Against Women’s Act, Clery Act, Title IX), state, University of Maine System, and University of Maine at Machias policies and procedures.
* Serve as on call professional and provide support and response for student issues, concerns, and emergencies.
* Promote positive student relations by maintaining effective lines of communication with students and student leaders.
* Serve as an advocate for students and advise VPAA and Head of Campus on issues and concerns facing students.  Provide solutions to student issues and concerns within the greater context of the University.
* Develop and oversee the Student Success and Retention Team (SSRT) and Clipper Assessment Response and Evaluation (CARE) (mental health, threat, and assessment) Team.
* Oversee, implement, and respond to sexual misconduct incidents and review professional staff responses.
* Collaborate with community agencies and service providers to ensure students are supported after an incident, medical/mental health concern, and/or emergency.
* Communicate with parents regarding student emergencies or incidents
* Develop relationships with community members to link students with community initiatives.
* Work closely with Vice President of Academic Affairs and faculty to promote all aspects of academic programs to prospective students and create programs that links Student Services to Academic Affairs.
* Other similar duties as assigned.

F.   **Oversight and responsibility for data input, maintenance, report generation, and compliance.**

* Perform data mining on prospective and current student populations to determine strategic recruitment areas and retention initiatives to increase student’s persistence.
* Develop, implement, and ensure compliance with data requests, dashboards, reports, learning outcomes, and assessment programs.
* Provide data based reports including recruitment and enrollment projections, enrollment reports, residential occupancy, student conduct, athletic recruitment and retention, athletic Title IX, yearly Division reports, and federal reports (Clery report).
* Provide data to the University of Maine System Office and University of Maine as applicable.
* Manage Clery data and provide report to US Department of Education on a yearly basis.
* Oversight for athletic policies, procedures, and reporting.

**III. Supervisory Responsibility**

This position directly supervises ten staff members (Admissions Counselors (3), Director of Marketing and Public Relations, Admissions Administrative Specialist, Assistant Director of Residential Education and Commuter Life, Assistant Director of Student Engagement and Inclusion, Administrative Specialist for Student Life, Coordinator for Student Health, & Mental Health Counselor) and indirectly supervises several paraprofessional student staff.

**IV. Reporting Relationship**

This position reports directly to the Vice President for Academic Affairs and Head of Campus and Vice President for Enrollment Management (UM)

This position has a dotted line reporting to the Vice President and Dean of Students at the University of Maine

**V.  Knowledge, Skills, and Abilities**

* Strong interpersonal, written, and communication skills.
* **Ability to work effectively and collaboratively with a wide range of constituencies**.
* Ability to supervise, manage, and motivate professional and paraprofessional staff to meet University and Division goals.
* Knowledge of Student Affairs, Admissions, Strategic Enrollment Management, and student services theory and best practices.
* Ability to manage and balance multiple projects
* Skill in organizing resources, establishing priorities, and planning.
* A high level of engagement with students, faculty, staff, and community members is expected.
* Demonstrated commitment to working with diverse student populations.
* Ability to work with residential, commuter, traditional and non-traditional students and student leaders to serve as an advocate.
* Ability to relate to various prospective students and their families (first year, transfer, re-admit, and adult).
* Willingness to listen to students and know how to use student Affairs practices and theories to support and advocate for students.
* Solid working knowledge and understanding of student Affairs, Admissions, recruitment, and enrollment management.
* Knowledge of fiscal management and budgeting.
* Still in establishing, directing, and enforcing policies and regulations.
* High working knowledge of current student recruitment strategies and techniques, specifically as applicable to student recruitment.
* Competency in the use of computer technology in the areas of social media and the Web, word processing, database management, spreadsheets, and email.
* Ability and willingness to travel.

**VI. Qualifications**

**Required**:  Master’s degree, at least eight years of relevant experience with progressive experience in Students Affairs, student services, enrollment management, recruitment, marketing and communications, budgets, and student advocacy; five years of supervisory experience, and a valid driver’s license.  Candidates must also have demonstrated experience in strategic use of data to guide decision making in Student and Enrollment Services. Required knowledge, skills, and abilities outlined above. Demonstrated success in achieving goals while working collaboratively with many constituents.

**Preferred**:  Doctorate degree and more than five years of progressive staff supervision, budgeting, and experience with student services, admissions, enrollment and marketing in higher education.