



Position Description - Unclassified

Position Status:

Position Title		Position Number
Director of Admissions		E99438
Appointment (9mos. / 12 mos. / Other)	Contract Period (from / to)	FLSA
12 months	01/01/2023 – 06/30/23	Exempt
Position Type	Regular/Short-Term	
Full-time (Unclassified - Administrative)	Regular	
Work Location	Department/Division	
Monmouth	Admissions/Student Affairs	
Reports to	Reports to Position Number	
Vice President for Student Affairs	E99852	
Incumbent	University ID #	
TBD	TBD	

Program Information:

A. Describe the general program in which this position exists. Include program purpose, size, scope and relationship to the University's mission.

The Office of Admissions is a department within the Division of Student Affairs at Western Oregon University (WOU). The Office of Admissions includes staff who are engaged in the work of recruitment and outreach to prospective undergraduates, and making admission decisions on all applicants for freshman, transfer, and post baccalaureate undergraduate admission. Admissions works closely with several other units on campus, including but not limited to: Financial Aid, New Student & Family Programs, and University Housing. Within the Office of Admissions, the recruitment team includes a dynamic, committed group of professionals with diverse backgrounds and perspectives who are often the first representatives prospective students will meet.

Student Affairs leads the recruitment, retention and student development efforts of Western Oregon University. The Office of Admissions main responsibilities include undergraduate student recruitment, admission processing, on- and off-campus recruitment programming, and campus visitations. Each staff member is committed to providing excellent customer service to prospective students and their families during their college search process, and helping Western Oregon University reach its new student enrollment goals. Staff members represent the university in a positive and responsible manner, and follow the ethics of the National Association of College Admission Counseling (NACAC).

The Office of Admissions reports to the Office of the Vice President for Student Affairs. The Office of Admissions is one of 17 units within the division of [Student Affairs](#) dedicated to support the mission of the university.

The division of Student Affairs fosters students' academic, personal and professional growth; educates students to respect and appreciate diversity; and prepares students to be responsible and engaged citizens in a global community. In support of the [Diversity Action Plan](#), the division of Student Affairs believes that we have a responsibility to create an inclusive environment that embraces social justice and acknowledges diversity as more than the presence of human difference(s). As a campus, we must establish our community as one which empowers students, faculty and staff. An inclusive environment is one in which each individual feel that they matter to the community (as a whole). Social justice is an ongoing and collaborative process which addresses the multiple levels of inequality in our society.

B. Describe the purpose of this position and how it functions within this program.
The Director of Admissions plans, develops, implements, and evaluates a comprehensive student recruitment and admission program designed to inform prospective students of the academic programs and services at Western Oregon University. The director of Admissions has budget management, oversight and resource allocation responsibilities, supervises the admissions staff team, and serves as an active leader in the division of Student Affairs.

Position Information and Qualifications:

A. Description of Duties/Responsibilities – List the major duties assigned to the position. Note percentage of time each listed duty is performed to total 100%. Indicate “E” = Essential, “R” = Revised	
Percent of Time	Duties
65% EF	<u>Enrollment and Project Management:</u> <ul style="list-style-type: none"> Executes, evaluates, and assumes a leadership role in the recruitment strategy for first-year, transfer, readmit, and non-degree seeking students in order to achieve undergraduate enrollment targets. Works with WOU Institutional Research, University Computing Solutions, and the Enrollment Strategies Team, to utilize data and conduct analyses to enhance recruitment strategies, yield management, forecasting, and to increase operational efficiency that align with current or new admissions policies, goals, and objectives. Develops strategic goals and actions, in collaboration with the Admissions team, Marketing/Communication, Financial Aid, University Housing, and other key stakeholders, to achieve enrollment targets. Collaborates with stakeholders on recruitment and enrollment strategies, marketing and publication plans, visitation events, orientation programs, and dual enrollment partnerships and programs with community colleges. Develops and maintains strong professional relationships with constituents, including partner schools, community organizations, professional consultants, and the WOU campus community. Applies an equity and inclusion lens, using best practices, in admissions and recruitment initiatives. Coordinate and implement training for designated Admissions staff and campus personnel who represent WOU at recruitment activities and events. Ensures policies and procedures are in compliance with federal, state, and local laws.
25% EF	<u>Leadership and Personnel Responsibilities:</u> <ul style="list-style-type: none"> Hires, trains, mentors, and supervises undergraduate admissions staff including unclassified, classified, and student employees. Foster an office environment that empowers staff to provide exceptional service to students, provide solutions, and innovate for equity, efficiency, and student-centered practices. Conducts annual staff performance evaluations in accordance with institutional policies. Responsible for budget management, oversight, and resource allocations. Active leader in the division of Student Affairs as a member of the director’s team.

10% EF	<p><u>University Service and Professional Development:</u></p> <ul style="list-style-type: none"> • Serves on campus committees, as appropriate. • Engages meaningfully in professional development opportunities. • Engages, assures, and is in tune with trends and best practices by actively attending training sessions, workshops, conferences, and other professional resources. • Other responsibilities as assigned.
B. Required Qualifications	
<p><i>List any certificates, licenses, academic degrees, or experience <u>required</u> to perform the duties of this position. Indicate if a combination of education and experience is acceptable.</i></p> <ul style="list-style-type: none"> • Master's degree and four years or more of progressive leadership experience relevant to work in a higher ed admissions office OR • Bachelor's degree and six years or more of progressive experience relevant to work in a higher education admissions office. AND • Demonstrated ability to mentor, work, supervise, and lead a team. • Experience working with a Customer Relationship Management (CRM) system. • A demonstrated record of successful outcomes in the development and achievement of enrollment goals. • Demonstrable commitment to Diversity, Equity, Inclusion, Accessibility and Belonging. 	
C. Preferred Qualifications	
<p><i>Describe preferred education, experience, skills, licenses, certificates, and other qualifications for this position.</i></p> <ul style="list-style-type: none"> • Master's degree in Higher Education Administration (ie. College Student Services Administration, Student Affairs, Counseling, or related area) • Experience as a Director of Admissions at an accredited institution of higher education • Experience working at an emerging or designated Hispanic Serving Institution (HSI). • Experience working with Banner SIS/FIS software. • Experience working with Technolutions Slate CRM. • A solution-oriented disposition and ability to approach situations with creativity and innovation. • Demonstrated ability to develop and implement admission and recruitment strategies, policies and procedures for short-term and long-term organizational objectives and goals. 	
D. Knowledge Areas	
<p><i>List the major areas of knowledge that are required to perform the duties of this position.</i></p> <ul style="list-style-type: none"> • Understanding of undergraduate admissions, including all aspects of enrollment management. • Understanding of recruitment trends and ability to implement adjustments in WOU strategy to recruitment, as needed. • Ability to direct, manage, evaluate and improve department operations. • Ability to work independently and effectively in CRM (Slate, or other student enrollment software and platforms). • Ability to work and communicate with students, families, and key stakeholders from diverse backgrounds and lived experiences. • Demonstrated experience leading with diplomacy, agility, transparency, cultural responsiveness and discernment. • Strong organizational, communication, interpersonal, and attention to detail skills. 	

- Ability to provide mentorship, supervision and evaluation of employees.

Budget Authority:

Indicate the level of the position's responsibility for the development, control, and monitoring of budget. Indicate the size of the budget. Check all that apply.

X	Develops, monitors*, and controls* <i>*Monitor means to review and approve expenses; control means to authorize budget transfer at the department level</i>	\$500,000+
	Delegated authority to monitor budget	\$
	Limited approval authority for purchase	\$
	Purchase only with higher level approval	\$

Supervisory Authority:

If this position has the authority to act or effectively recommend action affecting employees in the following areas, check all that apply.

X	Hire	X	Assign Work
X	Transfer	X	Recommend salary adjustments
X	Discipline	X	Approve requests (i.e. leave)
X	Dismiss	X	Respond to complaints/grievances
X	Layoff	X	Conduct performance assessments
X	Promote	X	Give Direction

Positions Supervised:

Type	# of Employees	Total FTE
Teaching faculty		
X Classified staff	1	1.0
X Unclassified staff	11	11.0
Student Employees (average per term)		
Other (specify)		

Decision Making Authority:

Describe the breadth and scope of decision-making authority and discretion the position has to formulate, implement, evaluate, approve and/or modify department and/or university policy, procedures, and/or programs. Describe the type of review and/or approval required by a higher level.

The director of Admissions has the primary decision making authority with approval, as necessary, from the Vice President of Student Affairs, relative to:

- Personnel decisions including but not limited to hiring, training, evaluating and if needed, disciplinary action
- Policy implementation and management
- Budget management, oversight, and resource allocation
- Recruitment strategies and initiatives to achieve undergraduate student enrollment targets.

Additional Information:

List any additional information that would help describe the nature of the position.
<ul style="list-style-type: none"> • This position represents Western Oregon University with a variety of state, community, private, and professional organizations. • This position requires the ability to travel to on- and off-campus events. • This position requires frequent evening and weekend hours.

Acknowledgement:

Employee Printed Name	Employee Signature / Date
Supervisor Printed Name	Supervisor Signature / Date
Tina M. Fuchs	
Reviewer (VP / Director)	Reviewer Signature / Date
Tina M. Fuchs	
Appointing Authority	Appointing Authority Signature / Date

HR USE ONLY:

Received by		Date	
Position Class # (Ex. UF101)	Employee Class	Job Location	Appointment Percent
CUPA-HR# / Title	NOC Code	Category Code	SOC Code
Actions Taken			
	NBAPBUD / NBAPOSN		
	NBAJOBS		
	PEAFAC		
	Electronically Filed		