

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Title: **Chief Enrollment Officer** Department: **Provost/Administration**

R. Stanton Norman 05.26.2009 R. Stanton Norman 05.26.2009

Prepared by date Approved by date

Supervision received: Provost/Executive Vice President for Campus Life

Supervision

responsibilities: Academic Center, Admissions, Student Success Center, and Student Financial Services

Expectations for all employees

Oklahoma Baptist University achieves its mission based upon its core beliefs. All employees are expected to support these core beliefs and model them in their performance:

- *Commitment to the essentials of the Christian faith.*
- *People are treated with dignity and respect.*
- *Relationships are built on honesty, integrity, and trust.*
- *Excellence is achieved through teamwork, leadership, and a strong work ethic*
- *Efficiency is achieved through wise management of human and financial resources.*

Purpose

The Chief Enrollment Officer is responsible to develop and implement strategic planning and recruiting initiatives that assist the University to achieve its mission and fulfill its vision. The Chief Enrollment has primary responsibility for student recruiting, retention, and financial aid services within budgetary guidelines. The Chief Enrollment Officer must possess personnel supervision and public relations/marketing experience. Among the many abilities required for this position are communication, training, strategic planning, and organizational skills.

Essential Functions

- Provide strategic planning and initiative implementation for the academic center, admissions, student success center, and student financial aid
- Supervise all decisions, procedures, and activities associated with enrollment management
- Coordinate and determine with all relevant departments registration and enrollment procedures
- Develop, assess, and supervise all institutional budgets associated with this position
- Develop, implement, and coordinate with Director of Student Financial Services strategic initiatives designed to assist in student recruiting and retention
- Supervise and administrate Academic Center registration and enrollment procedures and structures
- Develop, implement, and coordinate student recruitment and marketing strategies and materials with the staff of Public Relations
- Develop and enhance public relations initiatives and representations with all university constituencies
- Develop, implement, and coordinate with the Director of Admissions all recruiting structures, strategies, and enrollment goals
- Develop, implement, and coordinate with Assistant Dean of Enrollment Management strategic initiatives for the student success center that target healthy retention results and successful remediation programs
- All other duties as assigned by the Provost/Executive Vice President for Campus Life

Supervision Functions

The Chief Enrollment Officer provides direct leadership and supervision for the following:

Academic Center

- Director of Academic Records/Registrar
- Director of Academic Services/Degree Counselor
- Director of International Studies

Admissions

- Director of Admissions

Student Financial Services

- Director of Financial Services

Student Success Center

- Assistant Dean of Enrollment Management/Director of Student Retention

Qualifications

Education,

- Required: Bachelors degree
- Preferred: Masters degree

Experience

- Required: The Chief Enrollment Officer must have 5 years of formal training and experience that demonstrates leadership and strategic planning in admissions, student financial services, financial aid, and retention. The Chief Enrollment Officer must demonstrate familiarity working in a context of Christian liberal arts college/university.
- Preferred: Experience working in a Baptist college or university

Knowledge, Skills, Abilities

- Ability to develop and implement strategic planning initiatives
- Ability to develop and administrate complex budgets
- Excellent written and verbal communication skills
- Collaborative work habits and ability to establish collegial relationships; able to participate actively in a team environment
- Strong interpersonal relationship and communication skills
- Organizational efficiency and attention to detail; able to work quickly with high degree of accuracy; able to multi-task
- Ability to handle confidential information appropriately

Physical Requirements

- Ability to travel extensively and participate in recruiting initiatives and mobility to attend events in diverse physical environments and facilities
- Ability to sit for extended periods of time and to lift 30 lbs.

Equipment

- Standard office equipment
- Standard office and institutional technology resources

Special Requirements

- Committed to the vision and mission of Oklahoma Baptist University
- Be an active member in a local Southern Baptist church