

DIRECTOR OF ADMISSIONS AND GUIDANCE SERVICES

Essential duties of this position:

Under the direction of the Vice President of Student and Information Services, the Director of Admissions and Guidance Services shall:

1. Assign, direct, evaluate, and coordinate the work of the Admissions and Guidance Services staff.
2. Develop, coordinate, and evaluate the College new student recruitment program.
3. Coordinate admissions procedures with other institutional representatives when they visit campus and serve as College host.
4. Serve as institutional liaison between the College and County high schools and agencies.
5. Coordinate through the Director of Marketing new student recruitment and the College admissions program advertising and news releases.
6. Coordinate and evaluate the admissions testing and advising system.
7. Represent the College at high school College Night Programs and arrange for supplemental personnel when appropriate.
8. Prepare, control, and evaluate new student admissions forms and procedures. Recommend changes to forms or systems, as necessary, to the Vice President of Student and Information Services.
9. Maintain institutional communication with all College staff regarding new or revised admission requirements or guidance services.
10. Assign, direct, evaluate, and coordinate the work of the Guidance Services staff including career and guidance testing, operation of the Career Center, student activities, admissions advising, vocational and academic counseling and the New Student Orientation program.
11. Serve as institutional resource person for foreign student admissions regulations and requirements.
12. Develop and evaluate a student retention system.
13. Administer and evaluate the faculty advising system.
14. Develop and report enrollment statistics and projections for use in institutional planning and the preparation of student profile and performance statistical reports.
15. Perform and interpret community needs analysis studies to assist the Instructional Division for recommending new academic programs.
16. Coordinate with Instructional Academic Deans in developing and marketing instructional programs.
17. Coordinate with the Director of Marketing the institution wide marketing/promotion program in accordance with the goals and objectives of the College.

18. Administer the student activities program to provide educational, social, recreational, and vocational opportunities for enrolled students.
19. Develop and coordinate activities with the Monroe County Community College Alumni Association in cooperation with the Director of Institutional Advancement.
20. Perform other duties as assigned.

6-22-81, 1-10-83, 9-95; 11-99