

STRATEGIC ENROLLMENT ADMINISTRATOR

DEFINITION

Oversees, manages, and administers District-wide enrollment and program planning activities of the Strategic Enrollment and Program Planning Office (SEPPO).

TYPICAL DUTIES

- Directs, coordinates, and advises regarding the District's enrollment policy, student recruitment strategy, and program planning.
- Oversees and directs the District-wide Unified Enrollment, School Search Tool Website, annual School Choices Campaign, Born to Learn Initiative, grade configuration requests, new Choice program applications from schools, inter/intra district transfers, open enrollment, and school consolidations.
- Directs the analysis of District enrollment and retention data, school program selection, and consolidations and implementation of District initiatives to assess effectiveness and impact on student enrollment.
- Coordinates with various District offices to ensure District policies and decisions are determined while including the impact on student enrollment
- Identifies, recommends, and coordinates school site and regional office visits to review the implementation of enrollment, student recruitment strategies, and program planning, policies, and activities.
- Oversees the staff responsible for activities for the data collection, analysis, and interpretation; outreach campaigns, case management approaches, recruitment initiatives, dropout prevention and recovery, enrollment policies and procedures, program planning and selection requirements of school choice programs, and federal and State regulations pertaining to enrollment.
- Builds, facilitates, and maintains collaborative partnerships with District administrators of early education through adult education and all District divisions to ensure coherence in District-wide policies, programs, and professional development and to increase awareness, engagement, and communication in all schools toward the goal of improving enrollment and helping families enroll.
- Develops and publishes reports and presentations to District's senior leadership and the Board of Education.
- Oversees the SEPPO budget, staff, and evaluates the Office's operational needs.
- Performs duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Strategic Enrollment Administrator plans, implements, and provides advice regarding the District's strategic enrollment program planning and retention activities.

The Director of Strategic Data and Evaluation provides administrative direction to formative and summative evaluation studies regarding the effectiveness of the instructional programs and educational projects from both qualitative and quantitative perspectives.

SUPERVISION

Administrative direction is received from the certificated Senior Executive Director, Strategy and Innovation. General supervision is exercised over the staff in the Strategic Enrollment and Program Planning Office (SEPPPO).

CLASS QUALIFICATIONS

Knowledge of:

- Organization, staffing, functions, and goals of the District, including its educational programs, policies, and procedures
- Public school enrollment procedures, school choice programs, permit processes, and open enrollment
- Concepts and business applications of data management systems and procedures Proposed, pending, or existing local, county, State, and federal legislation on designated subjects pertinent to school improvement initiatives
- Federal and State academic accountability systems
- Needs of high-risk student populations and communities
- Effective management principles and techniques

Ability to:

- Plan, schedule, and direct multiple evaluation projects, involving personnel in District organizational units, delegate to subordinates, and evaluate operational effectiveness
- Evaluate procedures and problems and develop and implement improvements, policies, procedures, and goals
- Build and maintain working relationships with regional offices, school sites, and central office
- Promote and lead change management initiatives and community engagement
- Synthesize facts, concepts, and influences that affect systems and procedures
- Analyze enrollment data and trends to craft new outreach enrollment and retention strategies
- Plan and direct a variety of activities
- Communicate effectively both orally and in writing
- Prepare clear and concise reports and presentations
- Direct, evaluate, and train staff

ENTRANCE QUALIFICATIONS

Education:

Graduation from recognized college or university with a bachelor's degree preferably in public policy, public administration, social science, or related field. A graduate degree in one of the aforementioned areas is preferable.

Experience:

Four years of management experience implementing and managing initiatives and strategies pertaining to improvement sciences, student attendance services, or educational options. Three years of leadership experience in a California K -12 school district central office is preferable.

Special:

A valid driver's license to legally operate a motor vehicle in the State of California and the use of a motor vehicle or the ability to utilize an alternative method of transportation.

SPECIAL NOTE

An employee in this class may be subject to the reporting requirements of the District's Conflict of Interest Code.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and /or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

New Class
02-09-23
RGK/LKD