



Assistant Vice President for Admissions and Student Recruitment
Administrator III
(#104656)



Sonoma State University is committed to achieving excellence through teaching, scholarship, learning and inclusion. In line with the Seawolf Commitment, our values include respect, responsibility, excellence and integrity. We strive to cultivate a community in which a diverse population can learn and work in an atmosphere of civility and respect. We encourage innovation, experimentation and creativity, as well as contributions to diversity, equity and inclusion, in the pursuit of excellence for all members of our university community.

Reporting to and under the direction of the Associate Vice President of Academic Programs in the Provost's Office, the Assistant Vice President for Admissions and Student Recruitment (Assistant Vice President) is responsible for the overall operation of the Office of Admissions and Recruitment. Through extensive collaboration with administrators and faculty in the Division of Academic Affairs and Student Affairs, the Assistant Vice President manages and evaluates programs, personnel, and budget within the department. The incumbent understands the value of this unit to stakeholders and is responsible for implementing a strategic vision for both technology and human resource development, using an in-depth knowledge of higher education enrollment management best practices that include, but are not limited to, admissions processing, marketing and recruitment, yield strategies, and technological innovation. The Assistant Vice President establishes working partnerships with campus and external constituencies to ensure the university meets its enrollment targets and goals and provides leadership in yielding a diverse student population that is consonant with Sonoma State's status as a Hispanic Serving Institution (HSI) and as an institution that is internationalizing its student body and seeking to increase international enrollment. The incumbent is responsible for utilizing the principals of data-driven decision-making to identify, develop, and implement strategies that result in quantifiable and measurable outcomes. This work requires significant planning for, and management of, the undergraduate recruitment and admission funnel to ensure enrollment is within institutionally developed and sometimes changing targets. This position also has responsibility for working with faculty to manage and develop strategic initiatives for the recruitment of graduate students and post-baccalaureate credential students.

Major duties of the position include, but are not limited to, the following in support of the Office of Admissions and Recruitment:

1. Develops and leads the implementation of effective admission policies, procedures, and practices in support of the institutional enrollment management plan:
 - Maintains a deep knowledge of federal, state, and CSU laws and regulations that impact campus enrollment policies and practices and makes appropriate recommendations
 - Develops and maintains a system of reporting and analysis in support of admission efforts, working with the AVP Academic Programs, the Director of the Office of Reporting and Analytics, the AVP for Academic Resources, and other campus administrators



- Oversees an Enrollment Management working group that develops and implements a campus strategic enrollment management plan
 - Reviews admission policy for appropriateness to University goals, recruitment, and efficient application processing and recommends policy changes to appropriate decision-making groups
 - Engages stakeholders from academic units and from Academic Affairs to identify program enrollment targets, manage impact, and maximize capacity to recruit qualified applicants
 - Oversees the accurate and timely response to Chancellor's Office reporting requests
 - Manages budget for Admissions and Recruiting, providing projects and reports as needed
 - Hires, trains, supervises, and evaluates the department's managers as needed, providing professional development opportunities and appropriate mentorship, ensuring that those offices run efficiently and effectively
 - Represents the office on appropriate University and system-wide committees and with affiliated organizations
 - Maintains an active role with appropriate professional organizations.
2. Directly oversees student recruitment programs through the following responsibilities:
- With the AVP Academic Programs, other campus administrators, and the department managers, develops University enrollment goals and projections
 - Oversees development and implementation of annual and long-range recruitment plans
 - Maintains and implements current trends and best practices in undergraduate recruitment and facilitates the work of the recruitment staff.
 - Works with campus and external constituencies, including International Recruiting, the Center for Academic Access and Student Enrichment, and other departments to create a diverse student body through targeted strategies for admission and recruitment of first generation, low income, and underrepresented populations, as well as international students.
 - Develops and maintains effective relationships with high schools and community colleges that facilitate student transitions
 - Develops marketing strategies in consultation with appropriate campus constituents, using all appropriate media and strategy within a limited budget
 - Provides leadership for the implementation of a new customer relationship management system
3. Directly oversees the processing and evaluation of admission applications at all levels through the following responsibilities:
- Oversees the work of the admissions staff in the development and implementation of procedures that ensure timely processing of admission applications
 - Maintains active staff development in admission processing that emphasizes customer service and continuous improvement
 - Coordinates process of applications for specific student groups, including first-time freshmen, transfer students, student athletes, graduate students, post-baccalaureate credential students, and international students, working with appropriate campus departments, e.g., academic units, the Educational Opportunities Program and other programs for first-generation, low-income and underrepresented populations, International Recruiting and the Center for International Education, the Center for Transfer and Transition Programs, Intercollegiate Athletics, and others as necessary
 - Provides leadership for the transition to document imaging, electronic admission files, and easy transfer of transcripts and other materials between systems, working collaboratively with SSU's Common Management System staff, SSU's Office of Records and Registration, and the Chancellor's Office.

Performs other secondary duties as assigned.



Duties will primarily take place in an office setting at Sonoma State University, however additional duties may be performed in various locations on the Sonoma State University campus, including working both indoors and outdoors to support and participate in university activities and events. As an exempt employee you have some flexibility in your schedule, however you must be available during the regular campus hours Monday through Friday to meet the operational needs of the campus and department. Your specific start time is determined by your Appropriate Administrator. The incumbent must maintain regular and acceptable attendance at such levels as is determined by the Appropriate Administrator. This position will require occasional travel, by automobile or airplane, and overnight stay to travel to trainings, meetings, and events off campus.

Qualifications

This position requires a minimum of five years of progressively responsible administrative experience related to position responsibilities including at least three years of supervisory and/or related management experience. Bachelor's degree from an accredited institution in a related field, or equivalent combination of education and experience to provide the required knowledge, skills and abilities to perform the duties of the position. Experience in higher education required. Master's degree and experience and technical fluency with Oracle/PeopleSoft, CSU Common Management System or equivalent student information system and customer relationship management systems highly preferred. Advanced proficiency with computers and Microsoft Office Suite (Outlook, Word, Excel) required.

The incumbent must demonstrate thorough knowledge of personnel and fiscal management and practices; federal state, and CSU Admissions and Records laws, regulations, and policies; public relations skills for both on-campus and external contacts; excellent written and oral communication skills; knowledge of group dynamics and discussion techniques. Substantial proficiency with all aspects of recruitment and admissions functions on a university campus, and ability to fully integrate computer and web-based applications. Experience in planning, developing, and utilizing information and web-based applications for recruitment, admissions, and enrollment management. Experience in preparing analytical and technical reports. Knowledge of sound personnel practices and procedures and ability to supervise the work of staff and recommend appropriate personnel actions; be able to apply strong problem solving and conflict resolution skills and train and evaluate performance, taking corrective action as needed; deal with stressful situations while maintaining composure; and contribute to a collaborative environment utilizing exemplary communication and problem-solving skills as necessary. Must have strong organizational skills and the ability to manage multiple projects and competing priorities simultaneously, adjusting quickly to changes needed on a daily basis. Must have the ability to deliver student-oriented services on at an HSI that values diversity and inclusive excellence and demonstrate effective approaches to working with individuals from diverse ethnic, cultural, and socio-economic backgrounds. Proven ability to manage a service-oriented office environment and create cooperative working relationships both internally and externally, effectively communicate with all levels within the university and establish and maintain productive, effective, inclusive working relationships amongst diverse populations including staff, faculty, administration, students, and other internal and external constituents. Must be able to accept constructive feedback and work cooperatively in group situations.

The duties of this position may include participation in decisions that may have a material financial benefit to the incumbent. Therefore, the selected candidate may be required to file Conflict of Interest Form 700: Statement of Economic Interest on an annual basis, complete ethics training within 6 months of appointment, and attend this training every other year thereafter.

This position is open until filled.



Application Process

Click the "[Apply Now](#)" to apply to this position. Materials submitted with your application will not be returned. The ADA Coordinator is available, at 707/664-2664, to assist individuals with disabilities in need of accommodation during the hiring process.

Qualified candidates must submit the following to be considered:

1. Cover Letter and Resume - application system only allows one document to be uploaded, so cover letter and resume must be included in the same MS Word or PDF file (file name should not contain any spaces or special characters)

In your cover letter, please address how you would plan to manage Admissions and Student Recruitment to grow enrollment and enhance diversity of first generation, low income, underrepresented students and international students.

2. Online Employment Application (complete entire application, resume/cover letter will not substitute for any part of the application)

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current employees who apply for this position.

Salary and Benefits

Starting salary placement depends on qualifications, experience and salary budget, and will not exceed \$10,834 a month.

This position is eligible for a broad range of benefits, including medical, dental, vision, life and disability insurances, retirement (CalPERS), tuition waiver, vacation and sick leave. In addition, 14 paid holidays are offered each year; 13 scheduled on specific days and a Personal Holiday that may be taken any time during the year.

A comprehensive benefits summary for this position is available online by clicking the [View Benefits Summary link](#) or by request from SSU Human Resources.

About Sonoma State University

Sonoma State University, located 48 miles north of San Francisco, is one of the 23 campuses of the California State University. Sonoma State University is a liberal arts institution with an enrollment of approximately 10,000 students and 530 full-time and part-time faculty. Our beautiful campus is located in Rohnert Park, at the foot of the Sonoma hills in the Wine Country.

Sonoma State University is proud to be a smoke-free campus, where smoking and other uses of tobacco products, such as smokeless tobacco, the use of e-cigarettes and similar devices, are prohibited.

Sonoma State University
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