

FLORIDA GATEWAY COLLEGE

Job Description

DIRECTOR – ENROLLMENT MANAGEMENT

DISTINGUISHING CHARACTERISTICS:

This position is a critical professional position responsible for the recruitment, admission, orientation and retention of students. An employee in a position allocated to this class is responsible for the development and implementation of an enrollment management plan for the district as well as directing the student admissions functions of the college. An employee in a position allocated to this class has a significant role in the preparation and administration of budgets and must perform duties which include exercising independent judgment in formulating or assisting in the formulation of policies and procedures which may have significant impact on recruitment, admissions, and retention.

ESSENTIAL JOB FUNCTIONS:

(Note: The following examples of work as listed in this job description are not necessarily descriptive of any one position in the classification. The omission of specific statements does not preclude management from assigning specific duties not listed herein if such duties are a logical assignment to the position.)

Develops long and short term goals and objectives and evaluates them annually to ensure that the college's strategic goals are met.

Directs new and returning student admissions activities of the college, including admissions counseling, applicant processing, requirements tracking, and acceptance.

Assumes a leadership role in the College's recruitment and retention efforts and works cooperatively with other offices on campus to increase retention rates.

Updates and maintains information/data in the Banner Software Student Information System.

Administers international student recruitment and admissions program.

Administers the departmental budget.

Supervises and evaluates the staff of the admissions area.

Assists with the coordination of all graduation ceremony logistics.

Co-develops and coordinates the college-wide orientation programs.

Co-develops recruitment publications and materials for college.

Acts as a liaison to the Lake City community.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required.)

MINIMUM QUALIFICATIONS:

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of the mission of Florida Gateway College and/or a comprehensive community college. Knowledge of research and technology and its application in student information systems. Knowledge of applicable federal, state and local rules and regulations. Knowledge of

appropriate statistical research techniques. Knowledge and understanding of enrollment management principles. Ability to communicate effectively orally and in writing. Ability to analyze recruitment markets. Ability to work effectively with diverse population. Ability to translate enrollment management principles into achievable enrollment goals. Skill in presentational speaking. Skill in management and organization.

EDUCATION AND EXPERIENCE:

Master's degree required plus two years of related experience.

ESSENTIAL PHYSICAL SKILLS:

Acceptable eyesight (with or without correction).
Acceptable hearing (with or without hearing aid).
Ability to communicate both orally and in writing.

ENVIRONMENTAL CONDITIONS:

Works inside in an office environment.

(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals with a disability.)

Sandra R. Johnston

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EDUCATION:

- 2014 Valdosta State University – Valdosta, GA.
Program: Ed.D. Adult and Career Education
- 2012 The University of Florida - Gainesville, FL.
Program: Ed.D. Higher Education Administration
- 2008 The University of West Alabama - Livingston, AL.
Degree: M.S.C.E., Counseling and Psychology
- 2003 St. Leo University - St. Leo, FL.
Degree: B.A., Business Administration – Management Concentration
- 1999 Florida Gateway College (f/k/a Lake City Community College) - Lake City, FL.
Degree: Associate in Arts, Business Administration Concentration
- 1981 The Florida State University - Tallahassee, FL.

EXPERIENCE:

August 2008 –
Present

Florida Gateway College
149 S.E. College Place
Lake City, Florida 32024

Job Title: Director of Enrollment Management.

Job Description: Responsibilities include the recruitment, admission, orientation and retention of students of which encompasses the development and implementation of an enrollment management plan for the district. Responsible for the oversight and management of the Office of Admissions which includes the preparation and administration of budgets as well as the formulation of policies and procedures impacting recruitment, admissions and retention.

July 2004 –
August 2008

Florida Gateway College

Job Title: Associate Registrar

Job Description: Responsibilities included general oversight of the Office of the Registrar entailing a myriad of duties which primarily included transcript evaluation and transfer of credits, graduation clearance and the award of degrees, certificates and diplomas as well as maintenance of the registration and matriculation requirements for the college.

July 2003 –
July 2004

Office of the State Attorney, Third Judicial Circuit
173 NE Hernando Ave., Ste. 420
Lake City, Florida 32055

Job Title: Legal Assistant/Felony Division

Job Description: Responsibilities included maintenance of Division “A” felony caseload files, preparation/filing of discovery response and supplemental reports; court scheduling and preparation of notices/dockets/subpoenas; assistance in trial preparation and attendance at court proceedings in support of the Assistant State Attorney.

August 1989 –
July 2003

Meridian Behavioral Healthcare, Inc.
439 SW Michigan Street
Lake City, Florida 32025

Job Title/Description: Varied during my thirteen plus year tenure with increasing levels of responsibility and associated promotions, including (in chronological order): Office Manager for Inpatient Psychiatric/Substance Abuse facility; Executive Assistant to CEO, Accountant I, II, and Accounting Supervisor.

PROFESSIONAL ASSOCIATIONS • SERVICE • RECOGNITION:

Institutional Member:

- Association of International Educators
- American Association of Collegiate Registrars and Admissions Officers;
- Southern Association of Collegiate Registrars and Admissions Officers;
- Florida Association of Collegiate Registrars and Admissions Officers;
- Florida College Registrars and Admissions Officers (28 Florida College System Institutions)
* FCRAO Chair 2009-2011;
- 2013 NISOD - National Institute for Staff and Organizational Development Award Recipient

SCHOLARSHIPS/ACIVITIES:

Lake City Community College/Florida Gateway College Student Ambassador Scholarship Recipient; Member: Phi Theta Kappa; LCCC/FGC Karen Blalock Outstanding Non-Traditional Student Award; Who’s Who Student Award, LCCC Honors Graduate, National Collegiate Business Merit Award; St. Leo University Dean’s List.