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Developed by: DL
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UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Director, Undergraduate Enrollment, New Student Transitions & Visitor Experience

DIVISION: Academic Affairs (Admission)

REPORTS TO: Associate Vice President Enrollment & Student Success & Dean, Admission

GRADE: 15

SUPERVISES: Professional, administrative, support and student staff

BASIC FUNCTION:

Provide cross-campus collaboration and leadership in supporting new students (first-year and transfers) in their seamless transition to URI, from admission to successful matriculation. Provide leadership and oversight in yield events (in-person and virtual), Rhode to Becoming a Team, Orientation programs, O-week, and others to be developed. Provide leadership and daily supervision of the daily campus visit program as well as on-campus admission events. Oversee the Robert J Higgins Welcome Center and staff. Manage staff responsible for all campus visit programs for prospective students, families and school counselors, and orientation programs. Oversee daily information sessions. Provide leadership for the Tour Guide program, as well as Admitted Student Welcome Days. Serve as a contributing member of the Undergraduate Admission leadership team and Enrollment Management team.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Responsible for management and oversight of all on campus visit programs and daily campus visits. In collaboration with the Vice Provost for Enrollment Management, Dean and admission leadership team, admission staff and greater University community, develop a comprehensive campus visit strategy.

Oversee the Robert J Higgins Welcome Center. Manage the staff involved with greeting visitors, presenting information sessions, planning, and supporting events, and Center's technology. Oversee the Welcome Center's budget.

Evaluate effectiveness of daily visits and campus programs, using data to enhance program offerings and the visit experience.

Provide leadership ensuring effective visit opportunities for diverse populations of students and parents.

Manage Welcome Center building and staff, ensuring appropriate coverage for the center.

Oversee training of all visitor center personnel, focusing on excellence in customer service. Oversee the counselors-on-duty in the new visitor center to provide a quality experience for prospective students and their families.

Collaborate with Dean and Admission leadership team on the delivery of the daily information sessions. Serve as liaison between the Welcome Center and the University community, including the scheduling of use by University departments and organizations.

In collaboration with Admission staff, provide direction and leadership for Tour Guide program, creating a well-trained core of representatives for the University.

Collaborate with Admission staff, on the management of the department's CRM (currently State) with a special focus on event and visitor registration.

In collaboration with Admission staff, oversee the Admitted Student Welcome Days and evaluate their effectiveness as a function of our yield initiatives, recommending improvements based on visitor experience and feedback.

Make recommendations to the Admission Marketing Coordinator regarding the web site and publications to promote campus visit programs. Develop communication plans as a follow-up to campus visits.

Manage visit and events budget.

Oversee orientation programs. Provide leadership, mentoring and support to program staff. Collaborate across campus and divisions to provide successful transition programs and services.

Oversee Rhode To Becoming A Ram (R2R) campus-wide committee, ensuring a seamless and success transition for all new students. Look for expansion of R2R to lead cross divisional committee which encourages and organizes campus partners efforts for recruitment, yield, orienting, welcoming, and transitioning new students.

Oversee O-Week, collaborating with all campus units to welcome and support our students, while fostering sense of belonging, community, and campus resource knowledge.

Serve as a member of the Enrollment Management team.

In collaboration with the Office of Institutional Research, design mechanisms for gathering essential information about new students, and communicating the resulting incoming-class data to the University community. Identify and assess key performance metrics for programs and services, utilize data to foster improvement.

Assist in developing enrollment strategic plans based on data, trends, and the University's strategic priorities.

Identify gaps in services or support to new students as they transition to the College, make recommendations to address those gaps, and work collaboratively with relevant staff to implement services or programs in support of new students.

OTHER DUTIES AND RESPONSIBILITIES:

Perform additional related duties as required.

LICENSES, TOOLS, AND EQUIPMENT:

Laptops, iPads, projection equipment, word processing, database management and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Master's degree; Minimum of five years of progressively responsible professional experience in managing college campus visit experiences and programs; Demonstrated experience in managing students and staff involved with delivering admission recruitment and yield programs; Demonstrated experience working with employees throughout a college/university to present the best impression to campus visitors for daily visits as well as larger campus events; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency with written communication skills; Demonstrated ability to work with diverse groups/populations; and, Demonstrated ability to work effectively with faculty and staff at all levels of the organization.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.