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Position #(NUNC) (E):
Developed by: DL, BD
Reviewed by: DL, BD, LK, DLJ
Approved by: LK
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UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Associate Director, Enrollment Management

DIVISION: Academic Affairs (Graduate School)

REPORTS TO: Direct report - Vice Provost of Enrollment Management, dotted-line to Dean of the Graduate School

GRADE: 14

SUPERVISES: Support staff

BASIC FUNCTION:

In collaboration with the Graduate School and academic programs, implement and oversee strategic enrollment planning, recruitment, retention, and timely degree completion for individual graduate programs and the Graduate School as a whole. Work closely with the Dean and Associate Dean of the Graduate School to develop and implement evidence-based graduate enrollment management policies and strategies based on data analysis, modeling, and collaboration. Assist in using customer relations and marketing strategies to enhance graduate admissions and retention. Research opportunities for strategic growth in existing and new graduate programs. Assist the Dean and Associate Dean of the Graduate School in the supervision of support staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Drive graduate enrollment by regularly acquiring, analyzing and modeling admission and enrollment data.

Collaborate with programs and Graduate School staff to engage prospective students through the application and yield processes. Develop strategies for recruiting and retaining graduate students.

Collaborate with programs to create strategies to increase access for student populations that are currently underrepresented in the URI graduate student body.

Report on admissions trends to the Dean of the Graduate School, the Deans of the degree granting colleges, the Provost, and other members of the University administration.

Look to maximize the use of financial aid, including, but not limited to, assistantships and scholarships.

Advise on effective strategies for financial aid and discounting to foster robust graduate enrollment.

In collaboration with the Graduate School and academic programs, assist with the implementation of a CRM system (currently SLATE) to foster greater communication and outreach with prospective graduate students.

OTHER DUTIES AND RESPONSIBILITIES:

As a member of the Graduate School team, assist in the orientation and training of new graduate students. Assist in the planning and execution of the Graduate School commencement ceremony.

Use modern software and computational systems to manage admissions and enrollment.

Maintain confidential student records in keeping with FERPA, Title IX, and other University policies.

LICENSES, TOOLS AND EQUIPMENT:

Microsoft Office Suite, database management software.

QUALIFICATIONS:

REQUIRED: M.S. Degree or comparable advanced degree; Minimum five years of experience working in undergraduate or graduate strategic enrollment management and student success; Demonstrated strong analytical skills; Demonstrated experience in data analysis and modelling; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; and, Demonstrated ability to work with diverse groups/populations.