

UPPER IOWA UNIVERSITY

Center Director

Position Description

Reports To: Regional Director

Position Summary: Under the general supervision of, and in collaboration with the Regional Director, this position is responsible for the management of all aspects of center operation to ensure program quality while adhering to policies and procedures outlined in the Centers' Procedure Manual, Faculty Handbook, and Handbook for Administration and Staff. Under the supervision of the Regional Director, this position focuses on increasing enrollments and ensuring outstanding student services. For centers on military installations, this position serves as the on-site liaison between the University and Educational Services Officer (ESO) at the installation, ensuring that University operations meet all requirements as set forth in the Memorandum of Understanding between Upper Iowa University and the installation.

Position Responsibilities:

Resource Management

- Ensure that University policies are followed by having a thorough knowledge of all staff functions, Extended University administrative functions and policy manuals.
- Manage and supervise the staff (including VA Work-Study personnel); using EEOC Guidelines, advertise, screen, interview, and recommend new staff when necessary. Make staff change recommendations to the Regional Director as needed. Evaluate staff in accordance with university procedures.
- Collaborate with the Regional Director in the development, evaluation and implementation of a marketing plan to include advertising (meeting military and state restrictions as applicable), promotion, telephone contacts, direct mail, and follow-up of inquiries and applications.
- Manage student accounts using guidelines set by the University Business Office.
- Evaluate regularly and assure follow-up as required on accounts receivable reports to ensure that students do not re-enroll with an unacceptable balance due.
- Manage the center with an entrepreneurial spirit; prepare budget proposals and monitor expenses to maximize direct margin contributions.
- Accurately project enrollment, headcount and new student numbers and tuition revenue.
- Utilize allocated resources to accomplish University enrollment and quality goals.
- Provide oversight of all aspects of the center's marketing and communications efforts; direct the daily activities of Marketing and Strategic Communication in support of the IEC and OCM department to achieve maximum impact with various constituencies. Will also develop, implement, evaluate, and refine a comprehensive local marketing communications plan; develop and assess measurable goals and objectives that advance strategic and marketing goals.

Enrollment Services

- Follow up by mail, email or telephone all inquiries from prospective learners; correspond with learners after receiving application, transcript and financial aid information.
- If also serving as an academic advisor, interview and advise prospective learners.
- If also serving as an academic advisor, assist learners with scheduling of classes and update degree plans as needed; inform learners of alternative means of receiving credit toward the degree (ACE

Military Credit, CLEP/DSST/Excelsior College and/or ACT-PEP exams, portfolio method) and alternative delivery modalities to complete their UIU credit (Self-Paced and Online programs).

- Track and maintain processes to re-enroll stop-out learners.
- Follow enrollment management guidelines from inquiry stage through enrollment, working to achieve appropriate class size goals.

Customer Service

- Ensure in the Center a culture of superior customer service through example, encouragement and direction to staff and faculty.
- Establish and monitor a system of oversight of customer service, initiating corrective action as appropriate.
- Maintain superior customer service as a competitive advantage.

Quality Educational Services

- Provide the range of enrollment services including admissions, advising, financial aid assistance (including grants, loans, Veterans benefits, tuition assistance, etc.) and appropriate tracking via Jenzabar for both walk-in prospective and currently enrolled students.
- If also serving as an academic advisor, conduct student tentative and official evaluations based on transcripts from other institutions, military experience and training, and other American Council on Education (ACE) guidelines. Advise students on selecting a major and the practicality of pursuing dual majors or minors.
- Ensure appropriate center personnel are proficient in the Army's GoArmyEd portal, including but not limited to scheduling classes, enrollment management, submission of Student Agreements (SA's), and resolving student issues and problems.
- Prepare master schedule, off-list and enrollment cards for campus offices. Generate class rosters from Jenzabar system.
- Recruit adjunct faculty and secure appropriate employment documents for prospective and returning faculty. Hire adjunct faculty in accordance with appropriate class template specifications.
- Monitor annual teaching assignments with regard to the University teaching limitations policy.
- Collaborate with the Regional Director in the development of the annual course schedule based on a template. Assure proper sequencing for students to complete degrees. Collaborate with the Regional Director to adjust annual schedule as required to meet student needs.
- Coordinate textbooks and supporting materials with the designated provider and with publishers, ensuring desk copies are available for faculty. Provide textbook requests for each term to the designated provider as required.

Collaboration

- Willingly comply with requests and directives from University supervisors and officials.
- Provide appropriate communication and reports to campus offices routinely and upon special request from University officials.
- For centers on military installations, provide appropriate liaison between the University and the Army Education Center ESO and his/her staff members; provide appropriate reports routinely and upon special request from Army officials.
- Reflect a positive, collegial attitude when representing the Center, Extended University and UIU as a whole to the general public, strategic partners, the Total Military Family, campus offices, faculty, students and staff.

- Collaborate with the Regional Director and Academic Deans to ensure academic quality, including faculty development, syllabus review and consistency of course content.
- Collaborate with the Regional Director to ensure all center functions are being conducted and goals are being attained.
- Establish and maintain strong, mutually beneficial relationships with any partner institutions and businesses that may provide prospective students to the center. Recommend institutions for active articulation agreements and businesses for inclusion in the UIU Partnership Advantage program.
- For centers on military installations, collaborate with other colleges and universities serving The Total Military Family on the installation to bring about synergism of educational programs offered. Under the review of the Office of Academic Affairs, establish and maintain articulation agreements between UIU and all institutions serving the installation.
- Serve on University committees as appropriate.
- Establish and cultivate relationships with community colleges, businesses, government agencies, and law enforcement agencies. This includes but is not limited to corporate development activities, relationship marketing, fielding prospective student calls, reviewing all potential leads daily from prospective student inquiries, working education/career fairs, conducting orientation meetings and information sessions.
- Other duties as assigned.

Qualifications:

- Bachelor's degree required, master's degree preferred
- Outstanding people skills, and for centers on military installations, knowledge of the military.
- Leadership and management experience.
- Must be proficient with Microsoft Office Suite and comfortable working with an enterprise system such as Jenzabar.
- Willingness to work flexible hours as required.
- Ability to travel as required.