



**SNOW
COLLEGE**

OPEN POSITION:

Director of Admissions



About Our College

Snow College is a two-year public college. **In January of 2020 The Chronicle of Higher Education ranked Snow College #1 in the nation for student success of two-year colleges.** Located in the heart of Utah, at the foot of the Wasatch Mountains, Snow College is one of the oldest comprehensive two-year college in the Western United States.

The College was established in 1888 and excellence continues to be the hallmark of our work and activities. We are the preferred choice of approximately 6,000 students who want a small college experience filled with a variety of activities, events and performances, to go along with their outstanding academic opportunity.

Snow College offers programs and courses which are highly interactive and are designed to reach a broad spectrum of students: high school students desiring college courses, traditional on-campus students, technical education students, online students, and non-traditional students who wish to start or complete a degree. With campuses located in Ephraim, Richfield, and online, students are able to complete degrees in Associate of Arts, Science or Applied Science or have the option of numerous specialized, short-term technical training certificates and diplomas including a few programs with bachelor's degrees. Snow is committed to the success and positive experience of every one of these students.

Highlights

- Snow College won **2021 Best of State Awards** in the following areas: Higher Education Administrator, College/University Teacher, Educational Advisor, Curriculum Development, and the Best of State Statue award in Education.
- Small class sizes result in students receiving more personal attention and specialized assistance from dedicated professors and advisors.
- Low tuition, housing and fees make Snow College the most affordable and best valued college in Utah.

Mission

Snow College continues a tradition of excellence, encourages a culture of innovation, and cultivates an atmosphere of engagement to advance students in the achievement of their educational goals.

Roles of Snow College

Building upon a tradition and heritage of academic distinction and personalized attention, Snow College fills the following roles:

1. Snow College serves as one of the nation's finest two-year transfer institutions with a focus on liberal arts and sciences, and maintains cooperative relationships with distinguished colleges and universities.
2. Snow College enhances the economic development of Central Utah through partnering with business, industry, government, and community to provide high-demand professional, career, and applied technology education.
3. Snow College enriches the educational, cultural, and recreational life of Central Utah through community and continuing education opportunities, cultural and athletic events, and community outreach services.
4. Snow College is dedicated to helping individual students achieve their academic goals through a caring, personalized learning environment, providing comprehensive student success services, library and learning resources, and targeted supplemental and developmental education programs.
5. Snow College focuses on developing the whole student and encourages student involvement in a wide variety of co-curricular activities, service organizations, service learning opportunities, academic and special interest clubs, athletics, and student leadership opportunities.
6. Snow College welcomes all who will gain from or contribute to its educational and student-centered environment including individuals with diverse backgrounds and perspectives.
7. Snow College partners with higher education institutions which offer baccalaureate and graduate programs in select disciplines for the citizens of Central Utah.



The Job

Description:

The Director of Admissions is a key member of the Enrollment Management staff overseen by the Chief Enrollment Management Officer. The Director of Admissions leads and manages the Office of Admissions and all new student recruitment and operations efforts on both the Ephraim and Richfield campuses. The Director of Admissions is responsible for the admission process and all related policies, supervision of applications processing, and leveraging of the customer relationship management (CRM) strategies.

In collaboration with the Chief Enrollment Management Officer, the Director of Admissions oversees the development and implementation of effective recruitment strategies to attract and enroll a broad base of new students to both the Ephraim and Richfield campuses - with targeted emphasis on new students from the College's six-county service area (Juab, Millard, Sanpete, Sevier, Piute, and Wayne counties). Such strategies must include initiatives to attract and enroll traditional and non-traditional students to the College's on-campus traditional programs, online programs, and technical education programs.

Qualifications:

- Bachelor's degree from an accredited institution.
- At least three years of experience in admissions functions within higher education or five years of recruitment experience from other industries with ability to demonstrate necessary skills for higher education recruitment.
- **Preference will be given to candidate with fluency in Spanish.**
- Strong record of success as a supervisor, including but not limited to setting individual goals, professional development and performance evaluation; and experience developing and managing budgets.
- Knowledge and skill in using qualitative and quantitative data to drive effective program development.
- Possession of high professional standards and a personal code of ethics characterized by mutual respect, honesty, integrity, openness and fairness.
- Strong leadership and administrative skills managing operational aspects of recruitment including, but not limited to strategic planning, personnel, budget and fiscal management, web-based technology enhancement, and continuous improvement assessment of all operations in assigned areas.
- Strong analytical critical thinking, project management, problem recognition and resolution skills adept at setting and attaining key strategic goals.
- Effective interpersonal written and verbal communication skills, with proven ability to foster collaborative efforts and partnership building with internal and external constituencies within a diverse community.
- Ability to work effectively under pressure.
- Capacity to attract, admit and maintain a diverse student population.
- Demonstrated attention to detail and accuracy.
- Ability to work evenings and weekends as appropriate.

Duties:

- Contributes to the successful accomplishment of the College's enrollment objectives by developing and implementing a comprehensive new-student recruitment plan which includes, but is not limited to, the following components: development of an inquiry pool through the use of student search services, outreach (college fairs and high school visits), high school and technical college relations, use of the web and emerging technologies, digital marketing and communication strategies, effective use of CRM technologies, campus visit programs, publications, and personal correspondence.
- Provides leadership, visioning, strategy, management, training, and support to the recruitment and operations efforts of the Admissions staff—ensuring industry professionalism and competence.
- Maintain a strong leadership presence on both the Ephraim and Richfield campuses to ensure sound and unified strategy and effective operations. This will require regular travel between both campuses. The frequency will be established between the incumbent and their supervisor.

- Build and maintain positive relationships with the community, high school administrators and counselors in the six-county service area, industry partners, and technical education stakeholders.
- Effectively administers the College's prospective and admitted student software systems and databases (e.g., application for admission, CRM, transfer equivalency) by developing a working knowledge of those systems, assessing the systems support needs of the Admissions Office to ensure that the integrity of the systems and data are maintained and that the systems are utilized productively in support of admission and recruitment functions.
- Develops data-driven recruitment strategies by effectively utilizing data from a variety of sources to evaluate student characteristics and trends, as well as the University's market position and competition.
- Effectively utilizes College resources in accomplishing enrollment objectives by planning, developing, and controlling the department budget.
- Fosters an office environment that empowers staff to provide constituents with excellent customer service and personalization.
- Ensures the efficient processing of admission applications by developing and administering policies, procedures, and systems that provide quality admission services for prospective students.
- Effectively administers the College's admission and transfer of academic credit policies by supervising and providing leadership to the staff responsible for applying these policies and ensuring that decisions are rendered in accordance with these policies.
- Adheres to all relevant laws, regulations, and policies relative to the Admissions process.
- Facilitates a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.
- Remains competent and current through self-directed professional reading, professional networking, and attending professional development trainings and conferences (locally and nationally).
- Perform other duties as assigned. This includes, but is not limited to representing the College at internal and external functions, marketing various programs and services, and serving on institutional committees.

Diversity & Inclusion

The Snow College administration, faculty, staff, and students, affirm our commitment to diversity and inclusion, and consider them essential elements of a vibrant learning community and integral to our institutional mission. We are determined to foster an environment of inclusion, diversity, openness, and respect for the many differences that will enrich the Snow College community, including race, ethnicity, religion, gender, age, socioeconomic status, national origin, language, sexual orientation, and disability.

Snow College:

- Encourages and welcomes respectful dialogue and exploration of diverse ideas, topics, perspectives, and issues to enrich our campus community.
- Promotes equitable access to all in academics, leadership opportunities, and employment.
- Enhances opportunities by encouraging all to share their cultural experiences and identities, allowing others to learn from this exchange.
- Invites applicants and employees from all backgrounds to foster respect, understanding, awareness, pluralism, and cooperation in an increasingly complex, diverse, global society.

Strategic Plan

This position is an important part of the College's **Strategic Plan**.

Living & Working in Sanpete County

Sanpete County: Manti-La Sal National Forest, Maple Canyon, museums, plays and other productions at the Eccles Center for Performing Arts, and more on the **Sanpete County Website**.



THANK YOU!

Thank you for your interest in Snow College!

Please apply at <https://www.schooljobs.com/careers/snowcollege>.

This position will remain open until filled, but applications received by 11:59 PM on May 25th, 2023, will be eligible for review by the hiring committee. Applications received after that date may not be reviewed by the hiring committee unless deemed appropriate by college administrations.

If you have any questions regarding this position, please contact the HR Recruiting Specialist at jobs@snow.edu or hr@snow.edu.

