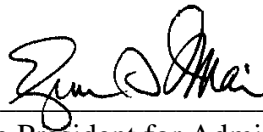


DIRECTOR OF STUDENT ENROLLMENT AND SERVICES

This is highly responsible administrative work in planning, developing, coordinating and directing the University of Hawai'i at Mānoa offices of admissions and recruitment, financial aid services, records and registration, and technical support services. A position in this class is responsible for developing the University of Hawai'i at Mānoa's strategic plans for enrollment services and activities to enhance recruitment and retention of undergraduate students. Work includes providing the vision and overall leadership in enrollment management; coordinating enrollment services with other relevant University of Hawai'i at Mānoa and system wide units to ensure attainment of recruitment, retention and enrollment goals at the University; developing and implementing policies and procedures for admissions, recruitment, financial aid services, records and registration and technical support services; developing long- and short-range plans, goals and objectives responsive to and consistent with the established strategic missions and goals of the University; defining optimum enrollment and retention rates; improving matriculation between the high schools and the community colleges and Mānoa; developing creative marketing strategies and activities to enhance student recruitment at Mānoa; and identifying and addressing issues which impact retention of undergraduate students.

Work entails considerable contact with senior system wide and campus administrators, faculty, staff, and the University community, high schools, current and prospective students, parents, and the general community. Work requires experience and knowledge relative to higher education student enrollment and recruitment, and student support services such as financial aid, registration; a strong understanding of relevant recruitment, marketing, retention, research, technology information and assessment principles and practices; and the ability to work effectively with students, faculty, staff and the general public. Direct supervision is exercised over a staff of professional and administrative personnel. Work is reviewed by the Vice President for Student Affairs by evaluation of accomplishment of program objectives and results obtained.

The establishment of the managerial class, Director of Student Enrollment and Services is effective October 20, 2000.



Senior Vice President for Administration

October 20, 2000

Date