



# Director of Student Support Services

Job title	<i>Director of Student Support Services</i>
Reports to	<i>Chief Academic Officer</i>
Job category or classification(s)	<i>Exempt</i>

## About Us

Welcome to the Community College Preparatory Academy, the first adult charter school in our region dedicated to the lifelong learning of under-accredited adults and the chronically unemployed. Our mission is to serve adult learners—empowering them to be “future-ready” through rigorous education and practical skills training, paving the way for meaningful employment and personal fulfillment.

### **\*\*Our Commitment to Excellence: \*\***

At Community College Preparatory Academy, we pride ourselves on providing a high-standard, supportive learning environment tailored specifically to adult learners. Our newly designed, state-of-the-art facility aligns perfectly with the unique needs of adult education. It features flexible classroom spaces, advanced technological resources, and a variety of learning environments that promote both collaborative and independent study.

### **\*\*Our Core Values: \*\***

- **Start-Up Mentality with Strong Experience:** As a growing institution, we embody the agility and innovative spirit of a start-up while leveraging the deep and varied professional experience of our dedicated educators and staff.
- **Cultural Competence:** We celebrate diversity and are committed to fostering an inclusive environment where every student feels valued and understood. Our staff is trained to recognize and bridge cultural gaps, ensuring a holistic and respectful learning experience.
- **Innovative Problem Solvers:** We believe in strategic and inventive thinking, in thinking outside the box. With unrivaled intensity, our team continuously seeks creative solutions to meet the unique challenges faced by our students, from flexible scheduling to personalized learning plans.

**Mission-Oriented:** Our focus remains steadfastly on our mission to uplift and educate. Our commitment to transforming lives through education drives every decision and action.

### **\*\*Join Our Team as a Director of Student Support Services\*\***

We are currently seeking a dynamic and dedicated Director of Student Support Services to join our team. The ideal candidate will possess a strong understanding of the recruitment and retention process fortified by solid experience, demonstrate exceptional cultural competence, be an innovative problem solver, and have a clear commitment to our mission. This is an on-site position with the expectation of significant community outreach and engagement.

If you are driven to making a real difference in the lives of adult learners and have the skills and dedication to

thrive in a fast-paced, mission-driven environment, we encourage you to apply.

Join us at Community College Preparatory Academy, where you can help shape the future of adult education and transform lives through learning.

### **Job overview/purpose**

The Director of Student Services is responsible for creating, coordinating, implementing recruitment and retention, student engagement and supporting strategies in alignment with the organization's strategic plan. The Director manages the day-to-day operations of the recruitment and student support team(s), coordinates the integrated approach to student support by working with the Academic Unit, and is accountable for meeting established targets for enrollment growth. Oversees all outreach to businesses, community organizations, schools, government agencies and other partners. Performs related duties as required.

The position reports to the CAO. Occasionally, this senior executive position may serve as the CAO's designee as well as that of other unit-level directors. The position regularly prepares and presents formal reports of the Unit's performance to the Board of Directors. The position requires a commitment to continuous learning, and participation in internal and external professional development activities.

### **Duties and responsibilities**

#### Strategic Enrollment Management

- Coordinates comprehensive enrollment management planning, including but not limited to:
  - Monitoring of students through the recruitment (prospect-to-application) and retention (enrollee-to-completion) funnels, including New Student Orientation; assigning recruitment areas and/or targeting market segments.
  - Analyzing/reviewing enrollment, attendance, program completion, and student needs data and trends.
  - Determining multi-year enrollment and attendance goals to achieve the academic, financial and program objectives, and monitoring unit key performance indicators.
  - Designing, developing, and implementing student-centered strategies to enhance student retention and attendance.
  - Composing and executing the Unit's annual strategic action plan; and participates in developing and updating the organization-wide integrated strategic business plan.
- Oversees the scheduling of internal recruitment, extra-curricular student engagement events and attendance to external recruitment events, including assigning personnel.

#### Marketing and Community Relations

- Develops marketing plan by collaborating with other Units and external marketing consultants on strategic organization-wide and enrollment-driven marketing efforts, and the design and execution of enrollment and community engagement collateral; including engagement through the Organization's website and social media sites with an emphasis on increasing traffic to improve branding and student recruitment efforts.
- Leads efforts to develop and execute outreach plans to key stakeholders; builds and maintains relationships with employers, community organizations and government agencies particularly those matched to student needs.

#### School Environment and Culture

- Works in conjunction with other Units, to determine the criteria for establishing and maintaining a positive staff-student interaction (in person and via technology) and physical environment (example, signage, displays, décor)

### Performance Management

- Conducts quarterly and annual performance reviews of Unit staff and teams, including reviews/audits of student files; and oversees ongoing staff professional development
- Prioritizes and directs the Unit's work efforts; fosters collaboration by providing coaching, ongoing feedback, and constructive criticism
- With the aid of the Operations Unit, determines the Unit's human capital needs, participates in interviews, and makes recommendations for hires and promotions

### Administration and Leadership

- Supervises all enrollment management, student support, career services, WellU and staff members/teams
- Conducts assessments of all Unit processes and technologies, by implementing targeted improvements
- Works with the Academic Unit and partners on student engagement and support issues.
- In collaboration with the CEO, develops and manages the Unit's budget for enrollment management and student support/engagement
- In conjunction with the Operation Unit, plans, budgets, and manages productive relationships with third-party vendors of recruitment services, marketing and advertising, and technologies.
- Generates data and performance reports for internal and external audiences
- Develops, communicates, and manages Unit-level and assigned organization-wide policies

### Training and Presentations

- Develops and delivers presentations on trends and issues related to enrollment management and student support/engagement for staff meetings and internal professional development activities
- Hosts networking and community events on behalf of the organization
- Represents the organization as an ambassador and subject matter expert, and takes part in external meetings, conferences, etc. as guest speaker or trainer

## Qualifications

- 8 years of experience in program development and experience managing multiple members of staff and programs
- Bachelor's degree from an accredited college or university in education or related fields. Master's degree preferred
- Professional certifications, licenses, memberships or other credentials are ideal and a plus, but not required
  - o Program/Project Management Professional (PMP) certification or similar credentials
  - o ATD Adult Learning Certificate or similar credentials
  - o International Coaching Federation (ICF) credential or completion of ICF accredited coach training program certifications
  - o Social Work or Counseling

### Specialized Knowledge

- Enrollment Management:
  - o Ability to demonstrate understanding of the development of successful enrollment management planning and strategies
- Data and Reporting:
  - o Ability to analyze and use demographic, enrollment, economic and labor market data for the purposes of planning, development, and implementation of student support strategic and service delivery
- Management and Planning:
  - o Experience with strategic management, marketing, or business planning
  - o Expertise in grants management and nonprofit administration, a plus

- Relationship Management:
  - o Ability to build and manage productive relationships with external vendors and partners
- Adult Learners
  - o General understanding of adult learning theory/principles
  - o Experience overseeing recruitment and/or retention for adult learning programs
- Public Charter Schools:
  - o Working knowledge of (or willing to learn) public charter schools in the District and charter school performance measures, a plus
- Coaching:
  - o General knowledge of (or willing to learn) coaching principles in conjunction with performance management
- Local jurisdiction:
  - o Working knowledge of the District and its neighborhoods

#### Skills

- Technical
  - o Proficient with common productivity (office) suite of applications, especially spreadsheets (example, Microsoft Office, G Suite, Zoom)
  - o Experience using customer relationship management (CRM) software or student information systems/databases
  - o Experience with communication, collaboration and document sharing tools or software (example, Slack, Quip, DropBox)
  - o Experience with business intelligence software, a plus
- Leadership
  - o Capable of managing change, problem solving, taking risks and innovating, setting vision and strategy, strong business acumen, and managing politics and influencing others
  - o Demonstrate high ethical character and integrity, drive, and purpose, increasing capacity to learn, adaptability and self-awareness.
  - o Values diversity and difference with the capacity to communicate effectively be inclusive, develop others and build collaboration.

#### Abilities

- Outstanding interpersonal and communication skills, excellent attention to detail, and self-confidence.
- Ability to manage diverse tasks with frequent interruptions, meet deadlines with competing demands.
- High performer working independently as well as working within a team.
- Strict adherence to maintaining confidentiality.

#### Other characteristics or attributes such as personal characteristics

- Believe in the mission, vision, and philosophy of the organization.
- Comfortable with public speaking.
- Sense of humor.

### **Working conditions**

This position is based in Washington, D.C. and requires frequent travel within the District and the surrounding counties, attending networking and community events, and evening and weekend hours.

### **Physical requirements**

For this position, the incumbent is required to stand for extended periods of time, lift heavy objects on a regular basis (approximately 25 lbs.), and perform repetitive tasks with few breaks.

## Direct reports

The position supervises the following personnel:

- Administrative Assistant  
Recruitment and Retention Coordinator
- Student Success Coordinator
- Student Success Specialist
- Well U Manager
- Registrar
- Career Services

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<b>Approved by:</b>	<i>Signature of the person with the authority to approve the job description</i>
<b>Date approved:</b>	<i>Date upon which the job description was approved</i>
<b>Reviewed:</b>	<i>Date when the job description was last reviewed</i>
<b>Date of next review:</b>	