Director of Admissions and Special Programs

School of Health Professions

The University of Texas Health Science Center at San Antonio

Position Summary

This position reports directly to the Associate Dean for Students for the School of Health Professions (SHP) and provides executive level office management and supervision in the Office of Advising, Admissions and Recruitment Support. Working closing with the Dean, Associate/Assistant Deans and Department Chairs, the person in this position is responsible for overall leadership/oversight in planning and implementation of a comprehensive student recruitment plan to include existing programs and new initiatives.

Essential Functions

Administrative responsibilities include establishing goals, strategies, and measurements for outcomes for the Office of Advising, Admissions and Recruitment Support. The Director is responsible for developing and assessing priorities and standards for achieving goals and for assessing progress toward goals in strategic planning. Conducts research as appropriate for projects or initiatives within the department to determine outcomes. Keeps current on literature and attends functions to keep abreast of developments that may relate to recruitment, advising and admissions. The Director will have responsibility related to budget oversight and supervision and training of staff. The Director is responsible for design, execution, and effectiveness of a system of internal controls, and insures compliance with University policies and procedures.

The Director, in coordination with the Associate Dean for Students, implements and evaluates efforts to increase student recruitment, with a personal approach, in accordance with the goals and objectives of the SHP and the individual academic departments/programs. The Director collaborates with SHP departments and other colleges to develop and implement the academic marketing and recruitment plan with the goal of successfully recruiting qualified students to our programs. Develops and implements multi-dimensional outreach efforts. The Director refines recruitment plan, if needed, documenting and reporting sources to target prospective students and tracking numbers of applicants. Provides reports on a regular basis throughout each semester regarding recruitment activities, advising contacts, and admissions support. Attends recruitment events and represents the School of Health Professions in San Antonio, surrounding cities, and the South Texas Border Region, providing information on programs and culture to prospective students and external customers. Organizes, coordinates and delivers informational presentations for individuals and groups.

In coordination with SHP programs, this position will be responsible for admission support. This includes running applicant pool reports to determine which applicants are eligible for evaluation, viewing transcripts through the imaging system, completing unofficial applicant

evaluations to determine eligibility and coding the eligibility status in the Student Administration database. This position will also be responsible for maintaining and updating the evaluation templates according to changes in program requirements, training staff on how to process evaluations and communicating with program Chairs and Coordinators. The Director will be responsible for meeting with each program regularly to discuss program admission needs and changes, and offer solutions. The Director is responsible for collection of application fees on a semesterly basis. This position may be asked to assist with processing needs of incoming students.

The Director screens and interviews prospective applicants, providing in-depth academic counseling by assessing student goals, investigating solutions and resources, developing action plans, and educating applicants on the programs in the SHP. Provides information and guidance to prospective students, families, and advisors/counselors on admission requirements, factors, procedures, and competitiveness; program prerequisites; application processes; University policies; program costs; financial aid processes and scholarship opportunities; transcript interpretation and foreign transcript evaluations. Prepares unofficial evaluations and generates GPA calculations. Advises prospective applicants on joint admission and early acceptance agreements. Provides potential applicants with information focused on meeting academic and personal needs by exploring career options, employment opportunities and labor market trends in their field of interest. Coordinates between Registrar, department(s) and applicant on advisement issues. Notifies program of applicant interest and facilitates communication between program contacts and potential students.

The Director is responsible for coordinating all marketing materials related to the recruitment of students for the SHP. In coordination with Associate Dean for Students, Assistant Dean, Systems Analyst, departments and Registrar's Office, this person is responsible for research, design, implementation, oversight and maintenance of Welcome Center website for content. Responsible for creative thinking, insight, planning and development of new innovations in order to attract the appropriate audiences. Responsible for the use of social media as a marketing tool.

Responsible for enhanced development, implementation and management of PeopleSoft PROSPECT Database to track inquiries from initial contact to application. Assures validity and accuracy of data for outcome measurement. Collects and processes data for reports and statistical evaluation and analysis.

Position is responsible for implementing strategies and establishing effective on-going communications for development and cultivation of relationships with departments within the School, Registrar's Office, and with counselors at other universities and colleges. Serves as a liaison and is the first point of contact for the School of Health Professions program information. Forges relationships, especially throughout the South Texas Border Region, to encourage diversity in accordance with the mission established by the SHP. Responsible for outreach efforts to include onsite on-on-one advisement at area colleges. Represents the Office of Advising, Admissions, and Recruitment Support in meetings with other campuses and

advising units. Increases and promotes visibility of the School by participating in University- and School-wide committees. Retains membership and actively participates in outside professional organizations including the Texas Association of Advisors for the Health Professions (TAAHP) and the Texas Association of Collegiate Registrars and Admissions Officers (TACRAO). Makes formal presentations to all levels of audiences within the scope of expertise.

Education and Experience

Requires Bachelor's degree in Business Administration, Education, or related field, with five years of experience in admissions and student recruitment; Master's degree preferred.

Supervision

Supervision Received: Reports directly to the Associate Dean for Students for the School of Health Professions .

Supervision Given: Provides direct supervision to two professional staff within the Office of Advising, Admissions, and Recruitment Support and indirect supervision to the Administrative Assistant-Senior within the Office of the Dean for the School of Health Professions.