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JOB DESCRIPTION – ASSOCIATE VICE PRESIDENT, ENROLLMENT MANAGEMENT AND UNIVERSITY REGISTRAR

NATURE AND SCOPE OF WORK

The Associate Vice President (AVP), Enrollment Management and University Registrar is an effective leader responsible for all functions of the Registrar's Office (RO). The primary accountability of the Registrar is to ensure the integrity and efficiency of the recruitment, admissions, transfer credit, financial aid and awards, registration, scheduling, student records, articulation, graduation, curriculum and enrollment management functions for the university.

The person in this role is a trusted member of the senior leadership team who works cross-functionally to ensure that services within the RO advance the university's goals and provide a distinct university experience. As per the University Act, the incumbent serves as the secretary of convocation, the Senate and of each of the faculties to provide oversight for the convocations, and Senate and Board of Governors elections.

This role reports to the Vice President, Strategic Planning, Assessment and Institutional Effectiveness.

ILLUSTRATIVE EXAMPLES OF DUTIES

Registrar's Office

- Establish the direction and expectations for the performance of the RO in alignment with the university's strategic purpose, vision, values and related plans.
- Lead and mentor the RO management team to ensure high-quality, efficient and effective operations.
- In collaboration with the People, Culture and Diversity team, lead the recruitment, selection, orientation, performance management and development of RO staff
- Collaborate with the university community to comply with and enforce university policies, procedures, practices and structures for an impeccable student experience
- Stay up to date on sectoral and legislative policies and procedures related to RO functions
- Be accountable for publishing University calendars, timetables and examination schedules in different mediums
- Be accountable for the accuracy, integrity and security of student records and related data
- Be accountable for adhering to university policies for admissions, adjudicating and distributing financial aid and awards, and registration.



- Ensure effective operationalization of transfer credit agreements and prior learning assessments as developed with CapU constituents, BC Council on Admissions & Transfer, K-12 systems and/or other post-secondary institutions.
- Collaborate with Financial Services department on non-payment of tuition fees
- Ensure efficient end-of-term processing and other student records processes
- Develop and administer student appeals of policy infractions
- Be accountable for compliance with Senate-approved curricular and graduation requirements for credential conferral.
- Liaise with the Institutional Research department to sign off on bi-annual data submissions to the Ministry's Central Data Warehouse (CDW).
- Oversee convocation ceremonies
- Serve as the secretary of the Senate and each of the faculties to administer the election of faculty, staff and student representatives to the Board of Governors and Senate
- Identify and maintain physical and digital systems for effective storage, retrieval and distribution of student information
- Collaborate with relevant departments and external organizations for technology selection, development, testing, implementation and training.
- Develop and execute the RO's short- and long-term strategy to further the university's strategic and academic plans, operational plan and budget.
- Serve as the university's representative at the Ministry, sectoral and/or other professional associations on topics related to the RO
- Continuously measure and assess the RO's performance to identify areas of improvement

Strategic Enrollment Management (SEM) Program

- Set the direction and expectations for domestic recruitment and conversion functions to ensure activities and performance achieve SEM goals.
- Set application processing time goals and work collaboratively with relevant academic colleagues to improve application processing times.
- Collaborate with member of Center for International Experience (CIE) department to design and implement streamlined processes to improve the experience for domestic and international students.
- Collaborate with the Office of Indigenous Education and Affairs to design and implement supports to improve the experience for Indigenous students.
- Identify financial aid and award gaps and/or unmet demand and collaborate with the Philanthropy and Alumni Relations team to secure funding to better serve students
- Set the direction, expectations and implement innovative solutions for improving student-facing services
- Work collaboratively with the Institutional Research team to scope and design key enrollment indicator dashboards to monitor and track enrollment management performance.



- Provide regular updates and data-informed reports regarding the progress for achieving enrollment management workstreams and related SEM goals for internal and external audiences.
- Work collaboratively with deans, chairs and coordinators on academic related topics to advance SEM goals, including the impact and operationalization of curriculum, tactics to improve retention and graduation and other initiatives to improve the student experience.
- Collaborate with Student Success department to design and implement supports to improve the student experience.
- Work collaboratively with the AVP Strategy, Analytics and Transformation and Vice-Provost & AVP Academic (co-leads of the SEM Program) to identify additional enrollment management priorities to be added to the SEM program and contribute to the strategic workstreams of the SEM program.

Strategic Initiatives across the University

- Model and foster a culture of respectful dialogue and collaborative problem-solving that is data-informed when evaluating and implementing initiatives that impact the student experience.
- Maintain knowledge of the trends in post-secondary and make recommendations to maintain a high-quality student experience.
- Participate as a member of Academic Leadership Council and Senior Leadership Council and other committees to support strategic direction as appropriate.
- Promote the ongoing implementation of the University's Respectful Workplace mandate.
- Work collaboratively with the People, Culture and Diversity team regarding collective agreements and bargaining processes that impact the student experience and/or the staff.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Collegiality and inclusivity
- Problem-solving and decision-making skills
- Organizational awareness and business acumen
- Student focus
- Professional maturity and integrity
- Tenacity, resilience and results orientation
- Vision and strategic thinking
- Relationship management, with ability to lead self and others
- Excellent communication

REQUIRED TRAINING, EXPERIENCE AND QUALIFICATIONS

- Completion of a Master's degree in a relevant discipline.
- Minimum ten (10) years' experience in registrar's office in a public post-secondary institution.
- Demonstrated expertise in university governance and legislative and university policy compliance.



- Proven track record of effective leadership with strong emotional intelligence for developing a high-performing team.
- Demonstrated ability in fostering relationships and leading collaborative opportunities across the University
- Demonstrated expertise in conflict resolution, mediation and complex problem-solving skills.
- Proven track record of exercising sound judgment, integrity and discretion
- Demonstrated proficiency in strategic enrollment management concepts and key factors related to the student experience.
- Demonstrated proficiency in data collection, interpretation, communication and informed decision making to ensure SEM goals are achieved.
- Demonstrated proficiency to communicate effectively (orally and in writing) with a variety of people in the university community.
- Ability to thrive in a fast-paced and changing environment with competing demands.
- Proven track record scoping, resourcing and executing complex and diverse projects in a multi-union environment.
- Demonstrated proficiency in technologies pertinent to RO functions such as curriculum management software, data visualization and reporting tools, customer relationship management software, scheduling and room management software, appointment booking software, document management and e-forms software, communication and notification systems enterprise resource planning software, productivity and collaboration tool.