

**YUKON UNIVERSITY  
POSITION DESCRIPTION  
PART I - IDENTIFYING DATA**

**Position Number: YC-1800**

**Headquarters: Ayamdigut Campus**

**Position Title: Director, Admissions and Enrolment Management**

**Supervisor's Name: Erin McMichael**

**Incumbent Supervisor's Title: Registrar & Associate Vice President, Student Life**

**Division: Office of the Registrar**

**Date Description Completed: January 5, 2024**

**PART II - SUMMARY (broad statement of why position exists)**

The Director is responsible for the ongoing revision and maintenance of the university's academic regulations, Academic Calendar and timetable. In addition, the Director of Admissions and Enrollment Management oversees responsive, proactive, and just-in-time student communications. In close collaboration with the university's Director, Communications and Marketing the Director will oversee the creation and maintenance of an annual cycle of current and prospective student communication planning including social media strategies and the creation of web assets in support of a coherent and supportive applicant-to-student experience.

The Director of Admissions and Enrolment Management works collaboratively with faculty, Senate sub-committees and the senior administration to foster a culture of continual innovation and improvement to Registrar's office-owned policies, procedures, protocols, practices, and services. In addition, the Director serves as a subject matter expert in relation to registrarial systems, requirements, and functionality. The Director assumes overarching responsibility for ensuring the ongoing accuracy, efficiency, quality and easily-navigable nature of student-facing supports and functions across the Office of the Registrar. Finally, the Director, Admissions and Enrollment Management continually determines, adjusts and monitors service standards across all units and modes of delivery and continually works to instill and maintain a student-centred culture of service and support.

**Duties and Responsibilities**

**Major Function - the most important activity or responsibility required (describe what is done, why it is done, and how it is done):**

**Manages and leads the Office of the Registrar department by:**

In close collaboration with the university's Institutional Data unit, the Director, Admissions and Enrollment Management is responsible for analyzing, interpreting and reporting on the university's enrolment data in order to identify trends and to make recommendations that will inform the

university's Strategic Admissions and Enrollment Management, Internationalization and Recruitment and Retention strategies.

In close collaboration with the Director, IT, provides leadership and oversight of the management of the university's Student Information System and any future Client Relationship Management tool(s), ensuring that all curricular and policy changes approved by Senate, as well as any exceptions approved by programs on a case-by-case basis, are reflected in the university's relevant systems in a relevant and timely manner.

## **Recruitment**

Responsibility for researching, proposing, and executing varied and distinct recruitment plans in order to ensure that the university meets its defined optimized enrolment numbers across all programs as informed by the university's Strategic Admissions and Enrolment Management plan.

In collaboration with Marketing and External Relations, reviews and recommends unique viewbooks, web assets, social media strategies and other marketing materials and communications plans aimed at distinct domestic and international student markets including but not limited to: Yukon First Nations students, Indigenous students, domestic students, International students, University Access Pathways students, Trades students, Continuing Studies students and Open Studies students, First Generation students and mature learners.

In close collaboration with Student Life, academic departments, and Marketing and Communications, the Director oversees the continual research, development and implementation of prospective student-facing initiatives aimed at International and domestic students.

## **Admissions**

Ensures that admission processes and services support the university in meeting its optimal recruitment targets, program-by-program, as informed by the university's Strategic Enrolment Management Plan.

Oversees an admissions process that allows for data analysis and reporting throughout the admission cycle.

Works to ensure that international admissions processes ensure adequate time for prospective students to obtain evaluated transcripts and to apply for and to receive their student visas.

## **Prospective Student Advising**

Oversees prospective student advising services and supports throughout the admission cycle for both international and domestic student populations, integrating National Academic Advising Association-informed core competencies in unit-wide student advising practices and staff onboarding and training practices.

Collaborates closely with academic departments, Student Life, Housing and Security in order to ensure that cross-campus student advising is appropriately captured within each students' unique advising record.

### **Student Records and Course Registration**

Provides leadership and oversight in the daily management of academic records, including ensuring compliance with Freedom of Information and Protection of Privacy Laws and the University's archival and retention policies. Reviews requests and determines faculty and administrative staff permissions and access to confidential student information via student systems.

Maintains the security and integrity of the university's electronic collection and posting of course marks, and for the assessment of academic records for the purposes of graduation.

### **Transfer Credit**

Oversees the accurate and timely assessment of transfer credit for both incoming transfer students and current Yukon University students studying at other post-secondary institutions on a Letter of Permission, as well as for students entering the university from other Canadian and international post-secondary institutions.

Designs, develops, implements, and assesses practices and procedures for the assessment of transfer credit; drafts new transfer credit policies and guidelines for review by the Registrar & AVP, Student Life, and for approval by Senate.

Initiates and responds to requests from other educational institutions to establish formal course articulation agreements, ensures the maintenance of an accurate list of these agreements and ensures they are properly distributed and reported in published transfer guides,

Ensures that transfer credit practices, policies and guidelines are aligned with the university's aim of increasing international educational opportunities for students.

Ensures appropriate liaison with each academic department regarding transfer credit assessments.

Ensures strong communication and partnership with between Transfer Credit and the Coordinator, North to North, in support of the university's goals of increasing international educational opportunities for students.

### **Course Scheduling and Timetabling**

Provides leadership and oversight ensuring the accurate and timely scheduling and timetabling of all university courses

Collaborates with Chairs, instructors and IT on the design, development, implementation, and assessment of IT applications to better support course scheduling and timetabling.

Monitors the ability of current classroom resources to meet instructional needs and optimize enrolment; makes recommendations to senior academic administrators on the need for classroom renovations and improvements.

Makes recommendations to departments and senior academic administrators on changes related to course scheduling and timetabling (e.g. increasing enrolment caps) to help ensure that the university meets its enrolment goals.

### **Merit-based Awards, Financial Aid, First Nations Funding and need-based Bursaries**

Oversight and management of the disbursement of all merit-based awards (ie cheque, e-transfer, applied to tuition fee invoice etc).

Responsibility for ensuring the timely review and coordination of award application packages for annual review by the university's Award Committee

Ensures close coordination with Development concerning the creation of new awards, scholarships and bursaries to ensure that proposed eligibility criteria are feasible, reflect best practices in student service, and advance the Academic Plan and Reconciliation Framework

Oversight of budget management for all student awards, bursaries and scholarship award funds.

Ensures close and ongoing coordination between the Funding Advisor (Registrar's Office) and First Nation Student Navigators (Student Life) around First Nation citizen's funding disbursement and related service

### **Placement Assessments and Testing Services**

Responsible for overseeing university-wide implementation of new policies and processes, especially with respect to new exam or assessment technologies, e.g. online assessments, online invigilation and related applications.

Responsible for ensuring assessment and exam integrity through the secure printing, distribution, collection, and storage of internal and external exam materials; ensuring compliance with Freedom of Information and Protection of Privacy Laws and the University's archival and retention policies.

Responsible for the production of a timely incoming student assessment appointments and ensuring ongoing collaboration and communication between the Testing Centre and Admissions.

Oversees the hiring, training and management of Invigilators for placement assessments services

Manages ongoing coordination of the Testing Centre with the university's Accessibility Advisor and casual Invigilator staff

Keeps a watching brief on emerging technologies in support of academic assessments and exams and makes recommendations to the Registrar & AVP, Student Life on new applications

### **Transcripts**

Ensures that Yukon University's Transcripts meet national standards as defined by the Association of Registrars of Universities and Colleges Canada (ARUCC)

Oversees projects aimed at improving the university's processes to request, produce and deliver academic transcripts to current or former Yukon College and Yukon University students

Works with community stakeholders across academic programs and Continuing Studies to ensure that best practices are maintained in reflecting student achievement, grades and credentials earned across degree, diploma, certificate, micro-credential and standalone offerings.

Remains current and aware of trends and best practices in relation to Canadian and North American transcript composition and modalities, particularly across polytechnic institutions offering a blend of academic and skills-based training

In collaboration with IT and Finance, maintains the university's secure, online, third-parity credential verification service.

### **Convocation**

The Director, Admissions and Enrolment Management, has overarching responsibility for the annual planning and execution of the university's Convocation ceremony.

### **Human Resources Management**

In consultation with the Registrar & AVP, Student Life, the director ensures the organizational structure supports the direction and aspirations of the university's strategic plan, academic plan and reconciliation framework. The director works under the direction of the Registrar & AVP, Student Life to define and determine the organizational structure for the Unit/Department including: methods and techniques of work, daily priorities, work assignments, duties and responsibilities of positions and the classifications and qualifications of positions as well as other management rights contained in appropriate collective agreements.

### **Project Management**

Responsibility for leading and effectively managing initiatives aimed at the continual improvement of all core registrarial business processes, including all intersecting Continuing Studies and Community Campus business processes.

Oversees the research, development and implementation of staff onboarding and on-the-job training, incorporating best practices and core competencies as identified by Canadian and North American professional post-secondary student service organizations including: Association of Registrars Universities and Colleges Canada (ARUCC), American Association of Collegiate Registrars and Admission Officers (AACRAO), National Academic Advising Association (NACADA), Canadian Association of Student Financial Aid Administrators (CASFAA), Pan Canadian Consortium on Admission & Transfer (PCCAT), Canadian Association of College and University Student Services (CACUSS), Council for the Advancement of Standards in Higher Education (CAS)

**Approximate percentage of job time above functions are performed: 65%**

**2. Other Principal Activities, in order of importance (describing for each what, why, and how, and approximate percentage of job time required, rounded off to the nearest 5%):**

- Establishing, leading and supervising daily and weekly team meeting activities to ensure staff remain connected to the academic mission, and that the values and actions inherent to the Reconciliation Framework continue to inform each staff member's approach to their daily work
- Routine reporting throughout each admission cycle
- Regular reporting concerning student service metrics, establishing and monitoring response rates across modalities (in-person, phone, email)
- Drafting and implementing student staff onboarding and on-the-job training programs, instilling a culture of service across the Office of the Registrar and ensuring staff possess the advising core competencies required across portfolios
- Serving as the Registrar & AVP, Student Life's designate as-assigned on various committees and Senate sub committees
- Serving on additional committees as necessary or as assigned
- Ensuring due process and adherence to policy and procedures in relation to student complaints and appeals.
- Accepting, reviewing, investigating and making recommendations to the Registrar & Associate Vice President, Student Life concerning student academic and non-academic appeals for review by Senate
- Remaining up-to-date on registrarial best practices by participating in online professional association forums and memberships
- Performing such other related duties and tasks appropriate to the position as may be assigned by the Registrar & Associate Vice President, Student Life.

**Approximate percentage of job time above functions are performed: 40%**

**3. Examples of Additional Divisional Activities which may be performed:**

- Travel to community campuses

- Travel to relevant registrarial conferences
- Travel to relevant, assigned professional development and training offerings

**Approximate percentage of job time above functions are performed: 5%**

**4. Approximately how long will it take for a fully qualified employee from outside the work unit to reach the full working level of the position?**

One year

