

TITLE: Enrollment Center Manager

POSTION DESCRIPTION:

Responsible for developing a positive and efficient function of the Enrollment Center for the enrollment and registration of students in the Santa Clara Unified School District. Perform specialized technical duties in attendance accounting, lead the registration and enrollment process, assign duties to staff, provide ongoing direction and supervision to staff, identify ongoing training needs, hold regular staff meetings, and confer with district/county offices and school site administrators to maintain sound attendance reporting procedures.

Serve as the District-level Custodian of Records, responsible for maintaining accurate and accessible record

BASIC FUNCTION:

Under the supervision of the Assistant Superintendent of School Support and District Development,

SPECIFIC FUNCTIONS:

- Act as a liaison to assist in maintaining a rapport between the District, outside agencies, and community partners for the benefit of students and parents; work with community partnerships to meet the varied needs of students and families.
- Function as the point of contact for communicating and responding to inquiries from the community, agencies, and within the district
- Monitor and advise boundary adjustments, enrollment trends, student placements, and monitor new housing developments in the community that will impact enrollment
- Create an inviting and positive first impression of the District in person, by phone, in writing, and through email
- Establish and maintain professional, proactive customer service to all stakeholders involved in the admissions, enrollment, or attendance process
- Assist in the development, evaluation, and implementation of District policies and procedures related to student enrollment and placement
- Facilitate the enrollment process with families and ensure appropriate paperwork is completed and the families' needs are met
- Coordinate the district-wide student admissions and enrollment effort; maintain responsibility for the operations of the enrollment and placement process, including procedures, training, and support; interface between the centralized operation and the individual school sites.
- Ensure all new registering students meet Board Policy/Administrative Regulation Residency and Immunization Requirements prior to the student starting school
- Ensure families meet the School District requirements for Residency and maintain correct addresses for all students; follow up on all returned mail, and communicate move-out letters as needed
- Scan, email, and/or mail all pertinent student enrollment forms to attending school sites and transportation, Special Education Department, and other school districts, upon receipt from parents.
- Update the web pages for the Enrollment Center, newsletters, communications, etc.
- Maintain all resources and materials to reflect the language and cultural needs of our community
- Supervise the staff of the "Enrollment Center."
- Maintain relevant and important resources in the Enrollment Center for families to include but not be limited to afterschool care, transportation, and parent networks
- Continue to monitor and develop best practices to support and process registration for families that are relocating to the District, both domestically and internationally
- Maintain and update visuals in the Enrollment Center to include boundary maps, FAQ's, and clear process information for enrollment and registration to key stakeholder groups; maintain information to reflect ongoing changes
- Research and evaluate ways and means for assisting families and individuals with the enrollment process and connection with appropriate services; coordinate orientations to acclimate new families into the district

- Monitor and analyze documentation for current and incoming students to assure proper placement
- Provide detailed and technical information concerning District enrollment policies and procedures, following established guidelines
- Enroll new students, update addresses and perform other functions of the Enrollment Secretary as needed due to volume or in the absence of the Enrollment Secretary
- Oversee and maintain all INTER and INTRA-District transfers and requests for the District; evaluate the student transfer process and ensure the student transfer process supports District families.
- Monitor and evaluate developing trends or impacts to school-site enrollment, staffing implications, etc. Represent the District at the SCCOE for appeals of transfers
- Collaborate with the Technology Department and other staff to promote and expand the use of technology in the delivery of the admissions and enrollment process to effectively monitor and continually evaluate the end-users experience with our registration process
- Coordinate the Caregiver Authorization Affidavit process according to Education Code so an adult caregiver may enroll a child in public school, make school-related medical decisions, and make other important decisions on the minor's behalf
- Prepare resolutions, reports, and other agenda items for Cabinet approval. Initiate required follow-up actions in a timely manner. Compose complex and general letters, memos, reports or other materials independently from rough draft; prepare Board and Cabinet Agenda Items from oral or written instructions
- Work closely with the Special Education/Student Services Departments to ensure timely and accurate enrollment and placement of special-needs students, foster youth, McKinney Vento, etc.
- Maintain and update policies regarding registration, student placement, and transfers as needed
- Communicate effectively with district personnel, community members, the public, parents, and others regarding confidential or sensitive issues according to established guidelines and procedures. Provide ongoing and direct feedback to staff to maintain the highest levels of customer care and positive communications
- Research and compile complex information, compute statistical data, and complete reports.
- Train Office Managers, School Secretaries, Registrars, and others on the use of Student Information Systems to facilitate enrollment procedures
- Organize and conduct lotteries as needed in collaboration with the IT department
- Establish and maintain protocols to support families and students that promote a culturally-sensitive, gender- and LGBTQQ-inclusive welcoming registration process
- Direct and maintain residency verification procedures and supervise the Residency Officer
- Plan, organize, and control a large school district attendance system
- Formulate and carry out recommendations regarding attendance processes
- Read and interpret a volume of technical, legal and professional literature
- Compile and analyze attendance statistical data
- Communicate and work effectively with personnel from other departments
- Take responsibility for accuracy of work completed
- Work effectively without supervision
- Prepare reports for state approval of attendance system
- Maintain proficiency with appropriate computer software (FileMaker Pro, Excel, Word, etc.) and compute mathematical calculations
- Maintain a professional style in relation to work and peers
- Understand and carry out written and oral instructions

KNOWLEDGE AND ABILITIES:

- Expertise in complex attendance accounting and record keeping, including interpretation of, and changes in state law, and the ability to independently analyze, develop, offer alternative problem solutions, and coordinate implementation of such solutions to related technical issues and concerns.;

- Continued learning or development of new systems, procedures and equipment as necessary. The person in this position may attend meetings where appropriate and necessary, working closely with other district departments;
- Thorough knowledge and understanding of California Education Code and SCUSD Board Policies and Administrative Regulations.

QUALIFICATIONS:

- Minimum of four years of college or a Baccalaureate degree; or equivalent work experience
- Three years increasingly responsible experience with school data management systems of which at least one year shall have involved school district attendance accounting and reporting
- Relevant experience and expertise in providing customer service to a diverse community
- Experience supervising and leading a team desired.
- Bi-lingual preferred (Spanish)

PHYSICAL DEMANDS:

The physical demands described here are representative of those that will be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The employee frequently is required to reach with hands and arms. The employee is frequently required to sit and occasionally required stoop, kneel, crouch, or crawl.

Must occasionally lift and/or move up to 25 pounds or more. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.