



BERKELEY UNIFIED SCHOOL DISTRICT
Human Resources Department

**CLASSIFICATION AND
 POSITION DESCRIPTION**

TITLE:	Admissions Manager	REPORTS TO:	Assigned Supervisor
DEPARTMENT/SCHOOL:	As assigned	CLASSIFICATION:	Classified Management
FAIR LABOR STANDARDS ACT CLASSIFICATION:	Exempt	WORK YEAR: HOURS:	12 months/Calendar 2000 8 hours per day or duty days/hours as assigned
APPROVED: Commission Board	11/17/14 and 11/18/14 01/28/15	SALARY GRADE:	Schedule: 54 Range: 73

BASIC FUNCTION:

Design, plan, develop, organize and evaluate student diversity system, assignment, and desegregation and integration in District schools; serve as a gateway to families entering the District; train and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Design, plan, develop, organize and evaluate student diversity, assignment, and desegregation and integration into District schools; oversee the District's centralized student enrollment process and home address verification process; assure program operations and activities comply with applicable Education Codes, State laws, and District policies and objectives
- Direct and evaluate the effectiveness of the District's student assignment software program; research and analyze complex technical data reports; direct creation and specialized software development
- Conduct various meetings to discuss student assignment program, resolve student assignment concerns and discuss related program matters; collaborate with Principals to review and determine if students have met inter-District Board policy; represent the District at County Board of Education inter-District appeal meetings
- Collaborate closely with community organizations, individuals and District staff to increase student enrollment in Berkeley Public Schools
- Administer, coordinate and implement student public relations and recruitment campaigns to ensure outreach to targeted parent populations
- Supervise, train and evaluate the performance of assigned personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; assign employee duties and review work for accuracy, completeness and compliance with established requirements
- Prepare and maintain records and reports related to assigned activities; maintain records, logs and progress records for inter-District students; present reports to the District Board as directed
- Provide technical supervision and assist the high school in conducting the small schools student assignment lottery

- Plan and direct various annual activities including the recruitment kindergarten fair, and develop marketing programs to reach targeted populations; develop multi-year statistical student enrollment and average daily attendance projections utilizing advanced statistical analysis
- Research, write and disseminate promotional information materials, including the Guide to Berkeley Schools; maintain media relations
- Review, accept or deny inter-District student applications; review, accept or deny caregiver affidavits and same address affidavits
- Communicate with other administrators, staff, school site personnel, vendors and outside organizations to coordinate activities and programs, resolve issues and conflicts and exchange information; confer with administrators regarding student behavior and issues, and resolve student assignment concerns
- Provide for oral interpretation or written translation of materials from English to a designated second language
- Develop and prepare the department budget; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations; prepare and manage department contracts
- Operate standard office equipment including a computer and assigned software; operate projector for presentations

OTHER DUTIES:

Perform related duties as assigned

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Planning, organization and direction of student assignment plan

Principles and practices of supervision and training

District policies and procedures regarding enrollment

Capabilities, settings, reports and options of the student information and assignment software programs

Goals and procedures outlined in the District's student assignment policy

Applicable laws, codes, regulations, policies and procedures

Interpersonal skills using tact, patience and courtesy

Correct English usage, grammar, spelling, punctuation and vocabulary

Operation of standard office equipment including a computer and assigned software

Record-keeping techniques

Modern office practices, procedures and equipment

Telephone techniques and etiquette

Basic public relations techniques

Mathematic computations

ABILITY TO:

Design, plan, develop, organize and evaluate student diversity, assignment, and desegregation and integration into District schools

Serve as a gateway to families entering the District

- Train and evaluate the performance of assigned personnel
- Analyze situations accurately and develop an effective course of action
- Direct the administration and evaluation of the student assignment software program
- Compile and evaluate results of student assignment software
- Explain technical requirements of the student information software to staff
- Communicate effectively both orally and in writing
- Establish and maintain cooperative and effective working relationships with others
- Interpret, apply and explain rules, regulations, policies and procedures
- Compose correspondence and written materials independently
- Operate standard office equipment including a computer and assigned software
- Prepare and maintain a variety of lists, records and reports
- Add, subtract, multiply and divide quickly and accurately
- Work independently with little direction
- Plan and organize work
- Meet schedules and time lines

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in business administration, public administration or related field and three years experience in admissions or student assignment activities involving statistical analysis, and some organizational, administrative and public contact experience

LICENSES AND OTHER REQUIREMENTS:

Some incumbents in this classification may be required to speak, read and write in a designated second language.

WORKING CONDITIONS:

ENVIRONMENT:

- Office environment
- Constant interruptions

PHYSICAL DEMANDS:

- Dexterity of hands and fingers to operate a computer keyboard
- Seeing to read a variety of materials
- Hearing and speaking to exchange information in person and on the telephone
- Sitting or standing for extended periods of time
- Bending at the waist, kneeling or crouching
- Reaching overhead, above the shoulders and horizontally