



Vice President of Student Affairs - Job Description

Job Title: Vice President of Student Affairs
Job Class: Administrative - Executive Administration
Department: Administration
Reports To: President
FLSA Status: Exempt
Compease: Grade 17
Approved By: President
Approved Date: December 19, 2022

I. Position Purpose

The Vice President of Student Affairs (VPSA) is the chief student services officer responsible for managing and leading student recruitment, enrollment, success, and institutional advancement initiatives to help Washington State Community College achieve its vision, mission, and strategic goals. As a member of the President's Executive Team, the VPSA will be a transformative, student-centered leader capable of managing change and building collaborative relationships with both internal and external stakeholders to continue enrollment growth and provide world-class customer service to our students. The VPSA is responsible for creating a vibrant, innovative, and supportive experience for students from applicant to graduate.

With excellence and integrity as cornerstones for employee and student engagement, the VPSA is charged with providing management and supervision of the leaders for the student recruitment, enrollment, and retention; financial aid; library and support services; co-curricular activities; career services; and marketing. The VPSA will establish objectives and formulate strategies for enrollment management, marketing, public relations, and institutional advancement.

II. Duties and Responsibilities

PROVIDE SENIOR LEADERSHIP AND MANAGEMENT: The VPSA will articulate the mission, objectives, and programs of the College's administration and work closely with the President and senior officers with strategies related to enrollment, outreach, and student success. Promoting close collaboration among teams, the VPSA will lead student recruitment, enrollment, and retention; financial aid; library and support services; co-curricular activities; career services; marketing and public relations. Leads efforts in the use of data analytics to continuously assess the effectiveness of student recruitment, engagement, and success initiatives. Will work collaboratively with the President and lead the coordination and execution of strategic planning, special events, and professional development.

PROMOTE THE COLLEGE: The VPSA will build partnerships to increase enrollment and lead the development and implementation of college strategy and initiatives. Will oversee the creation and execution of a comprehensive marketing, recruitment, and communication plan to support the growth of the College in alignment with its strategic priorities. The VPSA will ensure the College's image and brand are represented consistently and accurately in messaging, recruitment, change initiatives, crisis communication, and outreach efforts. Will provide leadership to support internal communication



efforts and increase the presence of Washington State Community College, its faculty, students, alumni, and successes regionally and nationally.

LEAD STUDENT AFFAIRS: The VPSA provides leadership for the Student OneStop and Center for Student Success to advance student access and success. Will employ a data driven and collaborative approach to plan, develop, and implement enrollment and success strategies to support the institution's strategic priorities. Will oversee critical functions related to student enrollment and onboarding and support services including counseling, disability and health services; veterans services; student testing, remediation, and advising; and diversity and inclusion.

ADVANCE STUDENT SUCCESS THROUGH SUPPORT AND CO-CURRICULAR ENGAGEMENT: The VPSA will work collaboratively with the chief academic officer and academic leaders to establish and facilitate co-curricular offerings that align with the curriculum. The VPSA will develop and implement innovative approaches for supporting students' success by removing barriers to their progress and enhancing their academic journey. Will support a student-centered learning environment through continued development of student success and co-curricular engagement strategies, including student activities, sports, government, service learning, and Phi Theta Kappa.

DEVELOP COMMUNITY PARTNERSHIPS: The VPSA will collaborate with education, public service, health, business, and industry partners to enhance opportunities to work together on initiatives related to student access and success. Work with local agencies and non-profits to provide services for students. Develop and coordinate campus events to promote student access, engagement, and success.

PROFESSIONALISM AND QUALITY CUSTOMER SERVICE: The VPSA will demonstrate professionalism and provide quality customer service in accordance with the college's values. This includes maintaining positive working relationships, confidentiality, effective communication, accurate records, and an organized and safe working environment. Additionally, it includes exhibiting flexibility, a willingness to learn, ability to change, and maintaining current technology skills.

III. Qualifications – Education, Experience, and Skills

- Minimum of a Master's degree from a regionally or nationally accredited institution recognized by the U.S. Department of Education or the Council for Higher Education Accreditation. Master's degree in Business Administration, Higher Education Leadership, Student Affairs, or Student Success preferred.
- Minimum of six years of executive leadership.
- Skill set to include process management, strategic and campaign planning, excellent written and oral communication, a record that documents career successes in building and leading results-orientated operations and programs. Experience in higher education preferred.

Reasonable accommodations may be requested and reviewed according to the Americans with Disabilities Act (ADA).