



Connecticut State Community College
Job Description
Director of International Student Admissions & PDSO

Salary Level:
CCP 21 (Subject to Willis)

Date Approved/Revised:
6/13/21

POSITION PURPOSE:

The Director of International Admissions & Principal Designated School Official (PDSO) is responsible for creating and executing a strategic recruitment and outreach vision for international student populations under the office of Admissions for twelve campuses. This is done through the creation of policies and procedures, planning and collaboration with the Associate Vice President of Recruitment, Admissions, & Community Outreach as well as other Admissions, Enrollment, Marketing and Academic Affairs leaders. The Director of International Student Admissions & PDSO will develop and implement recruitment and marketing strategies necessary to meet campus, regional and statewide enrollment goals. The Director of International Student Admissions & PDSO plays a critical role in collaborating across regions and on-campus to ensure the delivery of high-quality service, collaborative recruitment plans, and seamless onboarding support exists to meet the diverse needs of international students. This role is required to work in collaboration with the AVP of Recruitment, Admissions, & Community Outreach to develop and maintain key partnerships across the state to support the growth of international student enrollment. The Director of International Student Admissions & PDSO collects and analyzes data to establish benchmarks and leads continuous improvement efforts for international recruitment and enrollment efforts as well as maintains compliance with US Department of Homeland Security Student and Exchange Information System (SEVIS), FERPA and all applicable policies and laws.

SUPERVISORY AND OTHER RELATIONSHIPS:

The Director of International Student Admissions & PDSO reports to the Associate Vice President of Recruitment, Admissions & Community Outreach. The position typically supervises a team of International Student Services Coordinators to support recruitment, enrollment goals, onboarding, and advising activities within each region across twelve campuses.

The position is required to work collaboratively with other CSCC college offices and services and to develop recruitment goals, build and develop partnerships, relationships, and collaborations with all levels of stakeholders to facilitate and enhance the resources and services provided to international students. The position is also responsible for developing and maintaining relationships within the state, nationally and globally for the purpose of supporting international student recruitment and outreach.

EXAMPLES OF DUTIES:

The following examples of duties illustrate the general range of tasks assigned to the position but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

- Compliance & Policy:
 - Responsible for maintaining and meeting SEVIS regulatory requirements on behalf of CSCCs twelve campuses and compliance for all international students
 - Keeps abreast of best practices, trends, and policy changes regarding international student admissions and recruitment practices
 - Resolves issues related to international student processes and outlines additional resources to develop solutions

- Generates, processes and reviews I-20s as well as assists students in completing immigration documents, serving as a USCIS PDSO and supervises international and campus staff in completing these tasks
 - Works with prospective, new, current and former international students on all aspects of the F1 student visa
 - Advise and counsel prospective, new, current and former international students and sponsors on regulatory/administrative issues related to immigration status (immigration/visa procedures).
 - Advises CSCC leadership, staff and faculty on regulatory/administrative issues related to international student admissions and compliance requirements
 - Communicates with prospective students and effectively conducts pre-admission counseling to ensure a thorough understanding and acceptance of SEVIS requirements
 - Educate students on maintaining legal status, employment status, extension of stay, change of status, cultural and financial needs, travel regulations, etc.
 - Update and maintain student information in the US Department of Homeland Security Student and Exchange Information System (SEVIS).
 - Review and analyze submitted immigration and related application documents and special applicant requests to ensure accuracy, authentication, completeness and adherence to regulations.
 - Work with external groups including the Department of Homeland Security, Social Security Administration, Department of Motor Vehicles and Department of State to resolve issues or provide and receive information.
 - Prepare and assist students with legal documents, requests, correspondence, applications and visas.
 - Monitor, research, interpret immigration regulations, and recommend policies for adoption within the program to ensure university compliance.
 - Manages all phases of international student file reviews, including verifying finances and TOEFL/IELTS scores, reviewing transcripts and ensures smooth transitions for enrolling students
 - Adheres to FERPA and other departmental policies, procedures and regulations pertaining to student records
 - Develop internal and external trainings and professional development workshops to support the enrollment and international student experience
- Recruitment & Enrollment:
 - Drives the analysis and development of certain key markets in North America through brand management and relationship building such as working with stakeholders within abroad marketing companies, agencies, as well as universities and colleges abroad
 - Responsible for relationship building with key stakeholders to positively impact market growth and brand management
 - Contributes to the development, planning and execution of international recruitment initiatives for all international student populations to ensure enrollment goals.
 - Represents CSCC at high schools, college fairs, college nights and on-and off-campus events as needed, and participates in the formulation of events (both in-person and virtual) when appropriate
 - Monitors the flow of students from all regions as they move through the various stages of the admission funnel
 - Process transfer credit evaluations to support onboarding and enrollment processes for international students
 - Continuous counseling of international students during the entire tenure at CSCC with the focus on available student services, on-campus employment, CPT, academic requirements, as well as post-graduation (transfer, OPT, departure and after) and I-20/SEVIS operations.
 - Builds and maintains relationships with secondary schools, independent counselors, university academic advisors and study abroad agencies
 - Leads calling campaigns, webinars and yield events for the US and/or in market regions Tracks marketing campaigns and trends within markets.
 - Domestic and international travel for this position may be required
 - Maintains direct supervision of International Student Service Coordinators and other admissions staff as deemed necessary

PROFESSIONAL PARTICIPATION AND DEVELOPMENT

In addition to the accountabilities listed above, the incumbent is required to carry out the essential duties of:

- Attendance and participation at convocation, commencement and honors ceremonies.
- Service on assigned committees and task forces
- Attendance and participation at, committee, staff, informational and professional meetings.

QUALIFICATIONS:

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.)

Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Understands and utilizes Ellucian Banner, Ellucian CRM Recruit, Sales Force Marketing Cloud, and/or similar software/databases, according to applicable practices and guidelines shared in training and documentation
- Experience developing and implementing recruitment strategies, establishing best practices, and setting enrollment goals and benchmarks for multiple campus and/or large organizations
- Experience maintaining compliance with US Department of Homeland Security Student and Exchange Information System (SEVIS), policies, laws and regulations set forth by higher education governing bodies, local and federal entities or grant requirements.
- Experience working collaboratively across multiple departments, academic affairs and maintaining/developing partnerships with external stakeholders
- Experience leading cross-departmental projects, initiatives or committees
- Experience serving as a project manager and leading process changes across multiple campuses or large-scale organizations
- Experience with data-driven decision making, identifying enrollment trends, strategic planning, and managing budgets
- Experience with programs and strategies to support equitable outcomes for international students which may include first-generation, non-traditional, minoritized, and marginalized communities
- Familiarity with the community college environment and its student population
- Experience leading teams in the area of recruitment and delivering high quality customer service
- Understanding and working knowledge of Guided Pathways principles and best practices
- Understanding of federal and state laws and regulations related to higher education preferred and maintaining compliance
- Experience partnering working with international student populations and related outside agencies and organizations required
- Cross cultural awareness and sensitivity

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Master's degree in education, counseling, student development, social work, enrollment management or an appropriately related field together with four to seven years of related experience that includes two to four years of supervisory experience; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position's essential duties.

WORK ENVIRONMENT

The incumbent typically performs work in offices, conference rooms and in locations where groups of students, faculty and staff gather. The work does not, normally, involve any significant physical effort. The incumbent may travel to public sites to make presentations as well as travel to regional or central meetings and conferences.