



GADSDEN STATE COMMUNITY COLLEGE JOB DESCRIPTION

East Broad Campus

Created on: 3/25/2025
Revised on: 2/10/2026

Job Title	Salary Schedule	Grade	Job No.
Dean of Student Services	B		AD9872
Reports To	FLSA Status	Grant Funded	Tenure Track
President	Exempt	No	No

JOB SUMMARY: Under the direction of the President, the Dean of Student Services is responsible for creating and maintaining a supportive environment which fosters student learning and engagement in a holistic approach. The Dean of Student Services works with administrators, directors, faculty, coordinators, and students to administer a comprehensive program of services including Enrollment Services, Admissions and Records, Financial Aid, Dual Enrollment, Housing and Student Life, Advising and Testing. The Dean of Student Services provides leadership, strategic planning, and executive oversight of student enrollment, retention, and success for credit and non-credit programs. This individual works closely with instructional deans, marketing/public relations, financial services, and information technology to ensure the high quality of all services that impact students and is responsible for meeting enrollment, retention, and completion/graduation goals for the College.

QUALIFICATIONS:

- ◆ Earned Master’s degree in education, leadership, administration, or a related field from an approved U.S. Department of Education accredited institution **required**
- ◆ Earned doctorate from a regionally accredited institution *preferred*
- ◆ Minimum of three (3) years of professional experience in student services, enrollment services, recruitment strategies, marketing/public relations, and/or student information systems required.
- ◆ Administrative/supervisory experience **required**
- ◆ Documented administrative competencies in fiscal management including budget development and coordination, personnel supervision and evaluation, assessment and evaluation, and/or strategic planning **required**
- ◆ Experience in managing continuous compliance with state licensing/regulatory agencies, specialty accreditation, and/or institutional accreditation, e.g., Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) **required**

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- ◆ Demonstrated ability to develop measurable outcomes and assessment strategies
- ◆ Evidence of highly effective communication, public speaking, and problem solving skills

DUTIES:

- ◆ In collaboration with the College’s leadership, establish clear recruitment goals and structures which can improve service levels to all current and potential students.
- ◆ Ensure recruitment objectives, goals, budgets, policies, practices, and actions produce successful

- student recruitment results, consistent with GSCC's overall mission, and strategic and master plans
- ◆ Assist in development of communication strategies that address prospective and current students as it relates to all phases of the enrollment process
 - ◆ Direct the analysis and reporting functions of all recruitment efforts, statistics, measures, outcomes, and create long- and short-term planning and evaluation of enrollment strategies
 - ◆ Provide active involvement in partnership programs between the college, Alabama Community College System, local high schools, business & industry partners, select community-based organizations, government and local leadership
 - ◆ Provide executive oversight and innovative leadership of admissions and records, financial aid, testing, advisement, dual enrollment, enrollment services, student life, and housing
 - ◆ Oversee development and implementation of strategic planning for enrollment management services (recruitment, retention, and graduation/completion)
 - ◆ Work closely with the marketing/public relations staff and deans to create meaningful, relevant messages to prospective students and parents, current students, faculty/staff, and external stakeholders
 - ◆ Collaborate with deans and faculty to ensure development of optimal course offerings and schedules and to publicize class schedules
 - ◆ Successfully manage department/program budgets within assigned areas
 - ◆ Drafts, implements, and consistently applies policies, procedures, and guidelines related to areas of responsibility
 - ◆ Lead and promote college experiences designed to prepare all students for both career and life readiness
 - ◆ Promotes community planning programs and services
 - ◆ Fosters and sustains a student-centered environment which focuses on developing and expanding opportunities, partnerships, and relationships for students
 - ◆ Motivates staff in accomplishing goals of student services programs; assigns responsibilities, supervises, and evaluates the Associate Dean, departmental directors, coordinators, and support staff
 - ◆ Provide oversight in conjunction with Associate Dean of student disciplinary policies, procedures, and Student Discipline Committee
 - ◆ Champion a student culture of respect
 - ◆ Attends workshops, conferences, and seminars relative to improving student services
 - ◆ Holds membership in appropriate professional associations
 - ◆ Ensure compliance with College and Alabama Community College System Board of Trustees policies. Accountable for ensuring SACSCOC compliance of all programs/services in departments/offices in assigned area of responsibility
 - ◆ Other duties as assigned by the President

Note: The intent of this description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.

Physical Demands and Work Environment:

The physical demands and work environment characteristics described below represent those that an employee may encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions.

Physical Demands:

- ◆ **Mobility:** Primarily sedentary work with occasional standing, walking, bending, and reaching; ability to navigate between multiple buildings on campus
- ◆ **Manual Dexterity:** Regular use of standard office equipment, such as computers, printers, and copiers
- ◆ **Lifting:** Ability to lift and carry materials weighing up to 20 pounds
- ◆ **Communication:** Clear and effective verbal and written communication skills are essential for interaction with students, staff, and external partners

Work Environment:

- ◆ **Setting:** The position is based in a typical office environment within an educational institution, with frequent interaction in student service areas
- ◆ **Travel:** Occasional travel may be required to attend conferences, workshops, or community events and to represent the college externally
- ◆ **Schedule:** Standard work hours are expected; however, flexibility is necessary to accommodate events, meetings, and peak enrollment periods
- ◆ **Interaction:** Regular collaboration with students, faculty, staff, external stakeholders, and community partners to support student services initiatives

Reviewed by: Director of Human Resources

Employee Name:

Employee Signature

Date