HUMAN RESOURCES DEPARTMENT
SIMON FRASER UNIVERSITY

ADMINISTRATIVE AND PROFESSIONAL STAFF
POSITION DESCRIPTION

Position Number: 105640

A. IDENTIFICATION

Position Title: Associate Director, Student Engagement and Retention
Department: Student Services, Student Retention
Position reports to (title): Director, Student Engagement and Retention
Description prepared by:
Date: March 29, 2016

B. POSITION SUMMARY

Briefly describe the primary function and purpose of the position in one or two sentences.

The Associate Director, Student Engagement and Retention is responsible for the strategic development, implementation, and operation of engagement and retention programs and services for undergraduate students within all Faculties at all University campuses. The Associate Director assists in the overall design, development, implementation, administration, and evaluation of engagement and retention programs. Working in collaboration with the Director, Student Engagement and Retention, the incumbent liaises with faculty, other units in Student Services, the Student Learning Commons, Library Services, Institutional Research and Planning, and all undergraduate program areas and Faculties across the University to ensure programs and services are in compliance with the institutional objectives related to engagement, academic success, and retention. The Associate Director participates in the development of performance measures and benchmarks to assess program effectiveness and assists with the design and development of evaluation tools. The incumbent manages the student engagement and retention database systems to extract and analyze data and provides reports to key stakeholders across the University.

C. DUTIES AND RESPONSIBILITIES

Starting with those you consider the most important, list and describe the main duties and responsibilities of the position. For each item start with an action verb and briefly describe WHAT is done, HOW it is done and WHY it is done. Indicate in the right hand column the percentage of time spent on each particular task.

| Implement programs and services at all three campuses by initiating, developing, and coordinating business plans, procedures, and systems; arranging office and advising space; allocating and tracking resources; and consulting and negotiating with other units to ensure provision of integrated, effective, timely, and responsive programs and services. | 50% |
| Administers the University’s policy and procedures for designated groups of undergraduate students (e.g., exploratory/undeclared, at-risk/academic probation, international, first nations, athletes). Authorizes exceptions to policies for undergraduate student to join Student Retention Programs by consulting with Director, Student Engagement and Retention and other related units as required. | |
| Assists in the establishment of, and monitors service delivery standards for the unit by implementing feedback mechanisms, evaluating service needs and demands, and streamlining business practices to ensure effective resource allocation and provision of timely, responsive, and high levels of professional services and programs. | |
| Participates in the development, implements, and regularly reviews the strategic plan for student retention programming in conjunction with the overall unit's plan by identifying priorities and objectives through a consultative process with unit staff, the Student Learning Commons, Health and Counselling, Career Services, Faculties, and the larger advising community. Participates in the setting | |
of an annual work plan; and measures progress to ensure optimal use of resources and alignment with Student Services and University priorities.

Develops and implements communication materials, strategies, and tools by collaborating with Communication Services and Teaching and Learning Centre on design and content for web, print, video, and other media; and by researching latest trends in delivery modes to ensure efficient, effective and engaging delivery of program content.

Develops and implements advertising materials, strategies, and tools by collaborating with Communications Services and programming partners on design and content for various media to ensure effective promotion and publicity of program and services.

Initiates and maintains relationships with potential client and delivery groups across the University, such as academic programs, SFU International, the Student Learning Commons, etc., to facilitate the successful integration of student retention initiatives into academic programs.

Maintains regular communications and serves as a resource within the University advising and enrollment management community by attending various meetings, representing the unit on committees as designated by the Associate Director, Student Engagement and Retention, consulting with stakeholders on retention initiatives, and providing advice and updates, including policy interpretation, regarding student retention programming issues to ensure timely dissemination of relevant information and to provide leadership for consistent advising practices.

Assists the Director, Student Engagement and Retention with designing, developing, and delivering training and professional development programs, including workshops and information sessions, for academic advisors across the university by identifying relevant topics and training needs and maintaining knowledge on current advising and student development theories and practices to promote value of academic advising as a retention tool and facilitate high-quality advising practices at the University.

Assists the Director, Student Engagement and Retention in the conceptualization, design and development of retention programs and services by deciding on student learning outcomes, developing and modifying curriculum for use by advisors, determining delivery model (e.g. in classroom, on-line, group, individual, etc.), and collaborating with key stakeholders, such as faculties, Student Learning Commons, Health and Counselling, Career Services, etc., to support improved student academic success and retention.

Assists the Director, Student Engagement and Retention in the development and implementation of academic success and retention strategies and initiatives by conducting relevant research on advising practices and models, identifying and promoting opportunities for service/program growth and enhancement based on changing needs and demands, and maximizing resources through collaboration to ensure provision of programs and services that meet unit and institutional objectives for specific target groups of students, e.g., exploratory/undeclared, at-risk/academic probation, international, first nations, athletes, etc.

Assists the Director, Student Engagement and Retention in the development and implementation of undergraduate policy, practices, and standards for Student Services related to academic advising by participating in strategic planning for the unit, gathering data and analyzing proven practices from other institutions, reviewing and reporting progress towards short and long term objectives, and evaluating impact of changes in academic requirements and regulations to ensure the Student Retention unit provides programs and services that meet student needs and the unit's goals and objectives.

Assists the Director, Student Engagement and Retention by participating in the assessment of program effectiveness by establishing performance measures and benchmarks, coordinating and assisting with the design development of quantitative and qualitative evaluation tools, such as surveys, focus groups, reports from student information management system, etc., and reviewing performance outcomes to determine students' needs for program modules, learning skills, and other support, and determine progress towards established goals and targets for the unit.
Works with the Associate Director, Strategic Assessment & Planning, and Institutional Research & Planning to identify and gather information and data that may impact the provision of student retention programs and services. Analyzes the data for historical patterns and trends and provides recommendations for future programming, services, and staffing levels to the Associate Director, Student Engagement and Retention.

Develops and disseminates reports on student performance and retention and outcomes of various programs and initiatives to key stakeholders across the University by establishing data requirements, using existing queries or modifying existing query parameters, extracting data from the student information management system, and exporting data to the student retention database to inform decision making and planning processes.

Works collaboratively with others in Student Services (e.g., Athletics, Recruitment, Student Engagement) by providing input in the development and/or integration of database systems.

Oversees the updates to the unit’s web site to ensure information posted is up-to-date and accurate.

Coordinates the hiring, training, supervision, and professional development of professional advisors and support staff by developing and implementing training and orientation programs and materials; providing career-related project and professional development opportunities; and coaching and mentoring staff to ensure provision of high quality advising services and staff recruitment and retention.

In consultation with the Director, Student Engagement and Retention, administers the budget for the student retention programming unit (totaling approximately $1.2 M).

D. DECISION MAKING

i) Give some typical examples of the most important decisions the incumbent is expected to make in carrying out the duties and responsibilities of the position. To what extent can the incumbent rely on established policies or advice from others in making these decisions?

Decides on the format, scheduling and delivery mix of retention programs and services.

Decides on the optimal intake of numbers and types of students into programs and services, including individual advising sessions and workshops.

Decides how to coordinate the hiring, orientation, and evaluation of academic advisors and support staff.

Decides on marketing, promotional and advertising strategies to recruit students and publicize programs and services.

Decides on the student retention database management system development and web page design.

ii) Give some examples of the types of decisions the incumbent would refer to his/her supervisor.

Refers decisions on:
• Major changes to objectives, strategies and/or activities;
• Major changes to budgeted expenses; and
• Any issues with the potential to have a detrimental impact on the unit, the Faculty or the University.

E. SUPERVISION EXERCISED

Indicate the number of employees for whom the position is responsible:

Number of continuing employees for whom the position is responsible: 6.5*
Total employees for whom this position has direct responsibility: 8.5

Note: Also supervises temporary employees as necessary.
F. **SUPERVISION RECEIVED**

Describe the extent to which the supervisor determines the day to day work load of the position and assists in the completion of duties. Explain the nature of guidance received and how often work is checked or reviewed.

This position is largely self-directed. The incumbent has considerable autonomy and receives general supervision from the Director, Student Engagement and Retention.

G. **UNUSUAL WORKING CONDITIONS**

Describe unusual working conditions, specialized assignments or any other aspect of the work that should be considered in evaluating this position.

Since this position is responsible for implementing a large and time sensitive program, extended hours will occasionally be required to ensure its successful and timely operation.

H. **ENTRANCE QUALIFICATIONS**

What combination of experience, training and/or formal education do you believe is the minimum required to perform the duties of this position?

Undergraduate degree and five years of related management experience which includes direct experience in academic advising, strategic enrollment management, student services, or an equivalent combination of education, training, and experience.

- Good knowledge of program design principles.
- Excellent knowledge of University policies and regulations related to academic advising, enrollment management, and student services.
- Excellent knowledge of the developmental, learning and transition needs of university students.
- Excellent knowledge of database management systems (e.g., FileMaker Pro)
- Excellent planning, organizational and administrative skills.
- Excellent leadership, interpersonal, communication, judgment, and human resource management skills.
- Excellent analytical, problem solving skills and conflict resolution skills.
- Excellent program development, implementation and evaluation skills.
- Excellent statistical analysis and reporting skills.
- Skilled in the use of student information management systems (e.g., PeopleSoft, SIMS), and standard office applications (e.g., word processing, database, spreadsheet).
- Ability to arrange suitable transportation to various work locations.
I. ORGANIZATIONAL RELATIONSHIPS

Indicate in the appropriate blocks the title of the position to which this position reports and the titles of the positions reporting directly to it. If more detail is required, add additional blocks.

Director, Student Recruitment and Transition, Pos. #126

Director, Student Retention & Engagement, Pos. #105639

Associate Director, Student Retention Programs, Pos. #105640

Student Development Educators, Pos. #00001152, 00115509, 00115510

Administrative Coordinator, Pos. #00114479

Associate Advisors, Pos. #00112926, 00114673

NCAA Student Program Coordinator, Pos. #112364

Academic Advisors, Pos. #110581, 110582, 99590, 99591, 1867, 105643 (.5 FTE)

Clerk Typist, Pos. #00108691

Program Assistant, Pos. #00112130

Program Assistant, Pos. #105641

J. APPROVALS

Incumbent's Signature:_________________________ Date:___________

Supervisor's Signature:________________________ Date:___________

Signature of Next Administrative Level:______________ Date:___________