



BERKELEY UNIFIED SCHOOL DISTRICT
Human Resources Department

CLASSIFICATION AND POSITION DESCRIPTION

TITLE:	Student Admissions Program 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: Board: Commission:	11/14/2018 12/6/2018	SALARY GRADE:	Schedule: 54 Range: 82

BASIC FUNCTION:

Design, direct 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, supervise and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Design, direct 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 Federal and State regulations, California Education Codes; District policies, administrative regulations 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
- Plan, organize and direct the re-matriculation students transferring from elementary school to middle school and from middle school to high school. Direct all activities including communication to parents and stakeholders, administer data integrity process, public information, data reporting and district to school collaboration and communication
- Direct, develop, implement and maintain student re-matriculation and necessary services; assure appropriate communication and material preparation, personnel and resources are available to meet parent needs; secure resources and materials as needed; assure technology activities are performed in compliance of applicable law, education code, regulations and Board Policy
- Plan, coordinate, develop and maintain a variety of software and information systems and applications for elementary, middle and high schools; develop and maintain technology processes and procedures; develop, maintain, and coordinate the transfer of district data systems to assure smooth transition of student data
- Prepare and maintain a variety of records and reports related to assigned activities; produce narrative and Board documents; provide analysis of data from a variety of sources; draft Board policy recommendations
- Provide technical expertise, information and assistance to schools and District administrators, Board of Education, community groups and others regarding the Student Assignment Plan and other District policies and programs; assist in the formulation and development of policies, administrative regulation and procedures; advises and collaborate with the Superintendent’s Cabinet and other administrators in developing the District’s goals, policies and programs
- Direct and plan the preparation of student projections; present and advise Superintendent and cabinet on students projections trends; present and work with assistant superintendents of business services and human resources to utilize students projections to develop district budget and teacher hiring; monitor student enrollment trends and makes staff recommendations as needed
- Prepare and present department’s written and oral reports to Board of Education; represent district before Alameda County Board of Education regarding student matters
- Provide technical expertise, information and assistance to the Superintendent and Associate Superintendent regarding student admissions functions; assist in the formulation and development of policies, procedures and programs to assure an economical, safe, effective and efficient work environment; advise the Superintendent and Associate Superintendent of unusual enrollment trends or concerns and recommend appropriate corrective action
- Conduct meetings to discuss student assignment program, resolve student assignment concerns and discuss related program matters; resolve parent concerns; direct and collaborate with Principals to review and determine if students have met inter-District Board policy
- Plan and collaborate closely with community organizations, individuals and District staff to increase student enrollment in Berkeley Public Schools
- Direct, 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
- Direct and plan 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
- Direct the preparation and maintenance of a variety of narrative and statistical reports, records and files related to assigned activities and personnel
- 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 other related duties as assigned

MINIMUM QUALIFICATIONS

The requirements listed below are representative of knowledge skills and abilities required to satisfactorily perform the essential duties and responsibilities.

Education and Experience: Any combination equivalent to:

- A. Bachelor's Degree in Business, Public Administration, Public Policy or a related field. Master's Degree desired.
- B. Five (5) years' experience in PreK-14 admissions or student assignments to include three (3) years' experience with statistical data analysis. Organizational, administrative and *experience dealing with high volume public contact is most highly preferred.*

LICENSES AND OTHER REQUIREMENTS:

Incumbents in this classification may be required to speak, read and write in a designated second language. Employment eligibility that includes fingerprint and other employment clearance as noted below:

- A certificate stating freedom from Tuberculosis.
- A valid California Driver's License.
- Current DMV printout.
- Insurable by District liability insurance carrier.
- Valid First Aid Certification.
- Valid CPR Certification.

KNOWLEDGE OF:

Applicable laws, codes, regulations, policies and procedures
Basic public relations techniques
Capabilities, settings, reports and options of the student information and assignment software programs
Correct English usage, grammar, spelling, punctuation and vocabulary
District policies and procedures regarding enrollment
Goals and procedures outlined in the District's student assignment policy
Interpersonal skills using tact, patience and courtesy
Mathematic computations
Modern office practices, procedures and equipment
Operation of standard office equipment including a computer and assigned software
Planning, organization and direction of student assignment plan
Principles and practices of supervision and training
Record-keeping techniques
Statistical analysis metrics
Telephone techniques and etiquette

ABILITY TO:

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

WORKING CONDITIONS:

ENVIRONMENT:

- District Office environment
- Interactions with dissatisfied, hostile and irate individuals
- Subject to demanding time lines and constant interruptions

PHYSICAL ABILITIES:

- Bending at the waist or kneeling to file and retrieve materials
- Dexterity of hands and fingers to operate a computer keyboard
- Hearing and speaking to exchange information in person and on the telephone
- Operating a computer keyboard for extended periods of time
- Seeing to read and compose a variety of written or digital materials
- Sitting or standing for extended periods of time

HAZARDS:

- Contact with dissatisfied or abusive individuals.
- Extended viewing of computer monitor.
- Sitting for an extended period of time.