

Unit Plan: Description of the Unit

Unit: Admissions & Records, International Students Program, Student Online Services, Veterans Affairs

Division or Area to Which You Report: Student Services

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***Audience:** To be read and responded to primarily by Marketing and Outreach*

***Purpose:** Used for public relations, used in catalog and/or brochures, grant applications. Marketing & recruiting materials*

***Instructions:** Write about one paragraph which should include the unit's mission statement. You may include an image or picture, if you wish. You may use last year's description with updates or revisions as needed.*

The Admissions & Records units include Veterans Affairs and the admissions & attendance reporting of the International Student Program. The following Mission Statement is posted on the college website and applies to all units in Admissions & Records –

Admissions & Records establishes and maintains academic enrollment records of the College. We strive to provide accurate, responsive and respectful services to faculty, staff and students. We are committed to the development of staff, policies, procedures and technology to enhance students' success. We promote open communication and mutual support that acknowledges the time and effort necessary to assure information integrity.

- Serve as the primary point of contact for students, faculty and community for activities related to admissions, registration, attendance, evaluations, certification and educational records maintenance.
- Address and accommodate the needs and expectations of prospective students from a highly diverse community.
- Assist in establishing, promulgating and implementing admissions and registration procedures that represent the vision, mission and values of the College.
- Assist in the development, implementation and coordination of the College's strategic plan, marketing, outreach, retention and enrollment management

- Maintain cooperative relationships with local school districts and other post-secondary institutions to foster partnerships such as Concurrent Enrollment, Dual Admissions and Cross Registration, etc.
- Ensure access to automated student information service delivery systems that are current and timely for students, staff and community.
- Continuous business process analysis to ensure data integrity and security.
- Comply with all state and federal regulations governing Admissions and Records functions.
- Support faculty with attendance documents and works closely with academic departments.
- Ensure attendance data accuracy and submission of ccsf 320 & 321 is timely and maximizes apportionment potential.