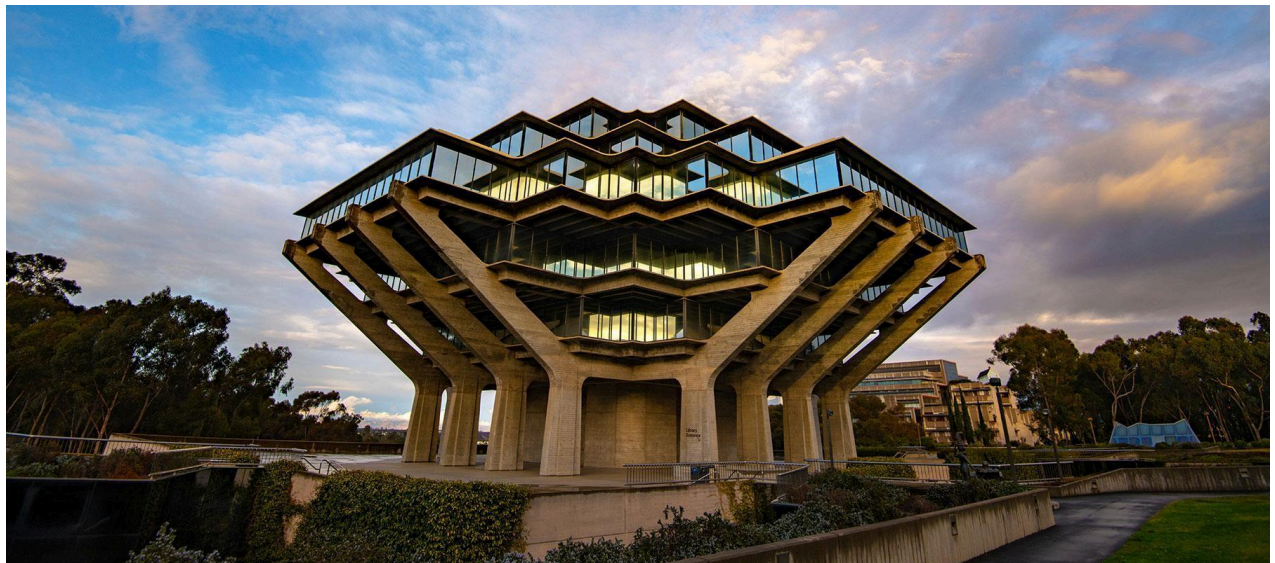


UC San Diego

DIRECTOR OF ENROLLMENT MANAGEMENT MARKETING AND COMMUNICATIONS

2024 Leadership Profile



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Note: The “Leadership Profile” is a supplementary document intended to provide prospective candidates with further context about this newly created job opportunity. The official job description - classified under title code 0471 - MARKETING MGR 1 - is accessible at employment.ucsd.edu under Requisition 129076.

THE OPPORTUNITY

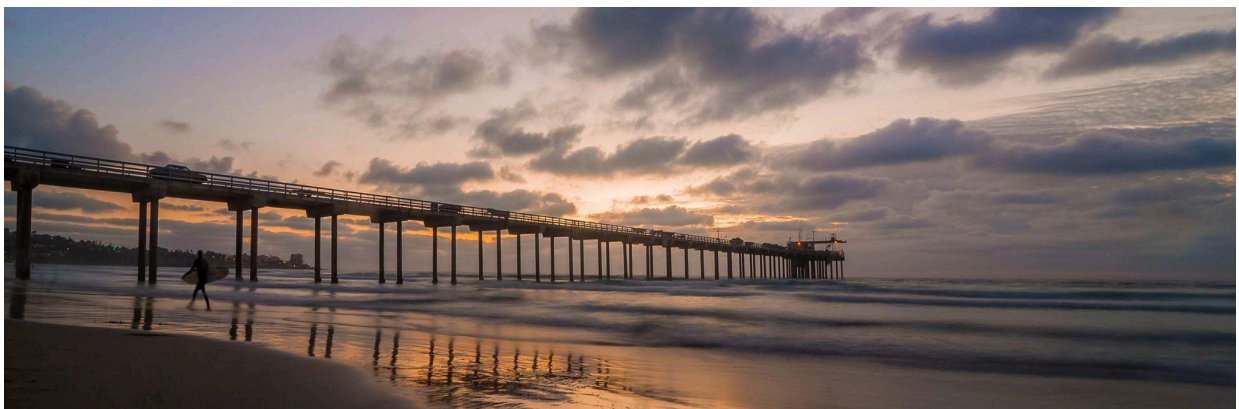
At the University of California San Diego, a commitment to innovation and taking the path less traveled are guiding principles. Since its founding in 1960 as a forward-thinking research institution for graduate and undergraduate study, UC San Diego has grown to become one of the most prominent research universities in the world with an enrollment of over 40,000 students. For the incoming class of 2024, UC San Diego received nearly 157,000 applications — likely to again end up as the second highest total in the nation. Within this remarkable context of growth, the university is seeking a new **Director of EM Marketing and Communications**.

The Director of EM Marketing and Communications will serve as a member of the Associate Vice Chancellor for Enrollment Management's (AVC-EM) senior leadership team, as well as part of Chief Communications and Marketing Officer's (CCMO) leadership team. The director is an area expert regarding trends and developments in marketing & communications within the field of Enrollment Management, including prospective student outreach and engagement, all aspects of the admissions funnel, and financial aid and scholarships administration.

The mission of UC San Diego is to transform California and a diverse global society by educating a broad array of learners, generating and disseminating knowledge and creative works, and engaging in public service. The vision of the university is to align efforts in support of its mission as a student-centered, research-focused service-oriented public university. The department of Enrollment Management works to advance the academic and public service missions of UC San Diego by ensuring equitable access to education and empowering students throughout their educational journeys.

UC San Diego students learn that knowledge isn't just acquired in the classroom — life is their laboratory. With annual research expenditures of \$1.76 billion and revenues of more than \$7.8 billion, UC San Diego is an academic powerhouse and economic engine, and routinely recognized as one of the top 10 public universities by U.S. News & World Report. Located near the Pacific Ocean on approximately 1,200 acres of coastal woodland in La Jolla, California, the university's main campus encompasses eight undergraduate residential colleges; eight undergraduate academic schools; and eight graduate and professional schools, including a medical school, school of pharmacy, school of public health and school of marine sciences.

Visit ucsd.edu for more information.



POSITION SUMMARY

Under the general supervision of the Associate Vice Chancellor for Enrollment Management (AVC-EM) and with a dotted line to the Chief Communications and Marketing Officer (CCMO) for University Communications (UCO) within the Chancellor's division, the Director of EM Marketing and Communications is responsible for the oversight, leadership and management of all marketing/communications functions for undergraduate Enrollment Management at UC San Diego.

The Director of EM Marketing and Communications leads efforts to use effective and appropriate pathways to communicate with UC San Diego's target audiences using traditional media, emerging technology, and existing web/multimedia/online channels. They receive assignments in the form of objectives and determine how to use resources to meet schedules and goals; manage comprehensive marketing for Enrollment Management, including management of human, financial and physical resources; and provide guidance to their team to achieve goals in accordance with established policies.

The person in this role will lead and oversee a comprehensive marketing program encompassing the targeted outreach of all of the functional units of Enrollment Management (including Office of Undergraduate Admissions, Financial Aid and Scholarships Office, the Registrar, Cal-SOAP, and Student Outreach & Engagement) in coordination with University Communications colleagues, and in sync with campus brand, marketing, and communications initiatives. They serve as team leader of the Enrollment Management Creative Services unit, a small team responsible for the development, implementation, and maintenance of all recruitment and enrollment communications and communication strategies for the department. They directly supervise an Assistant Director and a Social Media Strategist, and indirectly supervise a Graphic Design / Media Specialist and Web Marketing Specialist, as well as two to four part-time student employees.

The director serves as a member of the department's Senior Leadership Team, which establishes short- and long-range plans and implements, evaluates resources, systems, and programs to support the EM mission. This group collectively projects needs, and directs planning to accommodate office functions to meet needs of the campus in the foreseeable future. All directors are expected to independently carry out special projects as assigned by the AVC EM as well as serve on ad hoc committees and intercampus workgroups and task forces. Senior Directors may be asked to write project plans, proposals, memos, and correspondences to campus and constituents as needed; represent the campus to a range of constituents as needed; and represent the campus to a range of constituents, including as a stand-in for AVC EM, as requested. This position also serves as a University media resource and spokesperson and promotes opportunities for Enrollment Management to have media contact as appropriate. As such, they may be asked to draft speeches or other high-level correspondence by request of the AVC EM.

As part of the University Communications team, the director focuses on four key areas:

1. Strategic Communication
2. Media Relations
3. Public Relations and Marketing and
4. Multimedia, Publications, and Production

As a member of this team, the Director provides strategic planning and implementation of

comprehensive strategic communications efforts. This includes research, writing, branding and messaging, marketing, public relations and marketing, local and national media relations, publications and website content management for various print and online newsletters. Works in collaboration on projects involving graphic design, photography, video production, printing, web development and other related functions as needed.

Areas of Responsibility

EM Marketing Strategy

- Participates in development of marketing and sales goals, objectives, plans, events, and strategies and in setting target markets. Leads the Enrollment Management (EM) Creative Services Team in its role to develop, implement, and maintain recruitment/enrollment communications and communication strategies for EM and EM departments/partners including Cal-SOAP, Admissions, Financial Aid and Scholarships, and the Registrar. Serves as key strategic partner to Enrollment Management staff. Provides market research knowledge and expertise on all EM efforts related to outreach activities, prospective student identification mechanisms, target markets, method of delivery (online, social marketing, info sessions, career fairs, networking associations; email, advertising, etc.).
- Develops metrics and tracking mechanisms to evaluate the effectiveness of marketing initiatives, particularly the effectiveness of initiatives on pipeline/applications to UC San Diego from prioritized markets and demographic populations. Oversees marketing support to individual EM units through advertising and promotional materials, web initiatives, prospective and continuing student outreach, and internal campus communications.
- Establishes, promotes and ensures consistent application of "brand" identity. Leads the development and implementation of a wide variety of effective marketing, sales and outreach strategies to promote UC San Diego as an exceptional destination for undergraduate education. Directs a consistent, appealing brand message (all marketing collateral, publications, online/multimedia/web formats, media & press releases, advertising and other communication activities) to drive brand awareness of UC San Diego in-state, out-of-state, and internationally.
- Develops budget, identifies audience and themes, ensures a UC San Diego brand style, tone, and "feel" tailored to target audiences in-line with overall campus brand strategies and alignment. Determines appropriate channels for distribution. Serves as Enrollment Management expert regarding trends and developments in marketing & communications. Leads efforts to use effective and appropriate pathways to communicate with UC San Diego's target audiences using traditional media, emerging technology, and existing web/ multimedia/ online channels.
- Develops and implements market research instruments or utilizes standard market research instruments to collect information necessary to effectively market goods and / or services; plans and conducts surveys as required. Initiates market research activities as a basis for data-driven marketing decisions. Identifies potential geographic markets, ideal venues, community partners, and target populations in order to devise and implement market penetration strategies. Provides strategic direction and oversight for all marketing plans, including planning and implementation of strategic marketing communication using the CRM system (Slate). Identifies and engages domestic and international pools of student prospects and admitted students using the CRM system to convert students through the admissions funnel.
- Collaborates with the Admissions and Data Analytics teams to create filters and mine data to

communicate to prospective and admitted students using the CRM system. Collaborate with the Enrollment Management leadership to develop and implement plans to increase and convert contacts through the admissions funnel, including e-communications via the CRM system and social media platforms.

- Identifies, cultivates, solicits and nurtures relationships with real and potential corporate sponsors and other similar external contacts. Works closely with University Communications Office and UC Office of the President (UCOP) on critical communications issues and inquiries related to EM functions. Builds relationships across the University to enable the achievement of Enrollment Management marketing and recruitment objectives. Creates connections and partnerships with university departments/majors/programs. Develops partnerships and maintains strong ties with community colleges, community-based organizations (CBOs), and undergraduate educational institutions to assist in student identification, outreach, and sponsorship.
- Serves as liaison to cultivate contacts and maintain broad connections with San Diego academic and community leaders. Develops and maintains a wide network of relationships with national and international academic and professional networks.
- Serves as member of the University Communications Office leadership team and participates in regular management meetings to develop long- and short-range goals for Enrollment Management. Manages and oversees the integration of the UC San Diego campus brand with EM, ensuring EM messaging, imaging and department brand adheres to the UC San Diego brand standards. Advises and collaborates with the Chief Communications and marketing Officer, and other UC Administrators on issues of public interest or concern and opportunities in which to position EM. Participates in coordinating UC San Diego communication issues as needed.
- Directs the development of Enrollment Management online marketing and communications activities and overall web strategy to maximize the brand presentation and to drive interest in and enrollment in UC San Diego. Provides an interactive, multi-media experience that engages and intrigues visitors and delivers key messages to our target audiences, resulting in inquiries about our programs, and ultimately, enrollment. Oversees UC San Diego Enrollment Management websites and on-line and social media marketing to raise brand awareness.
- Provides information sought by potential applicants; present key information in a user-friendly manner, design, and format. Implements operational changes to provide accurate, compelling information leading to conversion of interest into prospects and applicants. Oversees search engine marketing and search engine optimization initiatives geared to various prospective student populations and audiences.
- Manages through others the UC San Diego EM intranet as a major internal communications vehicle for faculty, employee and student information. Explores and capitalizes on evolving technologies and communications pathways (social media; webinars; multimedia; video; blogs; texting; chatbot; X/Twitter, YouTube, Facebook, etc) to promote the reputation of and enrollment in UC San Diego undergraduate education programs.
- Coordinates use of surveys and other marketing research instruments to collect appropriate information to design and develop effective marketing reports. Oversees image library.
- Establishes and maintains network of professional contacts, including maintaining currency with professional organizations and publications.

EM Communications and Creative Content Strategy

- Develops, produces and distributes publications and other promotional materials for marketing and public relations purposes. In coordination with University Communications Office, leads the development of all Enrollment Management print & online publications, newsletters, and collateral materials based on strategic goals, program needs, and effectiveness with target audiences. Develops well-timed topics, ensure a UC San Diego brand style, tone, and “feel” for online and print pieces, tailored to our audiences including prospective students, enrolled students, parents & families, school counselors, community college administrators, campus and community leaders, etc. Creates standards for print and online publications.
- Works collaboratively with AVC EM and EM Department leaders to determine and implement branding policies and procedures. Direct branding activities and training of staff. Supervises and advises Marketing staff’s work on print and online publications and collateral.
- Develops and monitors operational and budget processes, staff FTE, finance, human resources and space planning. Within University guidelines, EM approval mechanisms, and budget, selects and manages contracted vendors, services, etc. Provides strategic direction and supervision. Manages and approves specs, costs, deliverables, timelines, and quality of product. Works within University and EM purchasing/contractual policies for all purchases including external personnel, external services, supplies, media purchases, contracts, etc. Evaluates and reports to management the effectiveness and return on investment of marketing & advertising efforts, including various marketing communications collateral (online, print, multimedia, radio, social media).
- Establishes and maintains contacts with internal and external marketing professionals and vendors such as internet resources, artists, designers, photographers, mailing houses, postal service, list brokers, advertising representatives, media contacts, etc.
- Negotiates licenses and / or vendor contracts.
- Coordinates appropriate use of campus and / or department logos.
- Manages day-to-day marketing and / or sales operations.

Administration

- Selects, trains, evaluates and manages staff responsible for implementing marketing and / or sales projects, programs, plans, strategies, etc. Performs supervisory duties as defined by the University. Specifically:

"Screen applications, interview candidates and either make selection decisions or recommend individuals for hire. Train and assign work to new and continuing employees. Provide guidance on performance standards and University procedures. Independently conduct performance evaluations, including communication with subordinates. make recommendations for employee incentive awards and salary increases including merits and reclassifications. Determine what discipline should be imposed for subordinates with authority to apply such, and/or submits/recommends same to higher level management."

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- Administers marketing and / or sales budget(s). Directs production schedules, solves complex production problems, creates and monitors budgets and deadlines. Exercises final editing authority. Provides final sign off and approval for Enrollment Management marketing and communication collateral.
 - Instruct and advise the EM Marketing / Communication lead personnel in the use of Adobe software programs, publication techniques, and media presentations. Communicate internally with staff about marketing strategies, tools utilized to measure success and develop resources to help define and communicate business practices and strategies. Ensures appropriate maintenance of computer files of original publications, graphics, photographs, etc.
 - Sponsors staff meetings involving staff development and coordination of efforts and communication among Admissions staff to improve EM services. Ensures appropriate maintenance of the confidentiality of student information in accordance with the Federal Family Educational Rights and Privacy Act (FERPA). Participates in key enrollment events as needed.
 - Administers programs to promote within the campus community and / or the general public, awareness of department / campus services and / or products, projects or programs. Leads the Enrollment Management Communications Work Group. Serves as senior EM contact in regards to all campus communication coordination.

Other Duties as Assigned

- In all instances, the acumen of the staff in Enrollment Management will include characteristics of professionalism in dress, conversation, attitude, behavior, and attentiveness to people at all times. All staff in EM are required to uphold the UC San Diego Principles of Community, and are required to promote a positive and collaborative team environment. This job description is not intended to be all-inclusive, nor is it focused exclusively on Creative Services responsibilities.

Knowledge, Skills, and Abilities

The ideal candidate for the EM Director of Marketing and Communications position will come with several years' experience in higher education marketing, including experience in strategic planning, developing and maintaining brand identity, and strong knowledge of print, email, web, and social media marketing. The selected candidate will be responsible for overseeing the EM Creative Services team and also maintaining constant communication with colleagues in University Communications, which oversees central campus marketing and branding.

The director should possess the following knowledge, skills, and abilities:

- Strong skills in strategic planning to effectively organize resources, establish priorities, and achieve desired results. Proven excellent skills to develop and implement comprehensive, proactive communications strategies that support institutional goals, events and major programs and to identify and use resources to carry out that effort. Experience effectively using public/media relations to design and market strategies to promote a specific image/message brand and to reach a target audience.

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- Experience developing a brand identity, preferably in an Enrollment Management, Higher Education, or Admissions environment. Experience creatively developing a brand to match an organization's vision/mission/strengths with market opportunities. Experience developing branding policies and communicating those concepts to staff.
 - Experience using and evaluating new technologies to promote interest in a program/product/service. Solid professional experience devising and implementing effective marketing strategies involving new online communications; professional experience personally implementing communication channels such as social media, X/Twitter, Facebook, YouTube, texting, chatbots, phone apps, e-newsletters, etc.
 - Strong knowledge of current and emerging industry requirements and best practices in areas of marketing. Sophisticated ability to identify current issues in undergraduate enrollment management and the ability to use those issues to promote a brand identity. An extensive understanding of the local, national and global issues and concepts that have an impact on the work of the school.
 - Strong market research, analytical, and problem recognition / avoidance / resolution skills. Experience conducting market analysis, SWOP analysis. Experience finding sources to expand prospects/inquiries Experience implementing operational plans based on data and organizational goals. Ability to communicate and summarize market research findings into understandable summaries (verbally and written). Experience devising marketing & sales strategies based on market findings/analysis, using multiple channels/strategies for reaching a target audience and meeting sales goals.
 - Proven ability to write, develop, and manage promotional materials and activities (print, online/web, multimedia, social networking). Demonstrated experience persuasively to passionately convey the vision and mission of an organization/product/service.
 - Leadership / management skills, including skills to lead, direct, mentor, evaluate and motivate staff. Strong suite of management skills - including organizational, financial problem solving, negotiating, decision making, research and analysis, and interpersonal skills. Integrated, multimedia communication experience required. Editorial, desktop publishing, email and web experience required. Experience leading a communication organization/team.
 - Strong skills to produce results and achieve predetermined goals within budget and time constraints. Experience analyzing the operational and budget effectiveness of various marketing strategies, mechanisms, alternatives.
 - Demonstrated knowledge and the ability to communicate persuasively and passionately to convey the vision and mission of an organization and/or brand. Experience working in a client- or customer- focused environment of excellence. Experience interacting directly with clients/customers and translating that contact into effective sales & marketing strategies.
 - Strong skill in managing staff including selection, training, evaluating and mentoring staff at all organizational levels; skill in taking corrective action with staff as required. Supervisory experience.
 - Strong interpersonal communication and political acumen skills, including advanced skills to effectively represent the campus with other internal and / or external constituencies. Demonstrated ability to establish and sustain credibility with all constituents including staff, students, faculty and sponsors/donors.
 - Strong knowledge of applicable campus policies and state and federal laws regarding copyright and other

licensing issues.

- Proven ability to adapt to rapidly changing operating conditions and resource availability. Desire and ability to learn new concepts quickly.
- Excellent oral and written communication skills including presentation skills and facility with up-to-date technology.
- Bachelor's degree in marketing, business or related field. Seven or more years experience in developing and implementing strategic communication.
- Experience analyzing, interpreting, or applying web analytics.
- Higher education, admissions and enrollment management experience strongly preferred.

ENROLLMENT MANAGEMENT AT UC SAN DIEGO

Enrollment Management's core functions include financial aid and scholarships management, undergraduate admissions and student outreach, and the registrar function of continuing student enrollment management and financial aid and scholarship management. The department has an annual operating budget of \$21 million and is comprised of more than 140 staff members, approximately 150 student employees, and 250 application readers in the units outlined below.

Financial Aid and Scholarships Office

UC San Diego is committed to providing a comprehensive need-based financial aid program that makes it financially possible for admitted students to attend the University. The Financial Aid & Scholarships Office, which consists of a team of 36 staff, offers information and tools students need to estimate their cost of attendance and apply for different types of funding sources, including grants, loans, scholarships and work-study.

For the 2022-23 academic year, approximately 72% of all undergraduate students received some sort of aid. The University distributed over \$500 million in student aid (including approximately \$55 million in scholarship support for undergraduate students) and gift and endowment sources.

Estimated tuition and fees for a California resident living on campus for 2023-24 is \$39,591. For non-residents, these costs total \$72,165.

California resident undergraduate students who demonstrate total family income below \$80,000 and who qualify for financial aid are eligible for the University of California's Blue + Gold Opportunity Plan, which covers system-wide tuition and fees. The plan combines all sources of scholarship and grant awards received to go toward covering tuition and fees.

UC San Diego students also benefit from the Chancellor's Associates Scholarship Program, which recognizes and supports talented, high-achieving students with great potential and financial need. Students who attend a partner school or are nominated can receive up to \$10,000 per year for a maximum of four years and transfer students can receive up to \$10,000 per year for a maximum of two years. Since Chancellor Khosla started the program in 2013, nearly 1,900 students have received the scholarship. The program includes a summer transition program, leadership and communication seminars, graduate school advising, peer and faculty mentoring, and other resources throughout the student's time on campus.

In addition, UC San Diego offers a variety of special scholarship programs, such as:

- Hope Scholars, which supports foster youth, homeless youth, formerly incarcerated, and other other disconnected students.
- UC San Diego may offer financial aid that can work in conjunction with VA benefits for military affiliated students.
- International students who have been granted an F1 or F2 student visa or a J1 or J2 exchange visitor are not eligible to apply for financial aid. Some departments award limited funding to

international visa are not eligible to apply for financial aid. Some departments award limited funding to international students.

- Undocumented/DACA students who qualify under AB540 criteria can apply for financial aid by submitting the California Dream Act Application.

Office of Undergraduate Admissions

The Office of Undergraduate Admissions recruits, admits, and enrolls undergraduate first-year and transfer students.

Providing access to first-generation, low-income and underrepresented students— and supporting them through graduation— is a central part of UC San Diego’s mission to help improve access and outcomes for all qualified students; results from this past year’s admissions process reflect that. For the fall 2023 quarter, UC San Diego offered admission to 32,300 first-year and 12,460 transfer students out of more than 150,000 applications.

Cal-SOAP

There are more than a dozen California Student Opportunity and Access Program (Cal-SOAP) projects across California, each serving a specific area of the state and working towards the common goals of providing information about postsecondary education and financial aid and raising achievement levels of targeted student populations and schools. Since 1978, UC San Diego has been the fiscal agent for the San Diego and Imperial Counties Consortium, overseeing the projects’ administration. The UC San Diego Cal-SOAP team consists of seven staff members and over 110 student employees.

Cal-SOAP is dedicated to providing information about postsecondary education and financial aid to elementary through high school students while raising their academic achievement levels. In particular, Cal-SOAP is committed to providing services to students from any of the following backgrounds:

- Low-income families
- Families in which they would be the first to attend college
- Schools with documented low-eligibility or college-participation rates
- Geographic areas with documented low-eligibility or college-participation rates

Administrative Functional Units

The department also benefits from the support of several administrative units:

- **Business Office**

This unit has a team of six staff members and oversees resource administration including human resources, budget, and space management.

- **Creative Services**

This unit has a team of five staff members and approximately four student student employees. This team is led by the Director of EM Marketing and Communications and is responsible for marketing and creative requests from all EM units.

- **Enrollment Management Technology Services (EMTS)**

This unit has a team of five staff members and manages the department's technology solutions, including a Student Information System, Slate, ProSAM, Onbase, Brainware, SharePoint, DARS and the Apply UC database.

- **Enrollment Management Analytics**

This unit has a team of two staff members and provides data analytics for two staff members and provides data analytics for the entire enrollment unit.

UC SAN DIEGO OVERVIEW

In the nearly six decades since its inception, UC San Diego has quickly become a world-class public university that has advanced social mobility, research productivity, and civic engagement across California. UC San Diego is a top 10 public university according to U.S. News & World Report. The prestigious Academic Ranking of World Universities has ranked UC San Diego as the 14th best university in the nation and 18th in the world, and UC San Diego was named the 13th best research university in the world by Leiden research university in the world by Leiden University's Centre for Science and Technology based on a measurement of scientific impact of universities worldwide.

UC San Diego is home to an outstanding faculty of over 3,000, including 1,632 tenure and tenure-track faculty representing a diverse array of backgrounds. Faculty honors include one Fields Medalists; five recipients of the Balzan Prize in science; 13 MacArthur "Genius" Fellows; five recipients of the National Medal of Science; 163 members of the National Academies: the National Academy of Sciences (85), National Academy of Engineering (32), and National Academies of Medicine (46); and several other major honors including three Pulitzer Prizes (one awarded in 2020), a Tony Award, a Grammy Award, and a Presidential Medal of Freedom. Sixteen Nobel laureates have taught at UC San Diego. Shared governance—a hallmark of the University of California—is an especially important feature at UC San Diego, and the Academic Senate sets admissions and graduation requirements and advises on the budget and other matters pertaining to the conduct and welfare of the campus.

During fiscal year 2022-23, the Campaign for UC San Diego raised a record-breaking \$565.7 million. This is the fourth consecutive year the University has generated over \$300 million in private support—bringing the campaign total to more than \$3 billion. UC San Diego is the youngest U.S. institution to ever reach such a lofty fundraising goal.

Mission

UC San Diego is transforming California and a diverse global society by educating, by generating and disseminating knowledge and creative works, and by engaging in public service.

Academics

Academic Divisions and Schools

UC San Diego is composed of the following 12 divisions and professional schools:

- Arts & Humanities
- Biological Sciences
- Halicioğlu Data Science Institute
- Herbert Wertheim School of Public Health and Human Longevity Science

-
- Jacobs School of Engineering
 - Physical Sciences
 - Rady School of Management
 - School of Global Policy and Strategy
 - School of Medicine
 - Scripps Institution of Oceanography
 - Skaggs School of Pharmacy and Pharmaceutical Sciences
 - Social Sciences

Graduate Division

The Division of Graduate Education and Postdoctoral Affairs is the central resource for all matters related to graduate education at UC San Diego. The team is there at every step in a graduate student's career, helping students navigate their path from admission to graduation and beyond. Working behind-the-scenes and in collaboration with faculty, staff, and students, the Graduate Division guides today's scholars on their upward trajectory to becoming tomorrow's leaders.

Office of Undergraduate Education

The mission of The Division of Undergraduate Education is to enable the campus community to support undergraduate students in their academic and co-curricular pursuits. The Office works with the undergraduate residential colleges, which bring together academic and student affairs to enhance the undergraduate experience. Undergraduate Education partners with divisions, schools, departments, the Academic Senate, and administrative units to help create a culture that values undergraduate diversity, success, and achievement.

The Undergraduate College System

The college system at UC San Diego is a unique university structure that personalizes the delivery of services to undergraduate students. The colleges are residential communities on campus with their own residence facilities, staff, traditions, and general education requirements. Every UC San Diego undergraduate is assigned to one of eight colleges when they are admitted to UC San Diego. College assignments are not based on major. Students may select from the full range of available majors regardless of college assignment.

UC San Diego designed the college system to remove the anonymity and/or intimidation that can occur at a large, prestigious university. UC San Diego typically has an incoming class of about 9,500-10,000 students (both first-year and transfer). The college system divides these students into eight, smaller communities. This allows students to receive individualized advising and support services and to enjoy the close-knit community of a small, liberal arts college with access to all the advantages of a large Tier 1 research university: internationally renowned faculty; research opportunities; academic and professional internships; and state-of-the-art facilities, laboratories, libraries, and amenities.

- **Revelle College:** Revelle offers a traditional liberal arts general education curriculum with courses from many academic disciplines inside and outside of one's major to help students become well-rounded scholars.

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- **John Muir College:** Muir advocates individual choice and active involvement in students' four year-long general education sequences from broad lists of academic disciplines to support independent spirit.
 - **Thurgood Marshall College:** Marshall directs growth as a scholar and citizen through general education courses designed to raise awareness and understanding of the diversity of cultures in contemporary American society.
 - **Earl Warren College:** Warren focuses on ethics and engagement by encouraging a life in balance through Programs of Concentration that complement students' majors and provides them with a well-rounded education.
 - **Eleanor Roosevelt College:** Roosevelt focuses on development as a global citizen through general education courses that build students' awareness and understanding of histories, customs, ideas, problems, and aspirations of peoples around the world.
 - **Sixth College:** Sixth concentrates its general education requirements on developing ethical integrity, creativity, self-understanding, critical reasoning, and appreciation of the powers and implications of science and technology.
 - **Seventh College:** Seventh provides a flexible general-education curriculum that encourages students to approach large-scale, global issues from an interdisciplinary perspective. The college also offers numerous opportunities for students to gain critical academic and job-market skills through project-based learning and research.
 - **Eighth College:** As UC San Diego's newest college, Eighth has a philosophy of engagement and community. The college seeks to cultivate students' abilities to understand and respond to the world's challenges, inspiring and equipping our future leaders.



THE SAN DIEGO COMMUNITY

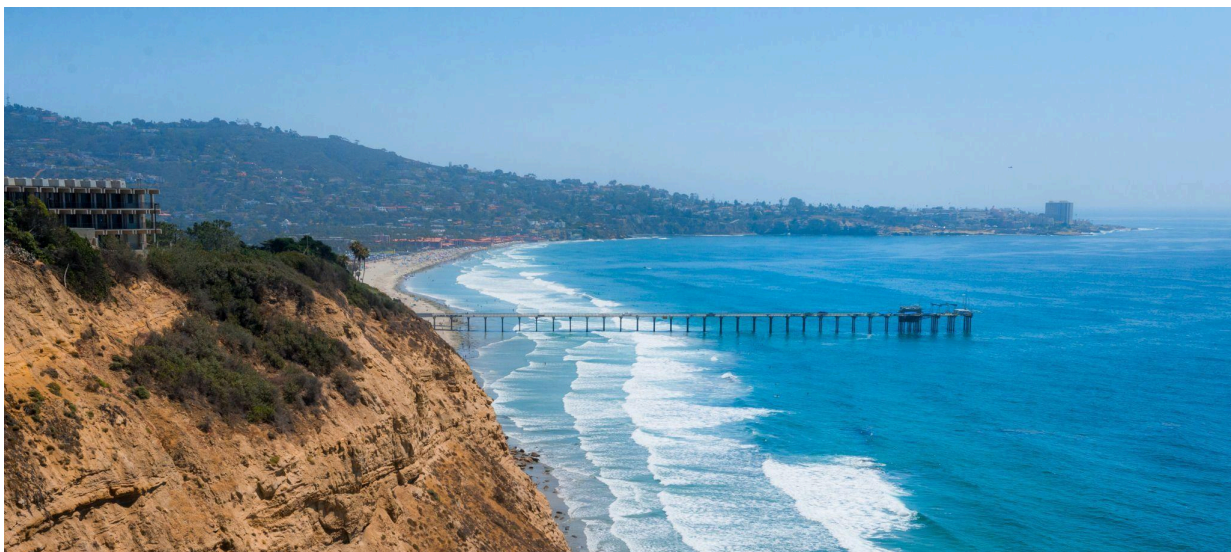
San Diego and Imperial Counties

The metro [San Diego area](#) is thriving, diverse, and vibrant. The city proper has a population of 3.2 million, and is home to treasured attractions like Balboa Park and the San Diego Zoo, a large active naval fleet, and exciting neighborhoods, night spots and cultural areas such as Coronado Island, Barrio Logan, the Gaslamp Quarter and a variety of beaches and beach towns. With many school districts across the county, the largest by far is San Diego Unified School District. With more than 200 educational facilities and serving nearly 100,000 students per year, SDUSD is the second largest district in the state. In relation to transfer student pipelines, the ten campuses across San Diego and Imperial County have long collaborated through the [SDICCCA](#) organization, serving more than 150,000 students each year and striving for the best collaboration among their campuses, as well as coordination with the region's workforce development, and the universities to which their students often transfer.

Campus Location

UC San Diego's main campus is located near the Pacific Ocean on approximately 1,200 acres of coastal woodland in La Jolla, California. The campus sits on the ancestral homelands of the Kumeyaay Nation, and the Kumeyaay people continue to have an important and thriving presence in the region.

La Jolla, home to one of Southern California's most beautiful coastlines, is defined by rugged ocean bluffs, steep canyons and hillsides culminating at Mount Soledad. This community of about 47,000 residents across 5,700 acres retains its own small-town character and civic pride while remaining a part of the City of San Diego. La Jolla is located 12 miles north of downtown San Diego and 45 miles south of Orange County, California. The climate is mild, with an average daily temperature of 70.5 °F.



PROCEDURE FOR CANDIDACY

Inquiries, nominations, and applications are invited. For fullest consideration, applicant materials should be received by **May 6, 2024**.

Candidates should provide, as three separate documents, a résumé, a Contributions to Diversity statement, and a letter of application that addresses the responsibilities and requirements described in the position. All application materials should be submitted to the [UCSD Jobs site](#).

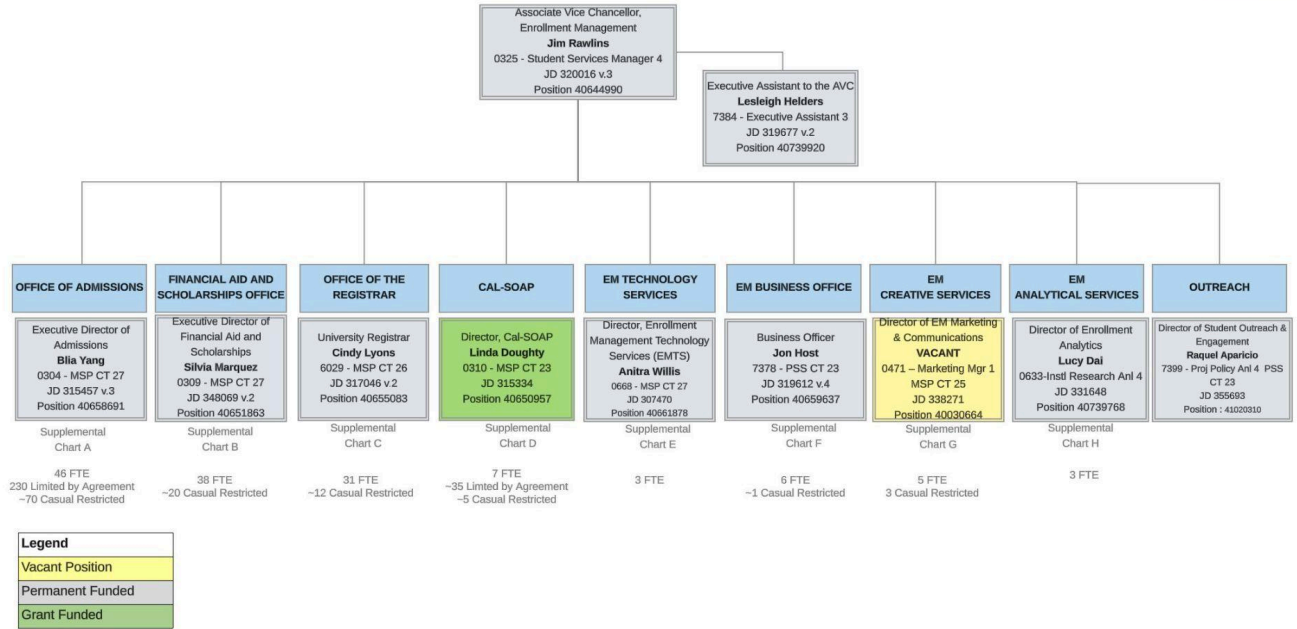
Inquiries may be sent via email to lhelders@ucsd.edu.

UC San Diego is an equal opportunity/affirmative action employer with a strong institutional commitment to excellence and diversity (<http://diversity.ucsd.edu>). All qualified applicants will receive consideration for employment without regard to gender, race, color, religion, sex, national origin, disability, age or protected veteran status

ORGANIZATION CHART

UC San Diego Enrollment Management (EM)

UC San Diego



Enrollment Management Creative Services

Supplemental Chart G

UC San Diego

