



Position Description

Position Title:	Director of Financial Aid
Department:	Enrollment
Reports to:	Vice President of Enrollment
FLSA Status:	Exempt
FTE:	1.0
Called Position:	No
Revised:	August 20, 2024

Position Summary: The Director of Financial Aid provides leadership and oversight for the development, implementation, and management of processes and systems related to the administration of Title IV programs, institutional assistance programs, state programs, and other assistance programs. The Director is a key member of the Enrollment team, supporting Wisconsin Lutheran College's (WLC) mission and strategic plan. Working collaboratively with leaders from the admissions, athletics, registrar, academics, advising, and business departments, the Director ensures a positive experience for students from the time of acceptance to WLC to the time that they graduate. The Director is responsible for the day-to-day management and operation of the Office of Financial Aid, with special emphasis on staff development, training, and supervision to ensure outstanding customer service and the efficient use of technology.

RESPONSIBILITIES

Leadership and Team Relations

- Represents WLC and the Office of Financial Aid to internal and external constituencies and promotes the institution's mission, vision, and values.
- Provides leadership, supervision, and training to department staff, espousing a high level of customer service.
- Supervises all Office of Financial Aid team members. Administers procedures for the recruitment, selection, orientation, supervision, and evaluation of staff, all with customer service as a guiding principle.

Financial Aid Strategy Development and Administration

- Provides strategic leadership and oversight in all aspects of WLC's administration of financial aid and automated systems, including federal, state, and institutional funds.
- Ensures that maximum care and superior service are deployed to assist parents and students in financing a WLC education. Uses professional judgment to work with parents and aid recipients to resolve issues regarding financial aid decisions and procedures within established guidelines. Works with enrolled students to maximize understanding of aid policies and procedures related to on and off-campus study opportunities. Performs outreach to parents and students to promote the various student-financing options that are available to prospective and continuing students; including speaking to groups.
- Performs high-level data analysis, developing and implementing financial aid strategies and action plans to support student recruitment and retention.
- Develop institutional grant aid annual and multi-year projections and prepare related surveys and analyses.



- In collaboration with the Vice President of Enrollment, research packaging components annually to ensure a competitive edge with peer institutions while also operating within financial resource budgets.
- Participate in annual consultations with external vendors to identify financial aid leveraging strategies and then construct aid awards within established guidelines and policies to meet the objectives of the institution.
- Work collaboratively with admissions, athletics, business office, registrar, and advancement office in new student acquisition and retention activities as well as fundraising efforts. Develop innovative strategies to deliver student financial services and to collaborate with other departments to improve operational efficiencies.
- As part of the Enrollment team, collaborate to implement a comprehensive outreach strategy that will lead to the achievement of enrollment goals as determined by WLC's leadership and strategic plan.

Fiscal Management

- Prepare annual reports on institutional financial aid awarding and processing. In collaboration with the Vice President of Enrollment and financial aid leveraging consultants, use predictive modeling to develop aid awarding hierarchies and strategies to influence class composition and net tuition revenue that is consistent with WLC's enrollment management strategy.
- Oversee and maintain compliance with federal and state regulations, and institutional policies and procedures. Prepares reports for the federal and state governments as required. Manages all aspects of the Federal Student Aid programs as well as external aid opportunities and maintains compliance with NCAA financial aid regulations in collaboration with the WLC athletics department.
- Guide and leverage the Office of Financial Aid's use of technology and systems while maintaining appropriate controls. Hold the ultimate responsibility for the effective use of the financial aid software system (PowerFAIDS), ensuring that WLC is utilizing this technology effectively and efficiently.
- Collaborate with the Vice President of Enrollment and Vice President of Finance to forecast and implement a budget to ensure resources are sufficient to carry out current strategies as well as future goals.

Performs other related duties as assigned

- Actively participate as an effective member of the team by completing assigned duties, and accepting additional assignments or reassignments.
- Navigate seasonal peaks, ensuring that the team's time and resources are allocated effectively during times of high volume or volatility.

REQUIREMENTS

Education and Experience:

- Minimum of a bachelor's degree from a regionally accredited institution, master's degree preferred.
- Prior work experience in enrollment (admissions or financial aid), student life, or related field within a college environment is preferred.



Knowledge, Skills, and Abilities required:

- Preference will be given to candidates who are active members in good standing with the Wisconsin Evangelical Lutheran Synod (WELS) or church bodies in fellowship with WELS.
- Must be able to perform duties in a manner consistent with the WLC's Code of Christian Conduct and WLC's mission, ministry, and affiliation with the WELS.
- Must have the ability to work with co-workers, faculty, staff, student assistants, and student ambassadors to coordinate visits and to plan, problem-solve, or present information related to mutual goals.
- Proficiency in Microsoft Office and other computer applications (preferably with experience using Technolutions Slate, The College Board's PowerFAIDS, Jenzabar, or related database/reporting software).
- Excellent service orientation, attitude, and desire to serve with the interpersonal, customer service, and problem-solving skills to deliver.
- Strong ability to work in a collaborative dynamic team environment, flexing to priorities.
- Proven ability and willingness to learn, and understand new software and applications.
- Must have the ability to work independently, be resourceful, problem solve, and proceed to accomplish objectives without supervision, yet exercise judgment on when to escalate to appropriate admissions team members.
- Demonstrated strength in attention to detail, proofreading, organization, prioritization, time management, and efficiency.

Other Requirements

- **Office Work**-Ability to sit for extended periods while working on a computer, attending meetings, and handling paperwork.
- **Communication**-Verbal and written communication skills for interacting with students, parents, and staff.
- **Mobility**-Ability to move around the campus to attend meetings, events, and other activities; capable of lifting 15 lbs. on occasion
- **Manual Dexterity**- Ability to use a computer and related software, printer, calculator, fax, copier, telephone, and voicemail.
- **Visual and Auditory Abilities**-Adequate vision and hearing to read documents, use a computer, and communicate effectively with or without adaptive accommodation