Algoma University is committed to undoing systemic and institutional discrimination and being publicly transparent and accountable. Diversity, equity, and inclusion are fundamental to our Special Mission. In keeping with the Seven Grandfather teachings that are the core values that inform our decisions as an institution, we are committed to creating a welcoming, inclusive, respectful, and safe environment where everyone belongs. We live these values through the strength and richness that diversity brings to our workforce and welcome contributors from equity-deserving groups including: Indigenous Peoples, Black and racialized persons, women, Persons with Disabilities, 2 Spirit, Lesbian, Gay, Bisexual, Transgender, and Queer persons.

Job Title:	**Director, Business Transformation (Analytics, Institutional Planning & Strategic Enrolment Management)** *Administration*
Position Status:	Permanent, Full Time *Non Union*
Department:	Business Transformation Office
Supervision Received:	Chief Business Transformation Officer
Supervision Exercised:	N/A
Location:	Sault Ste Marie, ON or Brampton, ON
Number of Positions:	1

PRIMARY FUNCTIONS:

A.	Strategic Enrolment Planning	40%
B.	Data Analytics Leadership	30%
C.	Cross Functional Collaboration	20%
D.	Other Duties	10%
	TOTAL	100%

The Director of Institutional Planning, Analytics and Strategic Enrolment Management is responsible for leading the development and implementation of strategic enrolment initiatives and leveraging data analytics to support cross-portfolio projects at Algoma University. This

role requires a strategic thinker with a robust analytical background to enhance decision-making and institutional planning.

The Director plays a critical role providing executive team members with institutional data to support the planning, budget, and assessment of institutional change. The incumbent is responsible for providing relevant, timely, and accurate information and data analytics in support of all areas of the University, in particular, those impacting organizational performance and change projects.

In collaboration with the various functional and business areas of the University, the position collects, analyzes and reports institutional data in support of executive decision-making for all strategic change initiatives and plans.

RESPONSIBILITIES:

A. Strategic Enrolment Planning (40%)

- Design and implement innovative enrolment strategies that align with the university's mission and market dynamics.
- Facilitate the development of targeted recruitment and retention programs based on demographic trends and student needs align with wider university goals.
- Analyze demographic and market trends to forecast enrolment patterns and identify growth opportunities.
- Collaborate with admissions, marketing, academic departments, and student services to optimize recruitment and retention efforts.
- Utilize data-driven insights to recommend adjustments to recruitment strategies and resource allocation.
- Lead the development of marketing campaigns and outreach activities to attract prospective students.
- Monitor and evaluate the effectiveness of enrolment strategies and adjust plans as necessary.
- Stay informed about best practices, industry trends, and regulatory changes related to enrolment management.

B. Data Analytics Leadership 30%

- Spearhead the analysis of institutional data to guide strategic decisions across the university.
- Implement advanced data analytics tools and practices to improve forecasting and reporting capabilities.

- Define and track key performance indicators for enrolment and planning effectiveness across all portfolios in the university.
- Regularly assess strategies and initiatives for continuous improvement.
- Compiling, analyzing, interpreting and disseminating quantitative data on facets of the university and related educational issues, including on institutional Lean KPIs supporting executive tracking of projects and plans.
- In collaboration, developing and providing up-to-date reports based on data analytics that assist campus leadership in the formulation of issues, analysis of trends, and the understanding of outcomes in support of various processes across the university, such as: space planning, student recruitment, enrolment and retention, staff recruitment and retention, program accreditation processes, program reviews, student satisfaction understanding; strategic planning, evaluation, development of institutional policies; etc.

C. Cross Functional Collaboration 20%

- Work with academic and administrative leaders to integrate enrolment strategies with academic offerings and student services. Facilitate cross-departmental initiatives to support broad university objectives.
- Ensuring that all Ministry reports, performance measures, space utilization, and the Central Data Warehouse submissions and/or requests for information are submitted as required by establishing and maintaining a centralized reports/data management system.
- Responsible for institutional reporting to the government; providing analysis for the Ministry of Colleges and Universities, Higher Education Quality Council of Ontario and ONCAT.
- Develop, in coordination, with the University Secretariat policies, procedures and data collection and analysis processes that support institutional database ownership policies, data management, data collection and data analysis, ensuring the integrity of the data and its ethical use.
- Ensure compliance with regulatory standards, project management best practices and lean methodologies.

D. Other Duties 10%

- Other Duties as Assigned

WORKING CONDITIONS:

Physical Effort   *Moderate*
                             Work activities require moderate periods of physical

effort, requiring a variety of muscle movements with frequent requirements for speed and coordination.

Physical Environment

Moderate
Moderate exposure to unpleasant/disagreeable conditions.

Sensory Attention

Considerable
Work requires a frequent need to concentrate on a variety of sensory inputs for a lengthy duration requiring diligence and attention (repairing equipment).

Mental Stress

Considerable
Work activities are performed in an environment with frequent exposure to mental pressures conditions where mental stress may be noticeable.

MINIMUM QUALIFICATIONS

- A Masters or Advanced degree in Business Administration, Statistics, Educational Management, or related field in a research-related field (statistics, social science or mathematics science, behavioural science, information science) and a minimum five (5) years of experience in quantitative and qualitative research, statistical analysis, and reporting or an equivalent combination of academic degree achievement and professional knowledge.
- Minimum three (3) years' experience in higher education data gathering, quantitative and qualitative research, statistical analysis, and /or data reporting.
- Strong analytical skills and experience in data-driven decision making
- Knowledge of the principles of Project Management and LEAN methodology would be an asset
- Demonstrated knowledge of:
  - current higher education issues, assessment and accreditation requirements;
  - current and innovative practices in the development and assessment of institutional effectiveness;
  - current theory and practice in institutional research;
  - the development of assessment tools and methods of measurement across diverse populations and data sets;
  - data warehousing,
  - management information systems, and
  - Information technology literacy
- Demonstrated ability to:

- collaborate effectively with all levels of management, staff and university administration;
- seek consensus on desired outcomes and apply benchmarking techniques;
- collect, organize and analyze data;
- present complex material orally and in writing;
- establish cooperative working relationships with persons contacted in the course of performing assigned duties;
- effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and student groups.
- Excellent computer skills and familiarity with Higher Education Enterprise Systems (i.e., Ellucian) and data analysis software such as SPSS, Excel, and Access.
- Strong written communication skills, as well the ability to communicate analysis and research to broad audiences.
- Strong organizational skills and attention to detail.
- Commitment to understanding Algoma University's Special Mission and The Seven Grandfather Teachings

Salary Scale: **$118,576 to $148,219 annually**

To apply for this position please submit a resume and cover letter HERE no later than 4:00 p.m. on August 9, 2024.

Algoma University is strongly committed to fostering diversity and inclusivity within our community and is an equal-opportunity employer. The university invites and encourages applications from all qualified individuals who would contribute to the further diversification of our Institution, including equity-deserving groups that are traditionally underrepresented in employment (Indigenous peoples, racialized persons, women, persons with disabilities, and 2SLGBTQQIPA+ persons).

In accordance with the Accessibility for Ontarians with Disabilities Act, 2005, upon request, accommodation will be provided by Algoma University throughout the recruitment, selection, and/or assessment process to applicants with disabilities.

Algoma
UNIVERSITY