

**MINNESOTA STATE COLLEGES AND UNIVERSITIES**  
**Inver Hills Community College**

<b>Employee Name:</b> – Open –	<b>Position Control Number:</b>
<b>Department/Division:</b> Outreach and Recruitment/Student Affairs	<b>Classification Title:</b> Student Worker Paraprofessional Senior
<b>Prepared By:</b> Aaron Salasek	<b>Working Title:</b> Enrollment Graduate Assistant
<input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> Exempt: <input type="checkbox"/> Executive <input type="checkbox"/> Professional <input type="checkbox"/> Administrative <input type="checkbox"/> Unlimited <input type="checkbox"/> Seasonal <input checked="" type="checkbox"/> Temporary <input type="checkbox"/> Limited	<i>If Exempt, attach required documentation</i>  If seasonal, list months during the season worked
<input type="checkbox"/> Full-time <input checked="" type="checkbox"/> Part-time <input type="checkbox"/> Intermittent Percent if not full-time _____ 50%	<b>Date Prepared:</b> 08/04/2023

This position description accurately reflects my current job.		This position description reflects the employee's current job.	
<b>Employee Signature</b>	<b>Date</b>	<b>Supervisor Signature</b>	<b>Date</b>

**POSITION PURPOSE** *(why position exists; how it helps accomplish mission of the department/division)*

The incumbent will support the Outreach and Recruitment department’s efforts to help students navigate the enrollment process, especially to assess the college’s majors that pertain to experiential, applied, technical-based learning. This position will be a critical source to help students inquiring, applying, or enrolling into the following campus program areas: business; accounting; engineering fundamentals; criminal justice careers (criminal justice, culturally responsive professional peace officer, and paralegal); information technology careers (information technology support, network technology and security, and computer science); education careers (foundations, elementary, special education); and health careers (health sciences broad field, pre-nursing, exercise science, and emergency medical services). This position also serves as an opportunity for graduate students interested in the admissions, enrollment management, and/or student affairs’ fields to gain practical, hands-on experience in the community college setting.

**RESPONSIBILITIES AND RESULTS**

1. **Assist with inquiry communications and activities, for the abovementioned college programs.**
  - a. Implement admissions-related leads’, prospects’, and applicants’ contacts, including written, electronic, telephone, and in-person communication and follow-up to students.
  - b. Utilize technology to manage, monitor, and track applicants. This includes use of the student database, Customer Relationship Management (CRM) tool, spreadsheets, and other relevant platforms.

**Priority: Essential      Percent of Time: 40%**

2. **Assist with pre- and post-event follow up tied to the abovementioned college programs.**
  - a. Assist with the facilitation and general event management of recruitment events.
  - b. Create and aggregate event surveys to measure student interest and outcomes.
  - c. Follow up with event attendees and non-attendees.

**Priority: Essential      Percent of Time: 40%**

*Minnesota State Colleges and Universities is an EO/AA/Vet/Disability employer/educator committed to the principles of diversity.*

**3. Facilitate operational efforts to streamline the initial student experience.**

- a. Schedule and host appointments, with admissions advisors as needed.
- b. Collaborate with student workers to lead calling campaigns grounded in the initial student experience, especially to connect students to the variety of on-campus event offerings.

**Priority: Essential                      Percent of Time: 15%**

**4. Perform other duties as assigned to ensure the smooth functioning of the department and maintain the reputation of the organization as a viable business partner.**

**Priority: Secondary                      Percent of Time: 5%**

*Priority: Essential=if responsibility is reason job exists, is a highly specialized task or one that requires special education or training licensure, requires a great % of time, has a high level of accountability (consequences are considerable to others or the institution if failure to perform), the responsibility is essential; Secondary=if not essential, then responsibility is secondary; **Discretion (optional):** A=Employee investigates situations, makes decisions, takes appropriate action reports by exception and through normal review processes; B=...reports to supervisor immediately after action is taken; C=...makes decisions with supervisor...reports to supervisor immediately after action is taken; D=Employee discusses situations with supervisor before investigation, makes decisions with supervisor, takes appropriate action, and reports to supervisor immediately after action is taken.*

**KNOWLEDGES, SKILLS, AND ABILITIES**

**Minimum Qualifications** *(expected to have to enter job)*

- Bachelor’s degree earned
- Pursuing a graduate degree in Leadership in Student Affairs, Higher Education, or a related field
- Ability to work effectively with diverse groups of internal and external customers, students, and families
- Demonstrated excellence in oral and written communication skills
- Demonstrated ability to work independently on a variety of projects and as a member of a team
- Ability to efficiently operate a personal computer and associated software (Microsoft Outlook, Word, Excel, etc.)

**Preferred Qualifications** *(desired but not expected to have to enter job)*

- Experience working with individuals from diverse and/or underrepresented populations
- Prior professional, student worker, or intern experience in college or university setting

**RELATIONSHIPS**

This position reports to the Director of Outreach & Recruitment and works frequently with student services, enrollment management, faculty, and other college staff in planning and implementing recruitment events. The position works directly with current and prospective students and applicants. The position works closely with others to continually improve tracking, communications, and matriculation of prospective students. The position plays a pivotal role in representing the college to prospective students and works directly with the general public; local high school staff; decision-makers from the community, business, government, and other agencies; and colleagues from other colleges.

**This Position Reports to** *(provide class title, not person’s name):* MnSCU Academic Supervisor 2 – Director of

*Minnesota State Colleges and Universities is an EO/AA/Vet/Disability employer/educator committed to the principles of diversity.*

## Outreach & Recruitment

**Supervises** (*classification title; FTE; # in position; note if providing work direction only*): None

### **Internal and External Clientele and Purpose of Contact** (*the most significant job related contacts*)

(purpose of all contacts is recruitment and retention)

- Prospective high school and first-year college students and applicants
- Prospective transfer students and applicants
- Prospective adult learner students and applicants
- Newly admitted students (through initial registration)
- Parents/family decision-makers
- Community advocates/decision-makers
- Counselors, teachers and administrators
- IHCC faculty, administrators and Student Services staff

### **PROBLEM SOLVING** (*most difficult types of problems to resolve and consequence of error/non-resolution*)

This position will be responsible for developing novel recruitment and information-presentation strategies to enhance the college's visibility and expand enrollment. Creativity represents a major opportunity for this position. These activities represent major strategic goals for the college. The position will resolve a variety of problems that prospective students and/or applicants may experience during various recruitment activities. Problems related to disability services and accommodations must be referred to the supervisor.

### **FREEDOM TO ACT**

**Budget** (*\$ authority and/or type of impact on budget, i.e., signatory, manage, monitor, recommend*): None

### **Decision(s) Position Makes and Decision(s) Referred to Higher Authority**

This position requires independent judgment abilities to deal with situations requiring an immediate response. Daily activities are conducted with a high degree of independence. Decisions made in this position may affect stakeholders with diverse interests. New recruitment and outreach initiatives will be discussed with the supervisor. The position will seek a supervisor's approval before committing substantial funds to a recruitment effort. Decisions about transfer credit from an institution outside of MnSCU or the most commonly seen transfer institutions must be referred to the supervisor or an appropriate authority.

All employees must comply with department and institution procedures and policies, MnSCU policies and procedures, as well as local, state and federal laws, regulations, guidelines and business and industry standards.

*This description is intended to indicate the kinds of tasks and level of work difficulty required of the position. It is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar level of difficulty.*