

OFFICE OF THE DIRECTOR OF OUTREACH AND RECRUITMENT

The Director of Outreach and Recruitment is responsible for developing and implementing student outreach and recruitment initiatives for the School of Leadership and Education Sciences (SOLES). The Director works closely with academic department chairs, program directors, program coordinators, and other members of the Dean's Advisory Cabinet in ongoing efforts to increase the awareness of and identify and recruit highly qualified students into the undergraduate and graduate programs of SOLES in the areas of Learning and Teaching, Counseling, Marital and Family Therapy, and Leadership Studies. The Director is committed to inclusion and diversity in recruitment and retention efforts and responsible for addressing issues that affect that commitment. The Director assists prospective students by providing information about academic programs, scholarships and financial aid, and the admissions process. The Director works collaboratively with the Office of Graduate Admissions.

Supervision Received

Works under the general supervision of the Dean.

Supervision Exercised

Supervises Executive Assistant I and graduate assistant.

Responsibilities

- Work with academic department chairs, program directors, program coordinators, and other members of the Dean's Advisory Cabinet in ongoing efforts to increase the awareness of and to identify and recruit highly qualified students into the undergraduate and graduate programs of SOLES in the areas of Learning and Teaching, Counseling, Marital and Family Therapy, and Leadership Studies.
 - Attend monthly Dean's Advisory Cabinet and SOLES faculty meetings to provide an update on outreach and recruitment initiatives.
 - Meet regularly with academic department chairs, program directors, program coordinators, and other members of the Dean's Advisory Cabinet to learn about academic programs, establish/update admission requirements and deadlines.
 - Identify target market for each academic program and integrate outreach and recruitment efforts with the department/program.
 - Oversee department/program information sessions and open house events for prospective students.
 - Collaboratively develop formalized partnerships with organizations in order to increase the number of applicants to graduate programs.
 - Arrange campus and building tours, and classroom visits with departments and programs.
 - Represent SOLES at local, regional, national and international events (e.g., graduate school fairs, conferences, institutes and workshops) and promote SOLES academic programs.
 - Coordinate undergraduate group presentations about SOLES academic programs with department chairs, program directors and program coordinators.
 - Work with Department of Public Affairs to publicize academic programs, news and events.
 - Serve as a brand ambassador and liaison with the Marketing Department to develop and revise program brochures, fliers and promotional materials.
- Commit to inclusion and diversity in recruitment and retention efforts and address issues that affect that commitment.

- Identify, understand and meet the needs of all students.
 - Ensure that all marketing materials and information on the Web site is culturally appropriate.
 - Support underrepresented students with professional development activities.
- Assist prospective students by providing information about academic programs, scholarships and financial aid, and the application and admissions process.
 - Establish and maintain relationships with prospective students.
 - Respond to program, admissions, and scholarship and financial aid questions via phone, e-mail and one-on-one and group meetings.
 - Conduct large and small group presentations about how to apply for graduate school and its importance.
 - Maintain the SOLES Admissions section of the Web site, serve on the SOLES Web Site Committee, and work closely with the Web Developer to identify, meet and address the needs of prospective students.
- Work collaboratively with the Office of Graduate Admissions.
 - Act as liaison between prospective applicants, department chairs, program directors and program coordinators, and Office of Graduate Admissions.
- Maintain prospective student database to ensure that applicant contact information is up-to-date and to increase effectiveness of outreach and recruitment efforts.
- Produce graduate application reports for each program, including the number of applications, confirmations, deferrals, cancellations, denials, incomplete applications.
- Committee work
 - Represent SOLES on various University committees and outside organizations.