



ARKANSAS STATE UNIVERSITY - NEWPORT
NEWPORT • JONESBORO • MARKED TREE

OFFICE OF THE CHANCELLOR

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June 2, 2014

The Honorable Shane Broadway
Arkansas Department of Higher Education
423 Main Street, Suite 400
Little Rock, AR 72201

RE: Request for Non-Classified Positions from Central Pool

Dear Mr. Broadway:

In accordance with Section 40 of ACT 104 of the 2014 Fiscal Session, Arkansas State University-Newport is respectfully requesting four (4) non-classified positions from the Higher Education Central Pool with the effective date of July 1, 2014.

Due to growth at our three campuses we have a need to increase positions to properly provide the support our students need to be successful. If you refer to the annual enrollment report given to the AHECB on January 31, 2014, you will see the level of growth in annual unduplicated headcount (16.9%) that ASU-Newport has experienced over the last five years. This is evidenced by our top three ranking of all 22 two year college on page 6-9. To properly account for the level of growth experienced, we must increase support functions provided to students. Although a number of efficiency measures and reorganization of duties have been instituted to reduce the need for added positions, enrollment has now risen to a level where additional positions are needed to address retention and student success needs.

These positions include one (1) Director of Institutional Development, one (1) Project/Program Manager, one (1) Project/Program Specialist and one (1) Director of Food Services & Events, an auxiliary position. Arkansas State University-Newport currently has funds available to support these positions.

Rationale-Director of Institutional Development:

With the growing needs of students on the three campuses of ASUN, increased private funding is becoming a more critical need to minimize tuition increases and compensate for flat or decreasing state funding. Strategic advancement opportunities exist within the ASUN service area and a focused approach to leveraging those opportunities is urgently needed at the institution. To accomplish this, the institution requests a position to develop and implement the strategies needed to increase private

support for the institution. There is no current staff position that exists that bears responsibility for advancement or alumni relations. There is a tremendous amount of local support that, if cultivated, would yield additional monetary support for the institution. Future capital needs and student financial support would be the greatest benefactors from the efforts of this position. Thus, we request the position of a Director of Institutional Development.

Rationale-Project/Program Manager:

Due to growth at the university and the evolving needs of students a Project/Program Manager is needed to properly promote and advance the image and messages of the institution. Students increasingly expect frequent communication and updates through various modes of communication, including newsletters, social media, and various interactions with the college website. To keep communication channels updated and information flowing to meet the expectations of both current and potential students this position is urgently needed to stay relevant in the marketplace. This position will greatly help in advancing the image of the institution and will help to advance the recruiting efforts needed to advance the future growth of the college. Currently the Director of Marketing is responsible for the functions of marketing and advertising as well as the public relations function. Because of rapid growth over the past few years, this position alone can no longer cover the numerous activities required to remain competitive. The Project/Program Manager will be responsible for coordinating and guiding interaction with the public through all communication channels, including news releases, social media, and media interviews. The position will also be responsible to arrange public appearances, lectures, contests, or exhibits for the college to increase product or service awareness and to promote goodwill and engage the community. This position will be the key individual to facilitate the mission of the college of promoting diversity by providing cultural opportunities to the community.

Rationale-Project/Program Specialist:

In conjunction with the recent developments that have allowed the college to become a stand-alone entity in administering title IV financial aid funds, ASU-Newport has an urgent need to increase expertise in financial aid operations to support the Director of Financial Aid. A non-classified staff position is required to recruit and retain a qualified individual with the skills required to serve students through the administration of financial aid operations. Technology requirements for efficient awarding and processing of financial aid funds necessitate a degreed professional with advanced technical skills. The position will be required to create methods for meeting the needs of the Financial Aid office and improving efficiency using technology. Also, the individual will research and prepare reports and statistical analysis in support of the Financial Aid office. The position will also be critical in ensuring accuracy within the database systems used to track and award financial aid. Expertise will be required to perform complex analytical and technical work in relation to various computer applications, databases, and systems. The position will respond to requests for complex queries from the college database system, and gather, compile and perform initial data analysis. The position will also help to meet Department of Education guidelines in developing and maintaining systematic documentation of financial aid procedures.

Rationale-Director of Food Services and Events:

Currently, the institution outsources its food service operation on the Newport campus. This has presented a number of issues that have affected student satisfaction and retention. Due to the rural campus location and low volume, outsourcing options are very limited for the institution. In support of the realization that on-campus auxiliary services have a direct relationship to retention and student success, the college recognizes the need to reassume responsibility for food service operations on campus. The position will be responsible for establishing menus, catering on campus official functions, and reducing costs of food services at the institution. A Director of Food Services and Events will provide benefits in addition to the improvement of food services on campus. The position will also provide needed assistance to the many events that institution has in support of the communities it serves. The position will also work to establish food service operations on the ASU-Newport Jonesboro and Marked Tree campuses to improve student retention and engagement at these two locations. The position is also a strategic fit with the hospitality services programs at the institution. The individual will help to develop curriculum, instruct students, provide internship and training opportunities, and provide the expertise and support needed to further expand the hospitality program.

If you have any specific questions regarding this request, please do not hesitate to contact me. Thank you for our consideration of this request.

Sincerely,

A handwritten signature in cursive script that reads "Sandra Massey".

Sandra Massey, Ed.D.
Chancellor

Arkansas State University-Newport Job Description

Requested Position Title: Director of Institutional Development

Classification: Twelve Month General and Administrative, Non-Classified

LIM Requested FY 2015: \$95,338

Department: Institutional Advancement

Reports To: Chancellor

POSITION SUMMARY

The Director of Institutional Advancement is a cabinet level position reporting to the Chancellor. Responsibilities for this post include Public Relations, Fundraising and crafting ASU-Newport's institutional image to both internal and external constituents.

Institutional Advancement includes, at its core, methods of strengthening relationships to increase understanding and support "among the diverse communities we serve." Included in these stakeholders are alumni and friends, governmental policy makers, the media, members of the community and philanthropic entities of all types. The role of the Director of Institutional Advancement is to provide strategic leadership initiatives to communicate, through marketing measures, identify, foster and encourage fundraising opportunities and craft the institutional image to ensure continued collegiate success.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Communicate the institutional message with those who have a stake in its success, including community members, business leaders, government officials, the press and others.

Identify, implement and sustain a strategic vision for the Office of Advancement.

Provide leadership in concert with the Chancellor for planning and development activities.

Provide on-campus leadership in concert with other members of the Executive Cabinet

Secure private financial support from donors committed to the mission, future and growth of the institution.

Engage alumni in the life of the college as volunteers, advocates and supporters.

Promote and market the institution to prospective students, their families and other constituent groups.

Sustain and enhance ASU-Newport's professional institutional image.

Craft a unique and sustaining collegiate presence throughout its' service areas.

Serve on college-wide committees and special project teams.

Arkansas State University-Newport Job Description

EDUCATION AND EXPERIENCE

Master's Degree from an accredited institution; or equivalent experience and credentials. Experience that demonstrates knowledge and ability to effectively complete projects and task assignments. Experience or background in support and management of planning and development in an academic setting.

SUPERVISORY RESPONSIBILITIES

Project/Program Specialist

COMMUNICATION SKILLS

Excellent written and interpersonal skills required. Ability to effectively present information and respond to questions from students, faculty, administration, government officials and the general public.

CONTACT WITH OTHERS

Regular contact with community leaders, state and federal government officials. Involves both furnishing and obtaining information and, also, attempting to influence the decisions of those persons contacted. Regular contact with other university employees at all levels within the organization.



Arkansas State University-Newport Job Description

Requested Position Title: Project Program Manager

Classification: Twelve Month General and Administrative/Non-Classified

LIM Requested FY 2015: \$73,010

Department: Institutional Advancement

Reports To: Director of Institutional Advancement

POSITION SUMMARY

The Project Program Manager is responsible for creating and promoting a public image for the college that is in alignment with the strategic plan. The Project Program Manager will assist the Director of Institutional Advancement with all aspects of public relations.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Respond to requests for information from the media or designate an appropriate spokesperson or information source.

Study the objectives, promotional policies, or needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products, or services.

Plan or direct development or communication of informational programs to maintain favorable public perceptions of an organization's accomplishments or agenda.

Establish or maintain cooperative relationships with representatives of community, students, employees, or public interest groups.

Prepare or edit organizational publications for internal and external audiences.

Coach client representatives in effective communication with the public or with employees.

Collaborates and works with Marketing personnel to produce or coordinate production of advertisements or promotions.

Confer with other directors to identify trends or key group interests or concerns or to provide advice on business decisions.

Arrange public appearances, lectures, contests, or exhibits for clients to increase product or service awareness or to promote goodwill.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE

A minimum of an Bachelor's degree from an accredited university plus two years of related experience. A Master's degree in business, communications or related field is preferred.



Arkansas State University-Newport Job Description

SOFTWARE & TECHNOLOGY SKILLS REQUIRED

Intermediate: Word Processing

Intermediate: Presentation/PowerPoint, and Spreadsheet

Proficient: Data base user interface and query software — Google; LinkedIn; Oracle software; YouTube

Proficient: Document management software — Adobe Systems Adobe Acrobat software; Adobe Systems Adobe Reader

Intermediate: Graphics or photo imaging software — Adobe Systems Adobe Photoshop software; Apple iPhoto

Proficient: Web page creation and editing software — Blogging software; Podcasting software; Website management software

COMMUNICATION SKILLS

Excellent interpersonal and written communication skills required. Ability to write reports, correspondence, and policy/procedure manuals so others will understand; Ability to effectively present information and respond to questions from groups of students, faculty, administration and the general public. The ability to speak clearly and effectively so others can understand your instruction.

CONTACT WITH OTHERS

Regular contacts with students, parents, faculty, staff, and general public. Involves both furnishing and obtaining information and, also, attempting to influence the decisions of those persons contacted. Regular contact with other university employees at all levels within the organization.

Arkansas State University Newport Job Description

Requested Position Title: Project Program Specialist

Classification: Twelve Month General and Administrative/Non-Classified

LIM Requested FY 2015: \$65,908

Department: Financial Aid

Reports To: Director of Financial Aid

POSITION SUMMARY

Anticipates, analyzes, develops and implements the financial aid management application system and databases in order to meet the needs of the Financial Aid office; to identify their scope, complexity and feasibility; to document and maintain all aspects of the financial aid management system to include the communication module and document imaging workflow.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Creates methods for meeting the needs of the Financial Aid office and improving efficiency using technology.

Researches and prepares reports and statistical analysis in support of the Financial Aid office.

Performs complex analytical and technical work in relation to various computer applications, databases, and systems.

Conducts research and resolves problems in relation to processes, and monitors processes to determine areas for improvement.

Provides training and technical support to department staff to enhance their knowledge of the databases and other appropriate software applications.

Creates and maintains all aspects of the college-wide financial aid database management system including the communication management module.

Responds to request for complex queries from the college database system, gathers, compiles and performs initial data analysis; develops systematic documentation of computer applications written for the Financial Aid office.

Counsels the Director of Financial Aid on emerging technology challenges and opportunities with respect the Poise system and other system tools to support the Financial Aid functions.

Manages the ongoing upgrades and testing of the financial aid management system.

Serves as a liaison to the College's Information Technology Department for all Financial Aid software, networks, and systems. Acts as a consultant to the Financial Aid staff and IT staff regarding implementation of new mandates and policies from the Department of Education.



Arkansas State University Newport Job Description

EDUCATION AND EXPERIENCE

A minimum of an Bachelor's degree from an accredited university plus two years information technology work experience. A Bachelor's degree in business or computer information technology or related field is preferred.

SOFTWARE & TECHNOLOGY SKILLS REQUIRED

Intermediate: Word Processing

Intermediate: Alphanumeric Data Entry, Database, Presentation/PowerPoint, and Spreadsheet

Ability to analyze record and report data extracted from complex data information systems.

Demonstrated proficiency using standard office software applications, query and control languages, web technology, client-server technology, and automated financial aid management systems.

Demonstrated proficiency in systems and data analysis, data extraction, development of reports, trouble-shooting enterprise software applications, testing new program releases and patches, and integrating data from external source, such as the Department of Education.

Ability to design and format forms using forms software is required.

Arkansas State University-Newport Job Description

Requested Position Title: Director of Food Services & Events

Classification: Twelve Month Auxiliary Enterprises, Non-Classified

LIM Requested FY 2015: \$77,637

Department: Campus Events

Reports To: Vice Chancellor for Fiscal Affairs

POSITION SUMMARY

Directs and organizes the activities of the food services section to maintain high standards of food and beverage quality while providing outstanding customer service. Implements effective controls of food, beverage and staffing costs. Ensures compliance with health, safety, and sanitation standards. Collaborates with the Culinary Arts Department to provide field placement opportunities for students. Responsible for planning and executing food services support for institutional events. Interviews, trains, supervise, counsels, schedules and evaluate staff.

In addition, we look for the demonstration of the following key attributes in our staff: Accountability, Quality, Productivity, Dependability, Customer Focus, Responsibility, Adaptability.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Ensures compliance with the Arkansas State Board of Health's Rules and Regulations Pertaining to Food Establishments.

Interviews and trains the food services staff.

Coordinates assignments of staff to ensure economical use of food and timely preparation. Schedule staff hours and assign duties.

Establish standards for staff performance and customer service.

Plans and conducts training programs in dietetics and nutrition.

Ensures food services staff provides exceptional customer service by combining motivational techniques, strong leadership skills, and a positive attitude.

Monitors food preparation methods, portion sizes, and garnishing and presentation of food to ensure that food is prepared and presented in an acceptable manner.

Investigates and resolves complaints regarding food quality, service, or accommodations.

Purchases food in accordance with health and safety codes.

Responsible for the scheduling and accurate receipt of food and beverage deliveries.

Monitors budget and payroll records, and ensures that expenditures are authorized and budgeted.

Maintain food and equipment inventories, and keep inventory records.

Arkansas State University-Newport Job Description

Responsible for planning and executing food services support for institutional events.

Serves as field instructor to provide effective instructional sessions and demonstrate principles, techniques, procedures, or methods used with the Hospitality Services discipline.

Collaborates with the Culinary Arts department to prepare outlines of instructional programs, training schedules and the establishment of field placement goals.

Assists with course curriculum development for the Culinary Arts program.

Supervises independent or group projects, Culinary Arts field placements, or other training.

Observes and evaluates field placement's work to determine progress, provide feedback, and make suggestions for improvement.

Counsels individuals and groups on basic rules of good nutrition, healthy eating habits, and nutrition monitoring to improve their quality of life.

Participates in conferences, seminars, and training sessions to keep abreast of developments in the field of study, and integrate relevant information into training programs.

Participates in college professional development activities.

Serves on standing ad hoc committees, advisory boards, or hiring committees.

Attends local, regional, state, or national meetings where required or necessary for the discipline.

Attends commencement or other ceremonies appropriate to the food services discipline. Attends departmental, divisional, and college-wide meetings where appropriate or as required by supervisor. Performs other academically-related duties as assigned by supervisor.

Performs any other related duties as required or assigned.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE

A bachelor's degree plus 5 years related experience or equivalent combination of education and experience is required. Management experience within the food services industry is strongly preferred. Masters degree and membership in a related professional association is preferred.

RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT

Responsible for the maintenance and upkeep of the food services equipment and facilities. Shares responsibility for the maintenance of the hospitality services equipment and facilities.