

Non-Classified Central Pool Justification Form



Institution:	Rich Mountain Community college	Date:	April 25, 2014
Requested Authorized Title:	Coordinator of Student Recruitment	LIM:	\$80,296
Working Title:	Coordinator of Student Recruitment	Estimated Salary Range:	\$35,000

Board Approval Date	
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Justification

Rich Mountain Community College currently employees one person to do admissions, recruitment and student activities on our campus. We have found that there is less time recently that can be allocated toward recruiting students, especially non-traditional. We feel this is a missed opportunity for both the College and the State of Arkansas. This position would allow the College to direct efforts at non-traditions that have in the past not been targeted and help toward the Governor's directive to produce more degrees.

Educational Requirements

Bachelor's degree required with a major in a related field. Demonstrated knowledge and skills in the use of a computer for word processing, data base management, and on-line student management.

Preferred qualifications:

- One to three years of experience in an educational setting or related field.
- One to three years of experience in academic advisement, admissions counseling, career counseling, or related area.
- Experience working on a college campus.

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Duties

1. Point-of-contact for inquiry from potential students.
2. Counsel and assist incoming and returning students with their entry/re-entry into RMCC.
3. Coordinate the recruitment efforts of the entire college. This includes representing the college at state, regional and local recruitment programs, fairs, community events, and/or opportunities; working with area schools to provide admissions assistance; and conducting campus tours for interested groups or individuals. All of this in conjunction with the Director of Admissions.
4. Assist with the development, printing, and distribution of information and recruitment materials.
5. Assist the Director of Admissions as a College liaison for high school counselors with attention given to the continued development of strong institutional relationship and ease of transition of students from high school to college.
6. Establish and coordinate a student ambassador program to assist with recruiting.
7. Establish and promote events and activities to attract and recruit non-traditional students.
8. Establish and maintain contacts to connect with potential non-traditional students.
9. Stay informed of current policies and regulations pertaining to areas of responsibilities.
10. Establish and maintain a system for career counseling.

Additional Information

This will be a new hire reporting to the Vice President of Academic & Student Affairs. Currently, as noted above, these duties are part of the Director of Admissions function.

Decision (for official use only)

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| <input type="checkbox"/> Approved | <input type="checkbox"/> Rejected |
| <input type="checkbox"/> Approved with modifications | <input type="checkbox"/> Deferred |

Justifications

Signatures (for official use only)

Institutional Finance		Date:	
ADHE Director		Date:	