



Arkansas Department of Higher Education

423 Main Street, Suite 400 • Little Rock, Arkansas • 72201-3818 • (501) 371-2000 • Fax (501) 371-2001

Asa Hutchinson
Governor

Maria Markham, Ph.D.
Director

October 28, 2016

The Honorable Uvalde Lindsey, Chair
The Honorable Lanny Fite, Chair
Personnel Committee of the Arkansas Legislative Council
State Capitol Building
Little Rock, AR 72201

Dear Senator Lindsey and Representative Fite:

University of Central Arkansas (UCA) requests the establishment of one (1) non-classified positions from the Higher Education Central Pool authorized by Section 38 of Act 236 of 2016. In accordance with the provisions of the Act, we are forwarding our recommendation to you for consideration.

We recommend that the following be established from the Higher Education Central Pool:

Requested

Title: Academic Counselor
LIM - FY17: \$72,167
Number of Positions: 1

Recommendation

Title: Academic Counselor
LIM - FY17: \$72,167
Number of Positions: 1

The additional Academic Counselor is requested to reach UCA's strategic goal of increasing their presence and participation in various college fairs, high school visits and other events within the Dallas/Ft. Worth area. UCA does not have adequate staff to reach this strategic goal. This title is currently used by this institution and others.

The Academic Counselor will engage with prospective students and their families while educating them on the University of Central Arkansas and its offerings. Duties will include developing strategic partnerships with constituents, counselors, principals, UCA faculty/staff/alumni, parents, and community members to best serve prospective students. The Academic Counselor manage targeted recruitment strategies and on-going strategic communications. He/she will develop initiatives to promote diversity and inclusion of prospective students.

Sincerely,

Handwritten signature of Maria Markham in blue ink.

Dr. Maria Markham
Director

Graham



University of
Central Arkansas
OFFICE OF THE
PRESIDENT

October 13, 2016

Dr. Maria Markham, Director
Arkansas Department of Higher Education
423 Main, Suite 400
Little Rock, AR 72201

Dear Dr. Markham:

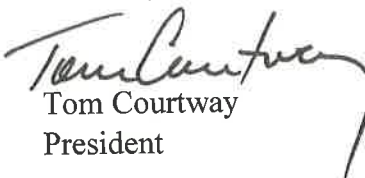
In accordance with Section 39 of Act 978, the University of Central Arkansas (UCA) is requesting a non-classified position (Regional Admissions Counselor) from the Higher Education Central Pool with the effective date of October 16, 2016. Attached are the required forms supporting this request.

As part of the university's strategic plan, the institution has increased its presence and participation in various college fairs, high school visits, and other events within the Dallas/Ft. Worth area. However, there is not adequate staff support to reach the strategic goals. This position would serve as an admissions counselor for the greater Dallas/Ft. Worth area.

This request was approved by the UCA Board of Trustees during its regularly scheduled meeting on October 7, 2016.

Thank you for your assistance in reviewing this request. If you have any questions or concerns please feel free to contact me at your convenience.

Sincerely,


Tom Courtway
President

TC:sl

attachments

| | | | |
|------------------------------------|---------------------------------------|--------------------------------|-----------------|
| Institution: | University of Central Arkansas | Date: | 9-14-16 |
| Requested Authorized Title: | Academic Counselor | LIM: | |
| Working Title: | Regional Admissions Counselor | Estimated Salary Range: | 40,000 – 50,000 |

| | |
|----------------------------|------------------------|
| Board Approval Date | October 7, 2016 |
|----------------------------|------------------------|

Justification

The University of Central Arkansas is seeking the addition of one non-classified position to serve as an admissions counselor for the greater Dallas/Ft. Worth area. As part of the university's strategic plan, we have increased our presence and participation in various college fairs, high school visits, and other events within the DFW area. However, we currently do not have adequate staff support to reach our strategic goals.

Educational Requirements

Required:

- Bachelor's degree from an accredited institution of higher education
- One year of experience in enrollment management, higher education, event planning, marketing, or related field
- Valid driver's license

OTHER JOB RELATED EDUCATION AND/OR EXPERIENCE MAY BESUBSTITUTED FOR ALL OR PART OF THESE BASIC REQUIREMENTS,EXCEPT FOR CERTIFICATION OR LICENSURE REQUIREMENTS, UPONAPPROVAL OF THE QUALIFICATIONS REVIEW COMMITTEE.

Preferred:

- Master's degree from an accredited institution of higher education
- Two years of experience in enrollment management, higher education, event planning, marketing, or related field
- Ability to speak conversational Spanish
- Valid driver's license

Duties

The primary responsibility of the Admissions Counselor is to engage with prospective students and their families while educating them on the University of Central Arkansas and its offerings. Other duties and responsibilities include:

- Developing strategic partnerships with constituents, counselors, principals,UCA faculty/staff/alumni, parents, and community members to best serve prospective students
- Utilizing UCA’s student database software to manage targeted recruitment strategies and on-going strategic communications with prospective students, inquiries, and applicants
- Providing follow-up communication to prospective students, inquiries, and applicants from recruitment events/activities, using various communication outlets
- Planning and implementing recruitment activities for assigned high schools and other areas throughout the designated recruitment territory, including but not limited to high school visits and college planning programs
- Maintaining and executing a communication plan with prospective and admitted students in assigned territory
- Developing initiatives to promote diversity and inclusion of prospective students
- Monitoring statistical reports to enhance recruitment strategies
- Participating in special events, including but not limited to Bear Facts Days,UCA in Your City, Bear Necessities, etc.
- Performing other duties as assigned by the Director of Admissions

Additional Information

This will be a new position at the University. No one is currently doing this job. This position will report to the Director of Admissions.

Decision (for official use only)

- | | |
|------------------------------------------------------|-----------------------------------|
| <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: | |