December 12, 2013

To: Dean Van Galen, Chancellor
    116 North Hall
    University of Wisconsin-River Falls

From: David P. Rainville, Chair
       Faculty Senate
       University of Wisconsin-River Falls

Re: UWRF Faculty Senate Motion 2013-14/39

At the December 11, 2013 meeting of the University of Wisconsin-River Falls Faculty Senate, motion 2013-14/39 was passed and is effective immediately. The motion is forwarded to you for your action.

A motion from the Executive Committee to appoint the following to the Search and Screen Committee for the Admissions Director:

    David Trechter
    Faye Perkins
    Pedro Renta (academic staff)

The committee will be chaired by Sarah Egerstrom. Other members nor requiring Faculty Senate approval include Dan Vande Yacht, and Melissa Wilson. Attached is a Position Description for Director of Admissions.

Approved ☑

Disapproved

Dean Van Galen, Chancellor

[Signature]

Date 12/16/13
Position Description

Employee Name:  

Date:  
☐ New  ☑ Updated

UW-System Position Title: Director, Admissions (M)  

Working Title: Director of Admissions

Major Department Code: 

Supervisor Name: Kristina Anderson

Appointment Type: Limited  

FLSA Status: Exempt

FTE (Percentage of Appointment): 1.0  

Typical Working Schedule: M-F, 730-430; some weekends and overnight travel

If position holds a supervisory title, attach organizational chart and indicate number of positions supervised N/A

POSITION SUMMARY: The Director of Admissions is responsible for providing visionary leadership and for leading a team in reaching enrollment goals for the University of Wisconsin – River Falls. The Director designs the recruitment strategies, oversees the application and selection processes, and manages the departmental budget and staff resources. This position reports to the Associate Vice Chancellor for Enrollment and Student Success.

RESPONSIBILITIES (include percent time for all positions other than official System Dean and Director series titles):

Essential Functions:

- Develop, implement and execute a coordinated program of outreach to prospective students, their parents, high school counselors along with communication strategies from initial inquiry to matriculation for all student demographics to fulfill the university’s enrollment objectives.
- Oversee the utilization of a customer relationship management (CRM) system that will customize and track enrollment data, personalize communications for a diverse prospect pool, and generate reports to drive enrollment strategies.
- Monitor state-wide, national, and international educational and enrollment trends and adapt strategies accordingly.
- Provide leadership for continued development of a campus visit strategy that provides a positive experience.
- Oversee development and monitoring of statistical reports to enhance recruitment strategies, yield management, forecasting and operational efficiencies.
- Develop and implement institutional admissions/enrollment plans and activities, in concert with various campus units.
- Provide leadership and mentoring to admissions and recruitment staff including training, supervision, development, scheduling and evaluations.
- Prepare and maintain the departmental budget; monitor and evaluation effectiveness of policies and procedures.
- Maintains communication with the campus community and active relationships with relevant University and UW-System committees.
- Work closely with University Communications and Marketing to develop marketing strategies.
- Works collaboratively with New Student and Family Programs staff to ensure a smooth transition for new students.
Position Description

- Other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:
- A hands-on leader with a strong data driven approach to enrollment.
- Considerable knowledge and understanding of the latest admissions and recruitment strategies.
- Considerable knowledge of current technology and software in student recruitment and admissions.
- Possess strong interpersonal and public relations skills required to interact continually with students, counselors, and department administrators.
- Excellent communication skills, both written and verbal; particularly strong public speaking skills.
- Ability to effectively lead a staff encouraging strong collaboration and teamwork.
- Ability to explain university policies, admissions and transfer procedures.
- Considerable project management skills including: ability to organize, prioritize, manage large amounts of data.
- Ability to troubleshoot and solve difficult problems, think systemically to create effective processes and procedures that effect the university and analyze situations in order to apply logical solutions in a complex environment.
- Ability to train and support others on admissions requirements, transfer policies, processes/procedures as well as technical software applications.
- Ability to interact effectively with executive leadership at UW River Falls and leaders within the UW System.
- Strong understanding of an academic culture.
- Ability to work with a diverse student body and the ability to understand and support different student needs.

POSITION OF TRUST? If so, check all that apply to this position.

☐ Significant or unsupervised access to vulnerable populations (medical patients or un-enrolled minors)*
☐ Master keys or card access
☐ Fiduciary responsibilities are greater than 50% of position responsibilities
☒ Executive position (Limited)

* Employees holding a position of trust with access to vulnerable populations shall be subject to a criminal background check every four years and shall be required to self-disclose certain criminal offenses.

Supervisor Signature: ____________________________ Date: ______________

Employee Signature: ____________________________ Date: ______________

Human Resources Signature: ______________________ Date: ______________

Original: P-File
cc: Employee, Supervisor