



Position Title: <b>Enrollment Coach Outreach Specialist</b>	Reports to: <b>Recruitment and Enrollment Manager</b>
Department: <b>Student Services</b>	FLSA Status: Non Exempt
Classification: <b>Regular Full Time</b>	Benefit Eligibility: <b>Yes, Full Time Benefits</b>
SOC Code: <b>21-1012</b>	Last Updated: January 3, 2023
Home Campus: <b>Green Bay/Oneida Campus</b>	Posting Status: <b>Second Post - OPEN</b>
Grant Funded: <b>Fully Grant Funded</b>	Application Deadline: <b>Friday, April 19, 2024 at 4:00 P.M.</b>

**Position Summary:** The Enrollment Coach Outreach Specialist represents the College of Menominee Nation to prospective students and organizations and works to convert prospective students into enrolled students. This position will exhibit superior customer service, communication skills, and professionalism throughout daily interactions and communications with prospective students, including phone calls, emails, text messages, campus tours, off-campus events, and information sessions held virtually and in person.

#### **Position Responsibilities & Duties:**

##### **1. Recruitment**

- a. At all times, conduct themselves with integrity and honesty and in a manner consistent with the institution's mission.
- b. Recruitment will focus on a 100-mile radius of the Green Bay/Oneida Campus.
- c. Travels occasionally throughout the market area conducting and hosting activities intended to drive student engagement.
- d. Conduct presentations at area high schools, college and career fairs, and community events.
- e. Work to meet or exceed an established number of applicants based on the Strategic Enrollment Management Plan.
- f. Coordinate and attend special programs and events as needed to support prospective students and community partners regarding Admissions and Enrollment Services.
- g. Promote college academic programs to prospective students and other target populations.
- h. Attend community programs and events, especially those designed for traditionally underrepresented populations.

##### **2. Student Support**

- a. Works to convert prospected students into accepted and enrolled students by supporting students in submitting required documentation for admittance
- b. Attends and assists with Admissions Preview Day, New Student Orientation, and Registration events.
- c. Assists parents and students with enrollment-related questions and issues as appropriate.
- d. Provide a supportive enrollment experience for new students based on a student-centered approach to the enrollment process.

##### **3. Outreach**

- a. Provides information regarding admission requirements, financial aid programs, programs, scholarship eligibility, student life, and other aspects of the College to prospective students, families, and area businesses.
- b. Schedules and performs campus tours to prospective students and parents.

- c. Establish and maintain long-term relationships with the community, referring agencies, and other sources.
- d. Proactively network for new community contacts to build ongoing and long-term relationships.
- e. Serve as a college resource person and representative who connects with community organizations, high schools, adult learners, and local schools to share admissions, financial aid, and program information with prospective students.

#### **4. Data Monitoring/Tracking**

- a. Evaluate recruitment efforts and make recommendations for improvement.
- b. Produce weekly tracking reports as requested.
- c. Keep up-to-date records on prospective students (inquiry-to-applicant) and track student inquiries to increase awareness of programs and admissions requirements through organized records.
- d. Analyze recruitment trends, demographics/geographic data, and market research.
- e. Utilize data to develop and implement recruitment/marketing strategies to achieve weekly/monthly recruitment goals.
- f. Tracks and monitors recruitment strategies to influence new marketing and recruitment tactics.
- g. Develop enrollment reports from the Student Information Database System - Empower related to admission funnels, projections, and conversion rates.

#### **5. Other Duties**

- a. Stays current on recruiting trends and efforts
- b. Supervises/completes recruitment projects as assigned by the Recruitment and Enrollment Manager.
- c. Attend national training/professional development activities
- d. Collaborate with the Recruitment and Enrollment Manager to implement the annual recruitment and engagement plan.
- e. Attend workshops and training to keep abreast of changing regulations, procedures, and technology as it applies to admissions, outreach, and student support.
- f. Other duties as assigned for the overall success of the college.

**Minimum Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **1. Education:**

- a. Associate degree in business, education, or another related field.

#### **2. Experience:**

- a. Two years of student services and higher education experience are required, preferably in an admissions office.
- b. Strong analytical, presentation, and communication skills.
- c. Must have work experience with individuals of various economic, racial, ethnic, gender, and disability backgrounds
- d. Must be a team player that works cooperatively, effectively, and accurately
- e. Demonstrated involvement with higher education initiatives and teams devoted to improving diversity, inclusion, and equity in all aspects of the student experience.
- f. Working expertise with Microsoft Office software (Word, PowerPoint, Excel) and collaboration software (MS Teams, Zoom, Google Drive, Box).

- g. Professional and resourceful style with the ability to work independently, as part of a team, and on committees.
- h. Must be able to work evenings and weekends.
- i. Required travel between CMN Campuses.

### **3. Personal Traits**

- a. Dependability, Attendance, and punctuality.
- b. Communication skills.
- c. Customer service to students, staff, vendors, and contractors.
- d. Judgement, Decision making, and problem-solving.
- e. Innovation (Continuous Process Improvement)
- f. Attitude, enthusiasm, cooperation.
- g. Managing change and adaptability.
- h. Good moral character, mature judgment, and a strong sense of responsibility and dedication.
- i. Highly positive and enthusiastic style; capable of motivating others.

### **Desired Qualification:**

- a. Bachelor's degree in business, education, or another related field.
- b. Experience working in higher education admission, financial aid, or other student services areas.
- c. Experience working at a Tribal College
- d. Two-five years of student services and higher education experience preferably in an admissions office.
- e. Knowledge of recruitment and admissions management and best practices in higher education.
- f. Knowledge of federal regulations such as the Family Education Rights and Privacy Act (FERPA) and Americans with Disabilities Act (ADA) as it relates to student accommodation.
- g. Experience working with multiple demands, schedules, and work styles.
- h. Ability to prioritize various tasks and assignments.
- i. Sharp record-keeping skills with attention to detail.

### **Reporting to this Position:** No Direct Reports

### **Physical Demands:**

Physical demands are classified as Light -lifting no more than 20 pounds at a time with frequent lifting or carrying of objects weighing up to 10 pounds, with frequent walking, standing or sitting most of the time with some pushing and pulling of arm or leg controls.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

-Performs administrative office Functions - Frequently

-Exposure to office/classroom environment - Frequently

-Exposure to shop or maintenance environment - Never

**Tools & Equipment Used:** Office equipment including copy, scan, print and fax machines, computer, calculator and telephone.

## **Application Process**

### **A Complete Application includes:**

- Letter of Interest
- Current Resume
- Completed CMN online application form available under *job opportunities* at <http://www.menominee.edu/careers>
- Copy of all college-level transcripts (*official transcripts required upon hire*)
- Three (3) Professional References
- Copy of valid WI Identification card and/or *Driver's License (if applicable)*
- Proof of relevant certificates or training
- Proof of Tribal enrollment status
- Proof of honorable or general military discharge paperwork (*if applicable*)

**It is not the responsibility of CMN to notify applicants of missing documentation. Incomplete application packets will not be considered.**

**Application materials can be mailed to:**

**College of Menominee Nation**

**Attn: Human Resources**

**P.O. Box 1179**

**Keshena, WI 54135**

Or

**Email to: [hr@menominee.edu](mailto:hr@menominee.edu)**

**[bsanapaw@menominee.edu](mailto:bsanapaw@menominee.edu)**

**Posting Closes on Friday, April 19, 2024 @ 4:00 P.M.**

**Second Posting - OPEN**

NOTE: Pre-employment drug testing is part of the hiring process.

EOE/MITW 82-1