



Assistant Director of Admission for Academic Initiatives & Local Outreach

Office of Admission

Fort Lewis College
Durango, Colorado

Position Summary

The Fort Lewis College Office of Admission is looking for an energetic professional colleague to join our team in identifying, inspiring, and enrolling promising scholars and future leaders. The Assistant Director for Community Outreach manages outreach and recruitment efforts in the local Four-Corners market, while contributing to the development and implementation of a comprehensive and data-driven undergraduate recruitment plan and managing community outreach events and relationships in the local community. The Assistant Director is also responsible for the development and coordination of faculty and department recruitment efforts in conjunction with the Office of Admission.

Minimum Qualifications

- Bachelor's degree
- Minimum of 3 years' experience in Admission/Enrollment in Higher Education or Outreach and Community Relations related field within the last five years
- Strong written and verbal communication skills, including excellent presentation abilities
- Experience working with diverse groups of people in a variety of settings
- Demonstrated ability to effectively manage multiple priorities
- Display strong planning and organizing skills, attention to detail and experience making data driven decisions
- Demonstrated experience cultivating relationships and identifying opportunities
- Must have the ability to travel a minimum of 10 weeks throughout the year as well as travel for day trips monthly.

Preferred Qualifications

- Master's degree in related field
- Spanish bilingual ability
- Experience navigating available resources or participating in activities related to higher education and/or the 16 to 22-year-old prospective student market
- Experience as a student leader, Student Admission Representative, Tour Guide, Resident Advisor, Peer Advisor, Orientation Leader or similar student involvement
- Experience working with college faculty or academic administration

Major Responsibilities

Academic Recruitment Initiatives

- Develop and execute academic recruitment initiatives in coordination with department faculty and chairs in support of a broader recruitment plan. This includes: operating with a high level of professionalism and providing service to both internal and external audiences; consistently exercising discretion and judgement on resource allocation; critically analyzing programs and data to measure success. Specific initiatives include, but are not limited to:

- Liaison with the Honors Program: coordinating marketing and communications, recruitment strategies and working closely to monitor and assist with the application and notification process
- Coordination of “Faculty on the Road” programs
- Coordinating faculty outreach efforts to assist with yield
- Creating training and support materials for departments participating in recruitment initiatives.

Local Higher Education Community Relations

- Develop and manage relationships with key constituents in territories to include high school and community college counselors, community-based organizations and alumni, parents and students
- Identify opportunities for partnership and ways to offer support to local high schools and higher education related community-based organizations. This may include developing regional professional development opportunities, preparing college-related presentations to provide in the high schools or assisting with existing higher education related programming in the community.
- Apply professional judgement and discretion when communicating with external audiences, prioritizing limited resources, attending higher education related events in the four-corners region and collaborating with other departments across campus.

Local Recruitment

- Develop and execute a comprehensive recruitment plan to serve our local region.
- Counsel, advise, and maintain positive contact with prospective students and their families, regarding admission requirements, transfer policies, financial aid and scholarships, and campus life through personalized outreach efforts to include phoning and texting campaigns as well as
- Present to large and small groups of students and guests at on- and off-campus events including high school visits, college fairs, campus visit programs, application workshops, community events and parent nights.
- Prepare written reports, make strategic recommendations and contribute to the overall development of recruitment plan
- Schedule high school visits and college fairs and coordinate other outreach activities to prospective freshmen and transfer students, maintain calendar of events and provide activity reports
- Serve in an on-call advising capacity on a regular rotation in the Office of Admission providing excellent customer service to visiting students, families and community members as well as responding to phone and email inquiries and facilitating information sessions.
- Be proficient in the Admission CRM (Slate) student records, communication, reporting, and application review. Responsible for monitoring activity of students in assigned territory, managing communication and following up in a timely manner.

Coordinate Recruitment Opportunities

- Identify, analyze and determine events that fall outside of traditional recruitment efforts that the Admission Office should allocate resources towards.
 - Coordinate staffing of events identified as having direct or indirect recruitment value. Staffing expectation is that Assistant Director will travel and attend events and may coordinate additional assistance from other campus partners.
 - Implement and oversee program to identify, train and monitor alumni attending college admission fairs and other events on behalf of Fort Lewis College.

Other Duties

- Collaborate and take direction from the Assistant Director of Campus Visit Programs in regard to responsibilities that contribute to the success of all campus visit programs. This may include planning and implementing components of larger programs or coordinating specific events.
- Responsible for timely follow up with internal and external customers
- Complete reports related to recruitment, schedule, travel, and special programs
- Participate as an engaged and supportive member of the Admissions team by:
 - Participating in meetings, committees and special projects
 - Assisting colleagues with team projects
 - Proactively engaging in identifying areas for improvement and innovation
- Other duties as assigned

Work Conditions

The work environment characteristics described here are representative of those that an employee can expect while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The Office of Admission is a fast-paced and dynamic office. As the face of Fort Lewis College, we have a high standard for exceptional customer service and professionalism and a positive culture of collaboration. To be successful in the Office of Admission you must:

- Must be flexible, capable of handling a demanding work schedule and be able to work independently and within a team management structure
- Ability to work productively with moderate noise & distraction (i.e. business office with computers, phone, and printers, light traffic).
- Must have a sense of humor
- Must be adaptable to changing policies, procedures and practices

Physical Demands

The physical demands described here are representative of those that must be met by the employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential function

- While performing the duties of this job, the employee is regularly required to, stand, sit; talk, hear, and use hands and fingers to operate a computer and telephone equipment
- Specific vision abilities required by this job include close vision requirements due to computer work
- Light to moderate lifting is required
- Ability to manage the physical demands of travel extensively (by car, plane, etc.) without additional personnel is required.

Compensation

The salary for this position will be \$50,000 plus a [comprehensive benefits package](#).

Application Process

A complete application packet includes:

- Cover letter addressing interest and qualifications for position

- Include details regarding how your personal and professional experiences allow you to encourage a learning environment grounded in equity and inclusion. “How do you envision contributing to Fort Lewis College’s commitment to equity and inclusion?”
- Resume
- Names and contact information for three current, professional references

Submit materials as one PDF file via email to:

ADAdmission-Search@fortlewis.edu

**Application materials received by June 26, 2022, will receive full consideration.
Position will remain open until filled.**

*The successful candidate will be required to submit original, official college transcripts,
and pass a background check.*

The College and the Community

[Fort Lewis College](#), a public institution located in [Durango, Colorado](#), offers degree programs in arts, business, education, health fields, humanities, social and natural sciences, and teacher education. Our inspiring mountain campus is located atop a scenic mesa overlooking historic Durango and situated between the San Juan Mountains and the desert Southwest. We are committed to accessible and high-quality baccalaureate education, and our hallmarks are remarkably close relationships between students and faculty, the freedom of intellectual exploration, and the challenge of experiential learning. Our 3,300 students come from 48 states, 17 countries, with 36% Native American and Alaska Native backgrounds, and 11% Hispanic backgrounds. Durango is a thriving multicultural community of 18,500 set along the beautiful Animas River Valley. Averaging 300 sunny days per year, the community is known for its outdoor lifestyle and friendly, festive atmosphere. Durango is also the cultural and economic hub of the Four Corners region, rich in dining, shopping, and entertainment, and linked with airline service to hubs in Denver, Phoenix, and Dallas.

Equal Opportunity

Fort Lewis College does not discriminate on the basis of race, age, color, religion, national origin, sex*, disability, sexual orientation, gender identity, gender expression, family or domestic status, political beliefs, veteran status, pregnancy, or genetic information. Accordingly, equal opportunity for employment shall be extended to all persons. The College shall promote equal opportunity, equal treatment, and affirmative action efforts to increase the diversity of students, faculty, and staff. The College is dedicated to building a culturally diverse and pluralistic faculty and staff committed to teaching and working in a multicultural environment.

To file a report, get resources, read policies, or make an appointment, See www.fortlewis.edu/CARE.

Questions about Title IX sex discrimination? Office of the Title 9 Coordinator Kate Suazo 230 Skyhawk Station 1000 Rim Drive Durango, Colorado 81301 (970) 247-6729 cmsuazo@fortlewis.edu	Other discrimination questions? Office of the Equal Opportunity Coordinator David Pirrone 192 Education Business Hall 1000 Rim Drive Durango, Colorado 81301 (970) 247-7182 djpirrone@fortlewis.edu
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Information about Fort Lewis College’s alcohol and drug policy, sexual assault policy, campus security policies, campus crime statistics, fire safety procedures and fire statistics, and campus/community resources can be found in the [Annual Security and Fire Safety Report](#). Hard copies are available upon request.

* Title IX of the Education Amendments of 1972 and Part 106 of the Code of Federal Regulations (CFR) prohibit discrimination on the basis of sex, including in admission and employment. Inquiries about the application of Title IX and CFR 106 to Fort Lewis College may be directed to FLC's Title IX Coordinator and/or to the Assistant Secretary for Civil Rights of the Department of Education.

ADAA Accommodations

Any person with a disability as defined by the ADA Amendments Act of 2008 (ADAAA) may be provided a reasonable accommodation upon request to enable the person to complete an employment assessment. To request an accommodation, please contact Kristin Polens by phone 970-247-7459 or email kpolens@fortlewis.edu at least five business days before the assessment date to allow us to evaluate your request and prepare for the accommodation. You may be asked to provide additional information, including medical documentation, regarding functional limitations and type of accommodation needed. Please ensure that you have this information available well in advance of the assessment date.