

Employee Name:



MPP / Staff Position Description

HUMAN RESOURCES USE ONLY	
Conflict of Interest (COI) Designated: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<u>MPP Positions Only</u>
Mandated Reporter: <input type="checkbox"/> Limited <input checked="" type="checkbox"/> General <input type="checkbox"/> N/A	MPP Job Code:
Review Date: 08/26/2024	Job Family:
	Job Function:
	Job Category:

Mandated Reporter Per CANRA YES NO

The person holding this position is considered a 'mandated reporter,' under the California Child Abuse and Neglect Reporting Act (CANRA) and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

Please Note: A current and accurate signed Position Description is required for each MPP / Staff position and must be on file in the Center for Human Resources. After completion, the Position Description should be reviewed, signed and dated by the employee, the supervisor and the Center for Human Resources - Classification and Compensation.

Please check one: New Position Existing Position Update

Date:	
Department & Division:	Prospective Student Services, Enrollment Services
Employee Name <i>(leave blank if vacant):</i>	
Current Classification & Grade:	Student Services Professional IV
FLSA Status: <i>(exempt or non-exempt)</i>	Exempt
Working Title:	Assistant Director of Student Recruitment and School Relations
Position Number & Job Code:	10000082, 3086
Working Title & Position Number of HEERA Designated Appropriate Administrator:	Matthew Hebert, Director of Student Recruitment and School Relations, 10002092

Employee Name:

I. FUNCTION OF THE EMPLOYING UNIT:

Enrollment Services is comprised of Admissions, Evaluations, Office of the Registrar, Graduate Admissions, Prospective Student Services, and Communications. The goals of Enrollment Services are to implement SDSU enrollment management policies and to provide services to students from their initial point of interest in SDSU to their graduation.

Prospective Student Services (PSS) represents SDSU to various constituents regarding university admissions. The unit consists of senior admission counselors, admissions counselors, and director. The admission counselors are responsible for recruiting undergraduate students, presenting admission information to students, parents, and counselors and coordinating their travel to various high schools throughout the year. The oversees all operations of the Prospective Student Center, manages the staff and student assistants for this unit, and implements the strategic plan in order for the university to meet its enrollment management goals.

II. PURPOSE OF POSITION:

The Assistant Director of Student Recruitment and School Relations is responsible for the following:

- Working closely with the Director of Student Recruitment and School Relations on implementing goals for the Prospective Student Center (PSC) and the strategic plan and direction of the Prospective Student Services unit
- Managing and overseeing the operational needs of the Prospective Student Center which includes evaluating services to ensure the highest level of customer service. This includes in-person as well as virtual prospective student services
- Supervising and handling all training for unit staff and student assistants supporting the Prospective Student Center
- Leading collaborative efforts in developing, implementing, and evaluating campus visitation programs including the Campus Tour and Admission Presentation program to meet strategic initiatives
- Handling sensitive and high priority problem situations from prospective students and/or parents that require substantial independent judgment, appropriate discretion and effective resolution
- Providing assistance and input on the recruitment scholarship initiative and processes
- Collaborating with the Director on maintaining and honing high school and community college partnerships and relationships
- Assisting the Director and unit staff in planning large-scale events, such as Explore SDSU, SDSU Preview Day, and CSU Counselor Conferences

III. CHANGES IN RESPONSIBILITIES:

- This position now assists the director in planning and facilitating large scale events as well as student recruitment and school relations activities such as relationships with high schools and community colleges, the recruitment scholarship initiative, and other such recruitment initiatives

Employee Name:

IV. MAJOR RESPONSIBILITIES:

Clearly list the major responsibilities/essential functions in descending order from the most important to the least important. Indicate the approximate percentage of time spent in each (percentages should not be less than 5%). The percentage must total 100%.

Description of Responsibilities:	(%) Percent of Time
<p>Oversee the operational needs of the Prospective Student Center</p> <ul style="list-style-type: none">• The incumbent is expected to lead a very busy visitor and customer service center for a large university that receives more than 100,000 applications for admission, including both in-person as well as virtual services• Analyze areas where multiple questions arise for quality control and improvement• Evaluate, develop, and implement improvements to communication strategies so that prospective students are adequately and consistently served to highest degree of satisfaction• Serve as the primary contact for parents and/or prospective student's complaints/concerns and potentially controversial policies as an impacted CSU• Develop and determine plan of action for alternate options to prospective students and/or parents by using independent judgment and effective resolution.• Work cooperatively with a variety of professional staff and ES managers to address and resolve problem situations and implement solutions.	60
<p>Supervision and Training of Prospective Student Center staff</p> <ul style="list-style-type: none">• Provide supervision and leadership to PSC staff and student employees• Guidance and training using technology to assist in the recruitment of prospective students, such as the my.SDSU initiative and Slate CRM• Give the Director input for regular staff evaluations and counsel staff and student workers• Develop and implement training and professional development program for PSC staff and students employees• Delegate individual staff responsibilities in the Prospective Student Center, and evaluate and adjust as necessary	10
<p>Student Recruitment and School Relations</p> <ul style="list-style-type: none">• Strategize and work closely with the Director and other campus and department management on student recruitment initiatives• Identify and evaluate potential markets and for increasing new student enrollment in specific demographics	10

Employee Name:

Description of Responsibilities:	(%) Percent of Time
<ul style="list-style-type: none"> • Liaise with high school and community college directors and counseling staff to support unit’s strategic school relationship efforts 	
Campus Visitation Programs <ul style="list-style-type: none"> • Oversee campus visitation programs such as the campus tour and presentation program, including logistical and staffing support • Use Slate CRM event management system for tour planning, tracking, and implementation and evaluation • Assign staffing duties for presentations and determine content of presentations • Develop tour presentations for special populations and groups including students from diverse socioeconomic backgrounds. • Work collaboratively with New Student and Parent Program Director and the SDSU Ambassadors for tour scheduling 	10
Other duties as assigned	10
Total =100%	100

V. LEAD WORK DIRECTION OVER OTHERS:

List of individuals the incumbent supervises/leads. Indicate the type of supervision, whether direct (directly supervises the position and conducts performance evaluation) or general (acting in a lead capacity or assigning work).

Classification	Working Title	Type of work direction (Direct or General)
SSPII	Admissions Counselor (Britt)	general
SSP IA	Admissions Counselor Trainee (Landeros)	general
SSP IA	Admissions Counselor Trainee (Landeros)	general
SSP II	Admissions Counselor (Woldemariam)	general

VI. POSITION REQUIREMENTS:

A. List education and years of experience required that are based on the classification standards.

Equivalent to graduation from a four-year college or university in a related field plus upper division or graduate course work in counseling techniques, interviewing and conflict resolution where such are job related.

Employee Name:

Possession of these knowledge and abilities is typically demonstrated through the equivalent to four years of progressively responsible professional student services work experience which includes experience in advising students individually and in groups, and in analysis and resolution of complex student services problems.

A master's degree in Counseling, Clinical Psychology, Social Work or a job-related field may be substituted for one year of professional experience. A doctorate degree and the appropriate internship or clinical training in counseling, guidance or a job-related field may be substituted for two years of the required professional experience for positions with a major responsibility for professional, personal or career counseling.

B. Skills, knowledge, and abilities required for this position that are based on the classification standards

- Thorough knowledge of the principles of individual and group behavior; general knowledge of the principles, practices and trends of the Student Services field; general knowledge of individual counseling techniques; general knowledge, or the ability to rapidly acquire such knowledge, of the organizational procedures and activities of the specific campus to which the position is assigned.
- Thorough knowledge of the policies, procedures, and practices of the program area to which assigned or the ability to quickly acquire such knowledge. General knowledge of the policies, practices, and activities of Student Services programs outside the program to which immediately assigned; general knowledge of the principles, problems and methods of public administration, including organizational, personnel and fiscal management; general knowledge of advanced statistical and research methods.
- Ability to interpret and apply program rules and regulations; ability to use initiative and resourcefulness in planning work assignments and in implementing long-range program improvements; ability to obtain factual and interpretative information through interviews; ability to reason logically; ability to collect, compile, analyze and evaluate data and make verbal or written presentations based on these data; ability to advise students individually and in groups on routine matters where required; ability to recognize multicultural, multisexed and multi-aged value systems and work accordingly; and ability to rapidly acquire a general knowledge of the overall operation, functions and programs of the campus to which assigned. Demonstrated ability to make decisions and carry through actions having implications with regard to other program or service areas Services Office.
- Ability to analyze complex situations accurately and adopt effective courses of action; ability to carry out a variety of professionally complex assignments without detailed instructions; and ability to establish and maintain cooperative working relationships with a variety of individuals.
- Ability to carry out very complex assignments without detailed instructions; advise students individually or in groups on varied and complex matters; determine the appropriate course of action and proper techniques to utilize while engaged with individuals and groups in personal interactions of a sensitive nature; reason logically and analyze and solve organizational and operating problems of one or several program areas; plan, coordinate and initiate actions necessary to implement administrative or group decisions or recommendations; analyze and define complex organizational, policy or procedural problems, collect and evaluate data, draw valid conclusions and project consequences of various alternative courses of action; understand the roles and responsibilities of others and to gauge relationships accordingly by taking into account the variety of the interrelationships, motivations and goals of the members of the organization served; and establish and maintain effective, cooperative and

Employee Name:

harmonious working relationships in circumstances which involve the denial of requests or the necessity to persuade others to accept a different point of view.

Possession of these knowledge and abilities is typically demonstrated through the Experience requirements below.

C. Specialized skills required for this position

- Ability to provide administrative leadership to a highly public and critical unit
- Experience planning large scale events
- Experience leading scholarship review committees
- Ability to work alternative hours for activities such as recruitment events that take place on weekends or evenings
- Experience working in an admissions office
- Experience conducting admissions presentations
- Knowledge of CSU/SDSU enrollment requirements
- Ability to travel for work and experience visiting high school and community colleges to speak to prospective students about college/university

D. License and Certification Required (I.e., Driver's License and Grade, Certification, etc.)

California driver's license; Defensive Driving Course

VII. PREFERRED QUALIFICATIONS:

- Knowledge of organizational structures and university systems
- Ability to evaluate complex data and information to make programmatic recommendations for recruitment efforts
- Extensive knowledge of SDSU/CSU admissions requirements and policies as they apply to the SDSU service area, local admissions area, northern San Diego County, for first-year, transfer, and graduate level applicants
- Superior oral and interpersonal communication skills
- Ability to manage multiple tasks and be an innovative problem solver
- Ability to seek feedback and listen to staff needs and questions regarding office efficiency
- Excellent customer service skills
- Experience with CRM event management systems such as Slate
- Extensive experience working with school counselors and school counseling offices


Employee Name:

VIII. SIGNATURES:

The signature indicates position description is an accurate and correct statement of duties and responsibilities assigned to the position. (Limited to 3 Signers as listed below)

Incumbent's Signature/Acknowledgment

Date


Matthew Hebert (Aug 26, 2024 10:19 PDT)

Aug 26, 2024

Appropriate Administrator Signature

Date


Glenn Perez (Aug 26, 2024 10:52 PDT)

Aug 26, 2024

Classification & Compensation Services

Date

Employee Name:

Attachment A

Complete for all positions

To comply with the provisions of the Americans with Disabilities Act, specify the physical, mental, and environmental conditions of the essential functions of the job, please complete the sections below.

Physical Summary: Choose one description out of the categories below that best describes this position.

- Sedentary Work:** Involves mainly sitting. Walking and standing are minimal. Lifting is limited to lightweight objects (10 pounds or less).
- Light Work:** Job involves some lifting of medium weight objects (10-20 pounds) and/or 10% -20% of the job involves standing or walking.
- Medium Work:** Job involves lifting heavy-weight objects (20-40 pounds) and/or 20%-40% of the job involves standing, squatting, kneeling, or walking. May require pushing or pulling objects within the weight limits.
- Heavy Work:** Job involves lifting more than 40 pounds. Approximately half of the incumbent's time will be spent walking, standing, squatting, kneeling, or climbing.

Use the codes below for each of the items which most accurately describe the extent of the specific activity performed in this position.

"C" = constantly or 6-8 hours per day

"O" = occasionally or up to 3 hours per day

"F" = frequently or 3-6 hours per day

"N" = never

Physical Requirements of the Position		Mental Requirements of the Position	
O	Bending (neck)	F	Reading & Comprehending
O	Bending (waist)	F	Writing
N	Climbing	O	Performing Calculations
N	Crawling	F	Communicating Orally
N	Kneeling	F	Reasoning & Analyzing
O	Pushing/Pulling	F	Decision Making
F	Sitting	F	Directing/Coordinating Others:
O	Squatting		Other:
O	Standing	Environmental Working Conditions	
O	Twisting (neck)	O	Exposure to variations in temperature/humidity
O	Twisting (waist)	N	Exposure to chemicals, gases, dust or fumes
O	Walking	N	Operates machinery or drives motorized equipment
O	Handling Objects	N	Exposure to bio-hazards
F	Manual dexterity	F	Working in normal office environment
O	Reach above/below shoulder	O	Working outside with various weather conditions
N	Using foot controls	N	Uses specialized equipment
	Other:		Other:

Employee Name:

Attachment B

Complete for all positions

Sensitive Position: For current employees who are voluntarily reassigned or reclassified to a sensitive position, a background check is also required. To determine if this position is a sensitive position, please consult with Human Resources and reference the [CSU Background Check Policy](#).

Consideration for designation as a sensitive position per HR Technical Letter 2017-17		
1. Does this position have responsibility for the care, safety, and security of people (including children and minors), animals, and CSU property?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Sexual offender registry check for those who perform work involving regular or direct contact with minor children and those who are identified as mandated reporters of child abuse and neglect under Executive Order 1083 and California Penal Code §11165.7(a).
2. Does this position have access to and responsibility for detailed personally identifiable information about students, faculty, staff, or alumni that is protected, personal, or sensitive?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Access to Level Protected Level 1 Data: (i.e., Passwords, DOB, Credit Card Numbers, SSN's, Medical Data, Law Enforcement Records, etc.) - Link to or incorporate ICSUAM pages.
3. Does this position have access to student records?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	FERPA (Access to student education records)
4. Is the position responding for recording/reporting Clery Data?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Clery Act Basics
5. Does the position have access to protected health information?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	HIPAA
6. Will this position be an active/participating member of the SDSU Emergency Operations Team?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	EOC Member
7. Does this position have responsibility for operating commercial vehicles, machinery or equipment that could pose environmental hazards or cause injury, illness, or death?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Motor Vehicle Records/Licensing Check is required. CA Defensive Driver
8. Does the position influence or make decisions regarding real property, real property acquisitions and/or leaseholds, land use and/or development?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	COI CAT 1
9. Does the position influence or make decisions regarding the purchase of goods, service or construction work? Note: Having a procurement card is not qualifying if the individual is limited to making directed and supervised purchases from established vendors.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	COI CAT 2

Employee Name:

10. Does the position influence or make decisions regarding the investment of SDSU/CSU funds.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	COI CAT 5
11. Does the position influence or make decisions regarding the sale of campus goods, services, products, or commodities (including agricultural commodities), which are sold by the campus?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	COI CAT 6

Employee Name:

Attachment C

Complete for **MPP Positions Only**

Mental Effort:

Enter frequency of occurrence for all applicable activities using the following key:

1=Never Occurs 2=Seldom Occurs 3=Sometimes Occurs 4=Occurs Often 5=Almost Always Occurs

<u>Planning</u>		<u>Staffing</u>	
	Forecast		Define Roles
	Set Program Goals		Give Input to Position Descriptions
	Determine Budget Allocations		Determine Selection Criteria
	Establish, Implement, Revise Policies		Recruit/Interview/Select
			Orient Staff
<u>Organization</u>		<u>Employee Relations</u>	
	Describe Relationships Between Functions		Initiate Corrective Action
	Define Department/Divisional Structure		Authorize Formal Discipline
	Establish Priorities to Meet Goals		Administer Collective Bargaining Agreements
	Schedule Work for Employees		Prepares/Investigates Grievance Awards and Complaints
	Implement procedures		Formulates/Represents University Position for Formal Grievances/Complaints
	Determine work methods		
	Balance multiple tasks/projects		
<u>Direction/Leadership/Supervision</u>		<u>Performance Evaluations</u>	
	Educate		Determine Performance Standards
	Delegate		Authorize/Approve Awards
	Coordinate		Prepare Performance Evaluations
	Coach/Train/Develop		Observe/Follow-Up on a Daily Basis
	Recommend Formal Training		Correct Work/Behavior Problems
	Motivate		
	Instruct/Demonstrate		
	Schedule Staff/Readjust Schedule		
<u>Organization</u>		<u>Other</u>	
	Describe Relationships Between Functions		
	Define Department/Divisional Structure		
	Establish Priorities to Meet Goals		
	Schedule Work for Employees		
	Establish deadlines		
	Implement procedures		
	Determine work methods		
	Balance multiple tasks/projects		

Employee Name:

Attachment D

Department Organization Chart

Instruction: Please insert an image of your department's organization chart and highlight where this Position Description falls within the chart.

