



# University Staff Position Description Form

Office of Human Resources

This description will be used as a basis for determining classification/skill level and will be maintained as an official record of the duties assigned to this position. Employee participation in the completion of this document is encouraged; however, the appointing authority and supervisor are accountable for establishing the assignment and ensuring the accuracy of this information.

FOR HUMAN RESOURCES USE ONLY:					
APPROVED CLASSIFICATION	CLASS CODE	EEO CAT	RANGE/ GRADE CODE	APP. BY C&C	DATE
SSP III	3084	4	1	LL	9/4/24

## 1. POSITION INFORMATION

Employee: \_\_\_\_\_ Department: COB Graduate Programs Office

Current Classification: Student Services Professional III Working Title: Graduate Recruitment and Admissions Coordinator-CCE Supported Programs

Time Base:  F.T.  P.T. \_\_\_\_\_ %  Other \_\_\_\_\_ FLSA Status:  EX  NE

Position Provides Lead Work Direction To:

Classification: _____	Qty: _____	FTE: _____
Classification: _____	Qty: _____	FTE: _____
Classification: _____	Qty: _____	FTE: _____

Name & Title of Work Lead (if any): \_\_\_\_\_

Name & Title of Appropriate Administrator: Maleeha Mir Khan, Executive Director of Graduate Programs

Name & Title of Dean/Manager (MPP): Jean- Francisco Coget, Dean of COB

## 2. PRIMARY ACTION BEING REQUESTED (Select One)

Job Posting:  New Position  Replacement Position, former incumbent: \_\_\_\_\_

Update Position Description Only:

NOTE: An updated position description requires providing Employee with seven (7) days' advance notice. This updated position description must be endorsed by the Appropriate Administrator before being signed by the Employee. The Employee signs at least seven (7) days' prior to Effective Date.

Effective Date: \_\_\_\_\_

## 3. SIGNATURES

Signatures denote that this position description is an accurate statement of the duties and responsibilities assigned to this position. The person holding this position is considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_

Appropriate Administrator: \_\_\_\_\_ Date: \_\_\_\_\_

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Dean/Manager (MPP): \_\_\_\_\_

Date: \_\_\_\_\_

#### 4. MINIMUM QUALIFICATIONS

Please list only the Minimum Qualifications of the appropriate classification standards for this position. (Depending on the classification, this may be shown in the classification standards as Minimum Qualifications, Entry Qualifications, or Typical Qualifications. (Classification standards can be found at <https://www.calstate.edu/csu-system/careers/compensation/Pages/Classification-Standards.aspx>.)

**Knowledge and Abilities:** Thorough knowledge of the principles of individual and group behavior. General knowledge of the principles, practices and trends of the Student Services field as well as general knowledge of the policies, procedures and practices of the program area to which assigned; 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. Working knowledge of student services programs outside the program to which immediately assigned.

Ability to analyze complex situations accurately and adopt effective courses of action; advise students individually and in groups on complex student-related matters; determine appropriate courses of action and proper techniques to utilize while engaged with individuals in personal interactions of an argumentative or sensitive nature; interpret and evaluate descriptions and explanations of problems brought forward by individuals or student organizations, analyze and define the problem, draw valid conclusions and project consequences of various alternative courses of action; carry out a variety of professionally complex assignments without detailed instructions; and establish and maintain cooperative working relationships with a variety of individuals.

**Experience:** Possession of these knowledge and abilities is typically demonstrated through the equivalent of three years of progressively responsible professional student services work experience. One year in the program area to which assigned may be preferred but is not required.

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

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

#### 5. KNOWLEDGE, SKILLS, ABILITIES, AND EXPERIENCE

Please list any knowledge, skills, abilities, and experience for this position.

**Required:** Must be comparable to the Minimum Qualifications, appropriate to the skill level of the position, and would allow an incumbent to satisfactorily perform the Essential Functions of the position.

**Experience:**

1. Experience in outreach, recruitment, marketing or public relations.
2. Experience in analyzing student information and making recommendations

**Knowledge, Skills, Abilities**

3. Ability to apply high degree of judgement, persuasiveness, imagination, professional skills, and knowledge in graduate student recruitment and admissions, as well as a general understanding of the interrelationships and the need for coordinated action within the total Student Services program.
4. Understands outreach, recruiting and admission needs/trends, and develops approaches for possible implementation to meet these needs.

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Date: \_\_\_\_\_

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5. Knowledge of basic academic advising procedures, activities and organizational structures of a university or similar organizations.
6. Excellent written and oral communication skills; ability to deliver a variety of presentations in small and large group environments.
7. Strong interpersonal skills and the ability to initiate and manage relationships with internal and external stakeholders.
8. Ability to perform data collection, online surveys, analysis and report writing.
9. Skills in program management.
10. Ability to make decisions in individual cases to resolve problems where guidelines and precedents do not exist; independently determine approaches and techniques to utilize in advisement situations, and within established parameters, independently determine services and other resources to be provided individuals or groups of clients; and recommend changes on varied matters both within and outside the area of specific assignment.
11. Expertise in use of Microsoft Office Suite and web-based programs and software and working knowledge of professional networking sites such as LinkedIn and Facebook.
12. Ability to act independently, maintain confidentiality, and work effectively with diverse individuals and groups.
13. Skills in sensitivity to the needs of the individuals and of the groups contacted; insight and a sound understanding of some of the cause-and-effect relationships that exist in a university or similar organization.
14. Ability to adjust approaches and techniques in the face of unpredictable responses and rapidly changing circumstances.
15. Experience with event planning and management.
16. Ability to travel and work early mornings, evenings and weekends as needed for special events.

### **Conditions of Employment**

- Ability to pass background check.

**Preferred:** List any desirable qualifications beyond the Minimum Qualifications and those that are Required that would **enhance** an incumbent's ability to perform the work of the position (e.g., additional years of experience, advanced education, certification and/or specialized training).

17. A master's degree in business, Counseling, Clinical Psychology or a job-related field
18. Experience reviewing student applications and providing advising to prospective students.
19. Experience coordinating and conducting student outreach and recruitment events.
20. Prior experience with Customer Relations Management (CRM) systems such as Common Management Systems (CMS, Salesforce/Radius by Campus Management or similar).
21. Experience or familiarity with University academic and computing environments, e.g. Financials, Human Resources, Student records, and CMS.
22. Ability to perform routine updates to website content using online web content editing software (Cascade).
23. Experience researching, collecting and analyzing data to identify emerging trends and opportunities in graduate recruitment and application.
24. Experience working with students in higher education.
25. Experience with recruiting from target groups such as underserved and underrepresented populations.
26. Experience with reviewing student academic records and relating them to course requirements.
27. Experience reviewing student transcripts and familiarity with graduate-level curriculum.

## **6. POSITION SUMMARY**

Provide a few short, specific statements, which outline the purpose of the job.

The Graduate Recruitment and Admissions Coordinator -CCE Supported Programs works in the College of Business (COB) under the Executive Director of Graduate Programs (EDGP). The incumbent reports directly to the EDGP with the focus on CCE Supported graduate programs. Graduate Programs and business needs are subject to change; therefore, programs assigned to this program may vary from time to time.

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The Graduate Recruitment and Admissions Coordinator – CCE Supported Programs is responsible for the analysis and daily operations of the recruitment and admission processes, management and implementation of recruiting and outreach events, outreach to on and off campus partners, data collection through a variety of sources, and preparation of reports that document, analyze and measure the impact of recruiting and admission strategies in all CCE supported programs. The Graduate Recruitment and Admissions Coordinator will participate in the development and implementation of COB policies and procedures, manage the team responsible for primary communication with prospective students and applicants, and will have direct contact with off-campus constituents. This position provides strategic outreach and recruiting efforts at the local, regional, national, and international level to promote the graduate programs and to increase enrollment in all CCE supported programs. This position creates a strategic recruitment plan and designs and implements student recruitment/program promotion and events.

## 7. ESSENTIAL FUNCTIONS OF THE POSITION

Describe each major responsibility assigned to this position and indicate the percentage of time devoted to each function, as well as the frequency in which each function is performed.

Essential Functions and Marginal Functions should have a combined total of 100% of Time.

% of Time	Frequency (daily, weekly, monthly, etc.)	Essential Functions Only (List in order of importance)
30%	Weekly	<p><b><u>Advising, Evaluation &amp; Admissions</u></b></p> <p>The Graduate Recruitment and Admissions Coordinator - CCE Supported Programs meets with and advises graduate prospective students and applicants about University, College, and office policies and procedures. The Graduate Recruitment and Admissions Coordinator - CCE Supported Programs is responsible for:</p> <p>Assisting graduate prospective students and applicants with their educational and professional goals.</p> <p>Communicating, clarifying and elaborating on University, College and Departmental policies and procedures.</p> <p>Counseling prospective and returning graduate students and applicants regarding Sacramento State, CCE and COB policies and procedures.</p> <p>Advising all prospective graduate students and for managing all inquiries referred by different sources; corresponding with prospective students via email, telephone, in-person, and regular mail regarding program information and admission requirements; advising prospective students as to the minimum admission criteria of the graduate program and in that context; and discussing the student’s individual situations regarding admission.</p> <p>Making recommendations to the prospective student to increase the student’s probability of admission. Field questions regarding all aspects of the graduate programs from prospective students attending Information Sessions.</p> <p>Dealing with diverse clients and many complex situations. Acting as a resource and/or making recommendations in technical matters pertaining to the status of the clients.</p> <p>Conducting reviews of transcripts for prospective students to determining which prerequisite courses they will be required to take prior to submitting an application or if admitted to the graduate program.</p>

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40%	Weekly	<p>Counseling students as they move from prospective to admitted status, maintaining comprehensive tracking logs and communication plans via student efiles and CRM database.</p> <p>Providing support to prospective students; acting as a liaison between the COB and the business community. Following up on prospects and inquiries, seeking to convert students to applied and eventually enrolled/matriculated students. Directing and supporting prospective students, and act as liaison for them in utilizing other campus services or appropriate contacts such as Financial Aid Office, CCE, COB Department Offices, Office of Graduate Studies, International Programs and Global Engagement, Graduate Career Center, Admissions and Records, and other support services. Guide prospective students on University and College level policies and procedures, in areas of admissions.</p> <p>Overseeing and executing the admission process including the graduate Special Admissions Committee process. Review and approve or deny a broad range of requests ranging from GMAT/GRE waivers, to foundation course requirements, to admission decisions. Evaluating transcripts of applicants to clarify equivalencies and substitutions. Carrying out admission procedures for those who are clearly qualified and denial procedures for those who are clearly unqualified. Following up on incomplete applications seeking to convert students to enrolled/matriculated students. Managing applicants that need to go through the Special Admissions Committee. Organizing the steps necessary to prepare applicant files for the Special Admissions Committees. Meeting with applicants who have been denied by the Special Admissions Committee to advise them on their next steps for an improved application packet in the reapplication process.</p> <p>Interpreting and explaining COB's requirements, policies and curriculum for CCE graduate programs. Dealing with confidential and at times highly sensitive student information. Overseeing the creation and maintenance of a softcopy file for each prospective student in the student information system of record (Hobson's Radius CRM) and the shared drive. Conducting reviews of transcripts for applicants to assist with foundation course selection.</p> <p>Meeting with applicants who have been denied by the Special Admissions Committee to discuss alternatives, including improving their submission for reapplication in the future.</p> <p>Evaluating transcripts of incoming students to advise them on equivalencies for the Pre-Master's requirements and to determine currency and remaining requirements for the Foundation program.</p> <p>Reviewing applicant admission documentation to ensure that program requirements are met before forwarding the application for University-level review.</p> <p><b><u>Recruitment /Outreach/Program Development</u></b></p> <p>Develop outreach and recruitment plans for the CCE supported graduate programs to support enrollment growth consistent with the campus strategic plan. Create outreach and recruitment plans to support growth in enrollment diversity in CCE supported graduate programs, including improved representation of persons of modest financial means, improved representation of persons from currently underrepresented groups, and a more balanced gender representation among students.</p>
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20%	Weekly	<p>Develop and implement a multiyear recruitment plan; evaluate the effectiveness of the plan; and develop continuous improvement strategies and actions.</p> <p>Coordinate with on and off campus programs, organizations and businesses to develop strong connections with campus/community to promote the CBA and graduate programs. The Graduate Recruitment and Admissions Coordinator - CCE Supported Programs organizes and attends outreach activities for recruiting prospective graduate students. Manages all graduate prospective student outreach - special event reception, preparation, planning, and registration. Assists in preparing and supporting orientations and group advising sessions for newly admitted students each semester.</p> <p>In collaboration with University and COB Marketing, design and produce promotional and outreach materials including but not limited to web pages, brochures, handouts, flyers, pamphlets, and electronic recruiting materials internally or via external vendors.</p> <p>Plans, organizes, implements, administers, coordinates, attends and leads recruiting and outreach events and activities such as information sessions, one-on-one consultation sessions, phone interviews, web conferencing sessions, company site visits, and small group discussions to promote the graduate program.</p> <p>Uses the CRM system, Radius, and other communications tools create a strategic communications plan for recruiting students and facilitating the application process.</p> <p>Collects demographic data for COB events and post-event data (e.g. attendance, outcomes); analyze and interpret data to inform and support graduate program and COB initiatives.</p> <p>Travels to/from off campus sites to independently set up and staff Sacramento State's graduate program booths for the purpose of promoting and recruiting new students.</p> <p>Provides quality customer service for all of the CCE supported customers (direct and indirect), displaying high personal standards with respect to the Graduate Program Office operations, and consistently working to see that the Graduate Program Office comes across as a professional and student-focused office that provides uniformly high-quality service.</p> <p>Provide support for student orientations, student receptions, mixers, social and motivational events, focus groups for curriculum revision, alumni events, career workshops for students, and information sessions for prospective students for all graduate programs, as needed by the Executive Director of Graduate Programs.</p> <p><b><u>Administrative Duties</u></b></p> <p>Develops sound solutions for complex and/or sensitive issues and situations pertaining to the COB prospective graduate students and its operations while keeping in mind the impact on other program areas.</p> <p>Maintains currency on COB and University policies and procedures in order to properly advise and consult with Administrators, and staff in the COB and the on-and off-campus communities. Attends COB meetings as needed to keep abreast of any new programs, policies, and procedures. Independently makes decisions and recommendations to staff</p>
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		<p>and appropriate administrators regarding prospective students and administrative situations and problems.</p> <p>Act as the expert resource for the supervisor in technical matters pertaining to the academic status and advising of CCE supported graduate prospective students, applicants and other Graduate Program Office operations. Develop sound solutions for complex and/or sensitive issues and situations pertaining to the COB Graduate Program office.</p> <p>Maintains contact with the University Graduate Studies Office, International Student Admissions, Admissions and Records, International Programs and Global Engagement, Financial Aid, Enrollment Services, Veterans Affairs and The College of Continuing Education in order to resolve intricate prospective student problems and to remain up to date on policies and procedures followed by these offices. Develops strong working relationships and rapport with individuals in all of these offices, and in any other offices as the need arises, in order to be able to resolve problems and analyze possible situations as quickly and correctly as possible. Establishes, develops, and maintains professional relations with appropriate on-and off-campus communities to better serve the COB graduate clientele.</p> <p>Works with faculty to help them determine if a student is eligible for a particular foundation course, as necessary.</p> <p>Conducts internet research on a variety of topics including CSU Graduate Fairs, AACSB data collection, GMAT information, and CSU Graduate Program comparisons.</p> <p>Serves as the resource to internal and external personnel in technical matters pertaining to the academic status of CCE supported graduate prospective students and applicants.</p> <p>Creates comprehensive reports using Excel formulas and spreadsheets, MS Word, and PowerPoint, regarding applicant data, application trends, recruitment strategies, and admissions results, including reports on growth in enrollment representation of persons of modest financial means, persons from currently underrepresented groups, and gender representation among students.</p> <p>Provides data in the appropriate formats to maintain the business graduate student database. Provides input to the design and improvement issues of the business graduate student database, such as Hobsons</p> <p>Assists in developing and maintaining new systems (including electronic and multimedia) for disseminating program and placement information to graduate students.</p> <p>Responsible for providing the necessary information to the IT staff that is required to keep the website current, including updating faculty photos and bios, class schedules, and announcements</p> <p>Keeps track of major ranking data of business graduate programs (e.g. US News and World Report, Financial Times, Business Week, Forbes, Wall Street Journal, Princeton Review, etc.). Identify opportunities for top rankings for business graduate programs in conjunction with Associate Dean for Academic Programs.</p> <p>Performs special projects, which require research, analysis, creation of spreadsheets, reports, and/or obtaining materials from outside vendors.</p>
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Employee Initials:

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5%	Weekly	<p>Design and administer Internet surveys prospective students, current students, alumni, faculty, and stakeholders to monitor satisfaction, collect assessment data, and to support program development needs. Analyze data from Internet surveys and generate reports.</p> <p><b><u>Lead Work</u></b></p> <p>Assists in the hiring of student assistants including initial contact, scheduling and being part of the interview committee.</p> <p>Trains, supervises and supports student/graduate assistants. Helps in determining, delegating and tracking assigned duties. Monitors office student assistants' hours.</p>
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## 8. MARGINAL FUNCTIONS OF THE POSITION

Describe each non-essential duty assigned to this position and indicate the percentage of time devoted to each function, as well as the frequency in which each function is performed.

Essential Functions and Marginal Functions should have a combined total of 100% of Time.

% of Time	Frequency (daily, weekly, monthly, etc.)	Marginal Functions Only (List in order of importance)
5%	Weekly	Performs various other tasks as required by the supervisor or the supervisor's designee.

## 9. ADDITIONAL INFORMATION

To enable appropriate classification determination, please elaborate on the information provided in the previous sections by completing the section below.

**9a. Nature and Scope of Authority:** Identify the kinds of decisions made, judgment required, freedom to act, and supervision received (i.e., direct or general). Also indicate if position acts as a lead or supervises others, and explain.

Individual is expected to resolve issues by using CBA and Sac State policies and procedures as a guide to make sound decisions regarding most matters and only refer the very complex matters to his/her supervisor. Recommends policy and procedural changes as new programs are developed. Evaluates current systems in relation to College and University Policies. Recommends and implements changes as needed. Supervises student assistants and graduate assistants.

**9b. Problem Solving:** Types of problems encountered; issues, concerns addressed; types of problems incumbent required to refer to supervisor or others.

Uses knowledge of CBA and Sac State policies and procedures to solve problems. Incumbent uses knowledge to determine best course of action and only refers the most complicated matters to his/her supervisor. The Graduate Recruitment and Admissions Coordinator uses sound judgment, planning, analysis, creativity, and clear communications to accomplish the wide variety of tasks involved in assigned duties. Possesses high-level problem solving and analytical skills using creativity and ingenuity in solving problems. Must possess the ability to determine when it is suitable to involve Coordinator or Associate Dean.

**9c. Contacts On- and Off-Campus:** Purpose and nature of working relationships with on- and off-campus contacts.

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Representing the CBA and Graduate Program Office, incumbent builds relationship with administrators, faculty, students, and staff of the University. Incumbent also strives to build relationships with leaders and members of the business community to promote the University and the graduate programs. The incumbent needs to have diplomacy and tact in interpersonal relationships. Coordinates on-and-off campus events, presentations, meetings and appointments for the Graduate Program Office. Works with individuals at all levels within Sac State and outside the organization in the surrounding region. Communicates with various office on campus to ensure that all policies, standards, procedures and rules for promotion, outreach and recruitment are followed by the CBA graduate programs. The offices include but are not limited to: Public Affairs, office of International Programs and Global Engagement, Office of Graduate Studies, Office of International Admission, Academic Affairs, College of Continuing Education, Financial Aid, University and CBA Marketing, Office of Associate Dean for Academic Programs, MBA Program Services, and the CBA Graduate Career Center.

### 10. ADA REQUIREMENTS – MUST BE COMPLETED

To comply with the Americans with Disabilities Act (ADA) of 1990, which prohibits discrimination against qualified individuals on the basis of disability, it is necessary to specify the physical, mental, and environmental conditions of the Essential Functions of the job (with or without a reasonable accommodation).

Use these codes to complete the section below: F (frequently), O (occasionally), N (not at all). Do not use “X.”

PHYSICAL		MENTAL		ENVIRONMENTAL	
F	Sit	F	Direct others	N	Is exposed to excessive noise
F	Stand	F	Concentrate	N	Is around moving machinery
F	Walk	F	Analyze	N	Is exposed to marked changes in temperature and/or humidity
F	Have mobility	F	Use reason/logic		
C	Bend	F	Demonstrate recall	N	Is exposed to dust, fumes, gases, radiation, microwave (circle)
C	Climb	F	Make decisions		
C	Reach	F	Works rapidly	N	Drives motorized equipment
C	Kneel	F	Handle multiple tasks/priorities	N	Works in confined quarters
C	Push/Pull	F	Tolerate variety	N	Works in high places
F	Have gross hand coordination	F	Work with others		Other:
F	Have fine hand coordination		Other:		
F	Hear with background noise				
F	Hear the spoken word				
F	Hear over a phone/other device				
F	See to read fine print				
F	See to read bold print				
F	See to accomplish a task				
F	Talk				
F	Communicate				
O	Lift: <u>25</u> lbs. max				
O	Carry: <u>25</u> lbs. max				
F	Operate equipment				
F	Perform keyboard entry				
	Other:				

### 11. FOR INFORMATION TECHNOLOGY POSITIONS ONLY

#### PROJECT COORDINATION/LEAD RESPONSIBILITIES

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Describe on-going project coordination and/or lead responsibilities, if any, including the number and type of positions for which lead direction is provided. Any projects or accountabilities of a temporary nature must include duration of assignment.

**TECHNOLOGY USAGE**

Please list the type of computer and/or technology systems used by this position to perform the work, as well as the associated operating systems, software, and applications used.

Hardware Type	Software Applications Used