A. IDENTIFICATION

Position Title: Coordinator, Recruitment, Retention and Advising
Department: Arts Central
Position Reports To (Title): Director, Strategic Academic Planning and Student Engagement
Date: July 24, 2017

B. POSITION SUMMARY

Reporting to the Director, Strategic Academic Planning and Student Engagement, the Coordinator, Recruitment, Retention and Advising is responsible for the coordination, administration, marketing, budgeting and evaluation of Aboriginal programs and projects for the Interim Aboriginal University Preparation Program (IAUPP). The Coordinator develops and manages the program’s strategic student recruitment and retention plan, leads the academic advising services provided to potential students in the program and conducts faculty-wide consultations to enhance interim program offerings and materials available to students.

The Coordinator establishes and maintains close working relationships with SFU service units dedicated to Aboriginal programming and support services for Aboriginal students and a wide range of stakeholders. The incumbent demonstrates deep knowledge and respect for the diverse cultural practices of Aboriginal peoples and professional judgment and skills with respect to the administration, promotion and implementation of programs and projects that promote positive social change for Aboriginal people.

C. DUTIES AND RESPONSIBILITIES

Recruitment and Retention (40%):
Develops clear standards for admissions to the interim program on the advice of the Interim Program Advisory Committee.

Researches, develops, recommends and implements a recruitment plan to enhance student enrolments and academic success after approval by the Director and consultation with the Advisory Committee. Conducts research and analysis of market positioning and identification of target groups.

Participates in the management and implementation of a strategic student recruitment and retention plan for the Interim Aboriginal University Preparation Program (IAUPP) in consultation with Student Services Aboriginal admissions.

Provides regular recruitment presentations and consultations with the appropriate stakeholders and communities interested in the Interim IAUPP (e.g., communities, schools). Coordinates and participates in the recruitment of students to the program, individually and in groups on campus, in secondary schools and colleges throughout BC and communities, and at special events, including Aboriginal University Preview Day. Develops and conducts presentations, and responds to questions from potential students, teachers, counselors and parents regarding a range of program services.

Provides academic and related support for the IAUPP in partnership with other Aboriginal programs and projects by assisting with the student and/or participant selection process.

Collaborates with Aboriginal Support Services on campus as well as Student Services in the joint implementation of IAUPP recruitment and retention initiatives. Builds and maintains relationships with Aboriginal communities and
organizations to promote the program’s recruiting efforts and to receive feedback on the quality and effectiveness of programs and initiatives. Keeps records of such community engagements.

Coordinates the preparation and production of marketing and communication promotional materials (electronic and print) for recruitment and retention initiatives.

Leads the academic advising services provided to potential and actual students in the cohort for the program and consults with the interim program advisory committee to improve student assistance programs and material available to students.

Program/Projects Support (40%):
Develops and markets the IAUPP including compiling research information and reports from a variety of sources and community outreach and consultation.

Develops and implements activities and events to encourage the IAUPP cohort building and contributes to general community spirit building with selected university activities in response to the Aboriginal Reconciliation Council Report (ARC) recommendations, in consultation with the Interim Program Advisory Committee.

Develops promotional and curriculum materials relevant to the developmental and design of all courses, program/projects; consults with the Interim Program Advisory Committee on development of program content, curriculum, teaching-learning materials, processes and learning outcomes.

Ensures program resource and logistical plans are complete for faculty, students and administrators; makes recommendations in relation to educational resources or logistical improvements to the Director.

Establishes and maintains close relationships with SFU services units dedicated to the IAUPP and support services for Aboriginal students. Provides operational support by initiating, developing and maintaining excellent relationships with a wide range of stakeholders including faculty, funders, partners, collaborators, contractors, speakers, facilities personnel and vendors to ensure Program requirements and outcomes are met in accordance with standards and policies.

Participates ex-officio in Interim Program Advisory Committee meetings and reports the program/project results to the members of this committee.

Program Administration (20%):
In collaboration with the Director and within the allocated budget parameters, coordinates budget and financial management by developing and monitoring program budgets for the IAUPP, ensuring that projects are financially viable, preparing budget projections as required and preparing reports on programming activities and participation rates.

Oversees all aspects of program/project administration, including participant registration, support, on-site logistics, managing the formal course/program evaluation processes and record-keeping.

Ensures there is a current communication plan for the Program/project website and social media which identifies the audience, key communication messages, methods of communication and regular reporting and evaluation.

Provides support on program/project matters to the Interim Program Advisory Committee and ensures all policy, student support or curricular changes are reflected accurately in the program/project presentation.

D. DECISION MAKING

i) Give some typical examples of the most important decisions the incumbent is expected to make in carrying out the duties and responsibilities of the position. To what extent can the incumbent rely on established policies or advice from others in making these decisions?

Decisions on developing, implementing and managing strategic student recruitment and retention plans.

Advice to prospects about the program/project in consistency with the established recruitment and retention plan.

Provides course recommendations to students that satisfy program requirements; decisions/advice/referrals for students experiencing academic programs or crisis situations; judgment decisions regarding registration clearances and/or
approvals; how to respond to a range of recruitment questions during group presentations; and how to interpret and apply the regulations outlined in the University Calendar to particular circumstances.

Advice on the consistency of program/project proposals relative to established criteria and guidelines, determining whether additional content is required. Edits and revises submissions for clarity, conformity to standards and appropriate presentation.

**ii) Give some examples of the types of decisions the incumbent would refer to his/her supervisor.**

Situations of a sensitive nature, unbudgeted expenditures, revisions to the curriculum, and serious situations beyond the scope of existing policies and procedures.

### E. SUPERVISION EXERCISED

| Number of continuing employees reporting directly to the position: | 0 |
| Total number of continuing employees for whom the position has direct responsibility: | 0 |

**Note:** Supervises temporary staff, student and volunteers as required.

### F. SUPERVISION RECEIVED

Works under general direction in terms of goals and objectives is provided in regular meetings with the Director; and through participation in regular team meetings. Work is reviewed for thoroughness of analyses, effectiveness of administrative support, and ability to work collaboratively toward the achievement of common goals and objectives across the program.

### G. UNUSUAL WORKING CONDITIONS

The incumbent is required to work off-campus occasionally, including related travel to locations in the Lower Mainland and beyond, such as Chilliwack, the Fraser Valley, and, occasionally, in the province of British-Columbia subject to the relevant policies.

Due to the often-changing environment of the program, the incumbent is required to consult with the Director, Advisory Committee and Associate Dean regarding any changes in priorities to the program.

The incumbent must be aware and respect the diverse cultural practices of Aboriginal peoples and provide an environment to facilitate their academic success and cultural communication.

### H. ENTRANCE QUALIFICATIONS

Bachelor’s degree in Arts or Social Sciences and four years of related experience in post-secondary program advising, student recruitment and curriculum coordination and administration, or an equivalent combination of education, training and experience.

Excellent knowledge of Aboriginal secondary and post-secondary education issues.

Excellent knowledge of Aboriginal issues and opportunities, an affinity and passion for Aboriginal culture, and appreciation of the values and aspirations of Aboriginal peoples.

Excellent knowledge of, and sensitivity to, diversity, gender, “race”, ethnicity, aboriginal, sexual identity and socio-economic issues; knowledge of the needs of a diverse student body, including the needs of students with disabilities and multi-faith communities.

Good knowledge of communication, promotion, and marketing principles, practices and strategies using print and electronic media, including social media applications.

Excellent interpersonal and communication (both oral and written) skills.

Excellent leadership, teamwork and organizational skills.

Excellent analytical reasoning, problem-solving, negotiation, and conflict management skills.

Ability to establish and maintain effective working relationships and exercise cultural sensitivity with Aboriginal communities.

Ability to exercise mature judgment, initiative, diplomacy and tact.

Ability to arrange suitable transportation to various work locations.
Proficient in the use of standard office applications and enterprise-level information systems.