BEMIDJI STATE UNIVERSITY invites applications for the position of:

Admissions Representative

**MSUAASF JOB POSTING**

**OPENING DATE:** April 19, 2021

**CLOSING DATE:** Applications will be accepted until the position is filled. Initial review of applications will begin on **Wednesday, May 12**th, so applications should be submitted by that time for guaranteed consideration.

**POSITION LOCATION:** Admissions Office – Bemidji State University

**JOB TYPE / SCHEDULE:** Full-time Probationary; Monday – Friday 8:00 a.m. – 4:30 p.m.

**PAY / SALARY RANGE:** Depends on Qualifications; Range B
(The annual salary range for Range B is $36,632 - $63,747)

BEMIDJI STATE UNIVERSITY (BSU) invites applicants to join our team as an **Admissions Representative**. BSU’s vision is to educate people to lead inspired lives. To accomplish BSU’s vision, the University prioritizes creating a culture in which diversity is embraced and all people are safe, welcome, and validated. BSU also prioritizes increasing engagement with Indigenous communities to become a destination university.

BSU is located amid the lakes and forests of northern Minnesota and occupies a wooded campus along the shore of Lake Bemidji. BSU balances rigorous academia with the opportunity to enjoy a fun, robust, outdoor culture. The proximity to the lake and the surrounding north woods allows easy access to an assortment of recreation. Major campus facilities are connected by all-season underground passages for safe and warm travel during the cold, winter months.

Enrolling more than 5,000 students, BSU offers more than 70 undergraduate majors and eight graduate degrees encompassing arts, sciences and select professional programs. BSU is a member of the Minnesota State system of colleges and universities and has a faculty and staff of more than 550. BSU’s [Shared Fundamental Values](#) include civic engagement and leadership, international and multicultural understanding, belief in the power of the liberal arts, and environmental stewardship.

The **Admissions Representative** is responsible for the recruitment and enrollment of new students to BSU, and for participating in activities and tasks that result in moving students through the enrollment funnel. The enrollment funnel includes the following critical processes: Prospect Generation, Inquiry Management, Application Development, and Admission to Enrollment. The primary objective is to meet or exceed enrollment goals established by the administration.

**Responsibilities of the Admissions Representative include:**

- **Territory Management** – Recruiting and conducting outreach as the primary admissions representative within a territory. (75%)
  - **Prospect Generation** - Represent BSU Admissions at high schools, colleges, college fairs,
businesses and community. Prepare and arrange schedule of visits and recruitment efforts according to overall recruitment plan. Maintain communication and assist with post-secondary application and financial aid processes. Identify target recruitment sites according to enrollment trends/analysis. Facilitate group presentations, small group discussions/workshops and one-to-one interaction to stimulate interest. Prepare and deliver presentations at information nights, Campus Preview Days, college days/nights, new student events, campus tours, and other special events.

- **Inquiry Management** - Meet with students, parents/families and transfer students visiting campus and follow-up in a timely manner. Accurately communicate admissions requirements, and information about academic programs and student activities/life opportunities. Prepare, communicate and distribute timely, effective and professional recruitment materials to interested students, parents, schools, colleges, businesses and community groups. Assist with identification/tracking of target populations. Respond to written communications/phone calls from prospective students. Refer students to campus resources (e.g., career and academic planning, TRIO programs, financial aid, etc.). Probe to insure/verify all important issues/questions have been addressed.

- **Application Development** - Assist with initial pre-advise for incoming new students and transfer students; review and evaluate application information, transcripts, placement testing. Consult with processing team, counselors, as needed. Ensure accurate record-keeping is maintained, and recruitment information distributed. Maintain BSU presence in decision process. Facilitate group presentations, small group discussions/workshops and one-to-one interaction to stimulate interest and encourage applications. Provide accurate initial advising, interpretation of requirements/transcripts. Secure enrollment of prospective students.

- **Application to Enrollment (Yield)** – Work with incomplete applicants to ensure they submit required documentation for acceptance to the university. Follow-up is required with admitted students within territory. Facilitate the process of admit to confirmed status. Follow-up with required confirmed documents; confirmation letter, housing information/deposit, and academic and advising registration. Serve as an advocate for the student with the Admissions Review Committee. Monitor the melt activity of confirmed students. Establish a proactive communication process to engage students between confirmation to the first week of class. Follow-up on “no-shows” for Academic Advisement & Registration on targeted population. Monitor the admitted/registered/dropped or cancelled list. Utilize CRM to recruit students.

- **Supporting recruitment events and coordination/partnerships with campus partners. (15%)**
  - Coordinate/support on and off campus special events: Campus Preview Days, Academic Open House, Academic Advising and Registration, Saturday and Summer Events, tele-counseling campaigns, and other special events.
  - Be the point of contact for the Admissions office within a variety of campus committees. Participate in regular staff meetings with the Office of Admissions. Participate in work group discussions for mapping business processes and measuring improvement. Actively develop partnerships and participate in work groups. Participate in decision making process for process improvement. Contribute to annual Admissions planning; enrollment review/analysis, effectiveness.
  - Contribute to development of cutting-edge strategies to recruit students to college. Study enrollment data/trends in assigned territory. Evaluate territory visitation sites/areas.

- **Other duties as assigned. (10%)**

**Minimum qualifications for this position include:**

- Bachelor’s degree.
- Excellent oral and written communication skills.
- Valid driver’s license.
Preferred qualifications include:

- Admissions and/or student affairs experience while pursuing bachelor’s degree or post-bachelor’s degree.
- A high level of creativity and marketing skills.
- Demonstrates knowledge of and interest in working with diverse cultures and populations, including nontraditional and underrepresented students.

To facilitate proper crediting, please ensure that your application and/or resume clearly demonstrate fulfillment of the qualifications.

Other considerations:

- All applicants must be able to lawfully accept employment in the United States at the time of an offer of employment.
- Employment for this position is covered by the collective bargaining agreement for the Minnesota State University Associate of Administrative and Service Faculty (MSUAASF) – see agreement.
- Official transcript(s) must be provided to Human Resources upon hire.
- In accordance with the Minnesota State Colleges and Universities (MinnState) Vehicle Fleet Safety Program, faculty and staff driving on college/university business, who use a rental or state vehicle, shall be required to complete a vehicle Use Agreement form and conform to MinnState’s vehicle use criteria and consent to a motor vehicle records check.
- BSU and NTC are tobacco free workplaces (see policy).

APPLY ONLINE: https://bemidjistate.peopleadmin.com/

A complete application will include the following attachments:

- Cover letter, which addresses the required qualifications and your specific interest in working at Bemidji State University.
- Resume / Curriculum Vitae.

Inquiries about the position:
Kim Fisher, Assistant Director of Admissions/PSEO Coordinator
Phone: (218) 755-2555
Email: kim.fisher@bemidjistate.edu

If you have general questions about this posting or submitting an application, contact Teresa Hanson at teresa.hanson@bemidjistate.edu

All employees must comply with department and institution procedures and policies, MinnState policies and procedures, as well as local, state and federal laws, regulations, guidelines and business and industry standards.

This description is intended to indicate the kinds of tasks and level of work difficulty required of the position. It is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar level of difficulty.
UNIVERSITY / COMMUNITY
WHY BEMIDJI:

Bemidji State University is nestled among the pines along the shores of Lake Bemidji, just blocks from a thriving downtown community. In this Northwoods setting, students, staff, and faculty have a variety of activities at their fingertips. Possessing all the charm and character of a college town, Bemidji remains a tight-knit community of good neighbors and engaged citizens who always come out to cheer for the Bemidji State Beavers. While the city of Bemidji — named after the Ojibwe Chief Shaynowishkung (nicknamed Bemidji) — is home to a diverse population of more than 15,000 people, it serves a regional population of more than 100,000.

Located between three American Indian reservations – Leech Lake, Red Lake and White Earth, students at Bemidji State University have the opportunity to experience a dynamic local culture and history. Bemidji also sits at the center of the legends of Paul Bunyan and Babe the Blue Ox. The famous statues of Paul and Babe greet students as they drive in from the south along Lake Bemidji.

Though quaint and historic, the city offers the urban conveniences upon which college students rely. Bemidji State is conveniently located minutes away from affordable restaurants, cozy coffee shops, grocery stores, city parks and more. Small, locally owned shops and art sculptures line the streets of downtown Bemidji, while national chains can be found in and around the Bemidji area, including an uptown selection of department stores and restaurants.

The thriving downtown community presents ample opportunities for engagement off-campus. Among other things, there are fine-dining restaurants, cafes, and a natural foods co-op in downtown Bemidji. The historic Paul Bunyan Playhouse has a calendar of classic shows; restaurants and lounges offer weekly live music performances; the First Friday Art Walk provides a tour of new monthly art exhibits; and annual events such as the Loop the Lake Festival, the Dragon Boat Festival, the Blue Ox Marathon, Bemidji Winterfest, and The Minnesota Finlandia bring the community together.

For those who love the outdoors, there are wooded, multi-use trail systems within minutes of campus and community parks with walking trails, playgrounds and a skate park. Lake Bemidji State Park and its miles of navigable trails is located directly across the lake from BSU, and the Buena Vista Ski Area — just 12 miles north of campus — offers downhill skiing and BSU-sponsored student transportation in the winter months. Further, the Mississippi River Headwaters is a mere 45 minutes from Bemidji.

For further information, visit our website at: http://www.bemidjistate.edu

Review a "special report on how this former lumber town has rebuilt itself as a high-speed, regional center of enterprise" at Bemidji 2.0

Bemidji State University / Northwest Technical College are Affirmative Action Equal Opportunity Employers and Educators. This document is available in alternative formats to individuals with disabilities. Consumers with hearing or speech disabilities may contact us via their preferred Telecommunications Relay Service.