



Bemidji State University
invites applications for the position of:

Admissions Representative

MSUAASF JOB POSTING

***** 2 positions will be filled *****

OPENING DATE:	March 11, 2024
CLOSING DATE:	Tuesday, April 9, 2024, at 11:59 p.m.
APPOINTMENT DATE:	Approximately August 12, 2024
POSITION LOCATION:	Bemidji State University Campus
JOB TYPE / SCHEDULE:	Unlimited / Nonexempt / Full-Time Probationary
PAY / SALARY RANGE:	Depends on Qualifications; Range B (\$37,943 - \$76,732)

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. Centered between the three largest Tribal nations in Minnesota – Leech Lake, Red Lake and White Earth – BSU also prioritizes increasing engagement with American Indian communities to become a destination university.

Enrolling around 4,000 students, BSU offers more than 70 undergraduate majors and nine 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 500. 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. 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.

The **Admissions Representative** is responsible for the recruitment and enrollment of new students to Bemidji State University. Admissions Representatives are responsible 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. Percentage of time: 75%**
 - Representing BSU Admissions at high schools, colleges, college fairs, businesses, and community. Preparing and arranging schedule of visits and recruitment efforts according to

overall recruitment plan. Maintaining communication and assisting with post-secondary application and financial aid processes. Identifying target recruitment sites according to enrollment trends/analysis. Facilitating group presentations, small group discussions/workshops and one-to-one interaction to stimulate interest. Preparing and delivering presentations at information nights, Campus Preview Days, college days/nights, new student events, campus tours, and other special events.

- Meeting with students, parents/families and transfer students visiting campus and following-up in a timely manner. Accurately communicating admissions requirements, and information about academic programs and student life opportunities. Preparing, communicating, and distributing timely, effective, and professional recruitment materials to interested students, parents, schools, colleges, businesses, and community groups. Assisting with identification/tracking of target populations. Responding to written communications/phone calls from prospective students. Referring students to campus resources (e.g., career and academic planning, TRIO programs, financial aid, etc.). Probing to insure/verify all important issues/questions have been addressed.
- Reviewing and evaluating application information, transcripts, and placement testing. Consulting with the admissions processing team as needed. Ensuring accurate record-keeping is maintained, and recruitment information distributed. Maintaining BSU presence in decision process. Facilitating group presentations, small group discussions/workshops and one-to-one interaction to stimulate interest and encourage applications. Providing accurate interpretation of requirements/transcripts. Securing enrollment of prospective students.
- Working with incomplete applicants to ensure they submit required documentation for acceptance to the university. Following-up is required with admitted students within territory. Facilitating the process of admit to confirmed status. Following-up with required confirmed documents; confirmation letter, housing information/deposit, and new student registration. Serving as an advocate for the students with the Admissions Review Committee. Monitoring the melt activity of confirmed students. Establishing a proactive communication process to engage students between confirmation to the first week of class. Following-up on “no-shows” for New Student Registration on targeted population. Monitoring the admitted/registered/dropped or cancelled list. Utilizing CRM to recruit students.

- **Supporting Admissions recruitment events and coordination/partnerships with campus partners.**

- Percentage of time: 15%**

- Coordinating/supporting on and off campus special events: Campus Preview Days, Academic Open House, New Student Registration, Saturday and Summer Events, tele-counseling campaigns, and other special events.
- Being the point of contact for the Admissions office within a variety of campus committees. Participating in regular staff meetings with the Office of Admissions. Participating in work group discussions for mapping business processes and measuring improvement. Actively developing partnerships and participating in work groups. Participating in decision making process for process improvement. Contributing to annual Admissions planning: enrollment review/analysis, effectiveness.
- Contributing to development of cutting-edge strategies to recruit students to college. Studying enrollment data/trends in assigned territory. Evaluating territory visitation sites/areas.

- **Other duties as assigned. Percentage of time: 10%**

Minimum qualifications for this position include:

- Master's degree in a content specific field or bachelor's degree plus one year of professional experience in a content specific field or two years of professional experience or an equivalent combination of post-secondary training, education and/or professional experience.

- Knowledge of relevant computer hardware and software applications, preferably to include MS Office, including Word, Excel, Access, PowerPoint, Publisher and Outlook.
- The employee must demonstrate excellent oral and written communication skills.
- The employee must be able to work well with both a team and in an individual capacity.

Preferred qualifications include:

- A prominent level of creativity and marketing skills.
- Experience working with a Customer Relationship Management (CRM), or other sales related software.
- A demonstrated commitment to the principles of diversity, equity, inclusion, and anti-racism.
- Knowledge of higher education and experience working with prospective college students.

To facilitate the review, assessment, and evaluation process, please ensure that your application and/or resume clearly demonstrate fulfillment of these required and preferred qualifications.

Other considerations:

- All applicants must be able to lawfully accept employment in the United States at the time of an offer of employment.
- Official transcript(s) must be provided to Human Resources upon hire.
- 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](#).
- 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 is a tobacco free workplace ([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 BSU.
- Resume / Curriculum Vitae.

Inquiries about the position:

Amanda Peters, Interim Executive Director of Admissions

Phone: (218) 755-2031

Email: amanda.peters@bemidjistate.edu

If you have general questions about this posting or submitting an application, contact Mary Miller at mary.miller@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 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.

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. 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.

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 [About BSU](http://www.bemidjistate.edu) 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](#)

Other Resources:

- Visit Bemidji – <https://www.visitbemidji.com/>
- 218 Relocate / Greater Bemidji – <https://www.218relocate.com/>
- Bemidji Area Chamber of Commerce – <https://www.bemidji.org/>
- Explore Minnesota – <https://www.exploreminnesota.com/article/top-things-to-do-bemidji>

Statement of Notice

Bemidji State University prohibits discrimination and sexual violence of any kind. Contact the Title IX Coordinator if you have concerns regarding discrimination and/or sexual violence.

Per [Minnesota State System Procedure 1B.3.1](#), all universities and colleges must provide contact information of their Title IX Coordinator.

Megan Zothman, Campus Human Resources Officer & Title IX Coordinator

Email: TitleIX@bemidjistate.edu or Megan.Zothman@BemidjiState.edu

Phone: (218) 755-2502

1500 Birchmont Drive NE, Deputy Hall, Room 335, Bemidji, MN 56601

Bemidji State University is an Affirmative Action Equal Opportunity Employer and Educator. 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.
