Eastern Washington University
Africana Studies

Position Description: Coordinator/Recruiter – Africana Studies (E99915)

Position Summary

Primary areas of responsibility include: recruiting new students, providing guidance and support services which promote retention (such as application processes, financial aid information, etc.), and assisting with the variety of operational, administrative and outreach responsibilities of the programs. A more complete description of position responsibilities begins on page 2.

Required Qualifications

- Bachelor's degree in a relevant academic field, which could include disciplines in the social sciences and humanities, or related fields such as Africana Studies, Counseling, Student Affairs, and, Education.

- Relevant experience, such as working in higher education in disadvantaged or underrepresented college and/or high school students; work experience in minority affairs, minority achievement, retention, college preparatory programs, recruitment, and student advising; or other relevant experience;

- Advanced computer skills to include Microsoft Office, Apple and other applications and technologies necessary for data access/retrieval and communications; experience with Excel spreadsheets and developing databases is required.

- Understanding cultures of African descent and other ethnic minorities, and the ability to work with culturally and economically diverse populations, including first-generation students.

- Required knowledge and abilities in at least *three* of the following areas:
    - Knowledge of high school to college transition
    - Ability to generate ideas for new and modified first-year transition and retention programs for upperclassmen.
    - Ability to skillfully work with and engage campus constituents with a wide range of understanding, in working with disadvantaged or underrepresented college and/or high school students, and their families (position will have contact with faculty, staff, and administrators);
    - Ability to work effectively with campus service units to disseminate information and encourage dialogue to improve cultural awareness;
    - Demonstrated ability to apply a culturally responsive and flexible approach that is supportive to the diverse needs, including universal accessibility, of our students, faculty, staff, and the public.

Preferred Qualifications

- Masters in Counseling, Student Affairs, or other related fields specific to working with students of African descent and first-generation populations;

- Teaching experience or presentation/workshop planning, design, development and implementation.

- Work experience with students of African descent, individuals of all ages and their families;

- Direct experience working with, developing or coordinating retention initiative or related work;

- Direct experience or familiarity with grant writing

- Experience with public speaking engagements

- Experience with social media platforms such as Instagram, Twitter, or FaceBook; desktop publishing software such as InDesign, Publisher, Adobe Suite

Job Duties

Note: percentages of time associated with the responsibilities are estimates. The volume of time spent in each area will flex throughout the year to meet changing program needs and the natural cyclic focus associated with the academic year.

30% of Time: Recruitment

- Plan methods and strategies for recruiting ethnic students to EWU, and coordinate recruitment activities.
- Conduct recruitment visits to high schools, community colleges and other resources and maintain cooperative relationships with high school counselors and community-based organizations and agencies.
- Maintain contact with prospective students, parents, guardians, school personnel, etc.; refer prospective students to student services (advising, admissions, etc.) as appropriate.
- Provide information and advise prospective students on processes and policies relating to application, admissions, financial aid, and academic policies; monitor admissions and financial aid process for ethnic students, identify issues; take steps or make referrals to resolve.
- Collect and analyze data related to prospective students; prepare and disseminate reports.
- Create and disseminate marketing materials-brochures, advertisements, and recruitment literature.

40% of Time: Retention Activities

- Develop relationships with student affairs staff, faculty and administrators from the Colleges and become familiar with student policies and academic standards;
- Develop procedures and approach for providing individualized culturally specific counseling services.
- Be familiar with College resources such as tutorial programs and writing centers that support students.
- Coordinate mentoring and retention efforts; provide academic, and career, counseling to students; advise on academics, policies, degree, major, grants, scholarships, and internships.
- Attend evening and weekend events, and programs as needed

- Analyze reasons and contributing factors for why ethnic students are not retained; develop reports and proposals on retention.
- Develop and provide workshops on issues that contribute to retention.
- Maintain information on careers, professional occupations, internships and community social service agencies for use by students
- Develop and administer program scholarships in collaboration with the office of Student Financial Aid and Scholarships and the University Foundations Office

30% of Time: Administrative Programmatic Activities

- Represent EWU and participate in networks, conference tours, and community activities focusing on recruitment of ethnic students.
- Plan strategies and approach for accomplishing departmental goals and objectives; assist program Director with program activities, services, events, research, fund raising, alumni activities, and administrative activities.
- Advise and assist Director and others as appropriate on matters relating to issues and concerns of students or pertaining to department; advise student organizations.
- Contribute to or assist with newsletter, correspondence, website, articles, news releases, public service announcements, brochures, fliers.
- Develop and maintain contacts with local and regional constituents; inform about program activities.
- Conduct outreach activities; participate in events; serve as program liaison, disseminate program information; represent program and EWU at local, regional, national conferences and other types of events.
- Collaborate with instructional faculty and staff in all subjects and skills to make learning more effective for students of African descent by incorporating culturally relevant and culturally responsive content and pedagogy and performance styles of diverse students into the general education curriculum.
- Expected to be familiar with current research and trends in higher education specifically as it relates to the success of students of African descent
- Serve as liaison to various constituent groups relative to first-year programs & activities and retention such as Residence Services, Community Engagement, Alumni Advancement, and academic colleges, schools and departments