

**JOB DESCRIPTION**  
**OFFICE OF ADMISSIONS**  
**ASSOCIATE DIRECTOR for VISITOR SERVICES AND EVENTS**  
**TWELVE-MONTH, PERMANENT POSITION**

Colorado State University invites nominations and applications for the position of Associate Director for Visitor Services and Events in the Office of Admissions. Reporting to the Director of Undergraduate Recruitment, this position is responsible for the daily operations of the University Visitor Center, and leading a team of 6-8 staff in the work of daily and special campus visit and tour programs; this is a vital member of the recruitment leadership team.

About Colorado State University

As one of our nation's top public institutions of higher learning and Colorado's land-grant institution, Colorado State is ranked in the top tier of universities in U.S. News and World Report's rankings of "America's Best Colleges and Universities," while Kiplinger's Personal Finance Magazine named CSU one of the top public universities in the United States in terms of educational quality and affordability. Fall 2011 enrollment numbers include just over 22,223 undergraduate, 3,369 graduate and 544 professional veterinary medicine students enrolled in eight colleges and more than 160 programs of study. Colorado State is the institution of choice among Colorado residents. CSU offers among the very best professional programs in the United States in veterinary medicine, occupational therapy, journalism, agriculture, and construction management.

The State of Colorado continues to be a draw for its economic vitality and quality of life. Our campus is the heart of Fort Collins, at the base of the Rocky Mountains, and only an hour from the Denver metropolitan area. The wide-open spaces, 300 days of sunshine each year and majestic backdrop make Fort Collins, a city with a population of about 137,000, an attractive place to work, live and learn. *Money* magazine consistently ranks Fort Collins among the "Best Places to Live" in America, and *Outside Magazine* has named Fort Collins one of America's "Dream Cities."

About the Office of Admissions

Admissions is one of four offices in the Division of Enrollment and Access, led by Vice President Dr. Robin Brown, and which also includes Student Financial Services, the Registrar's Office, and the Access Center. The office is charged with leading undergraduate recruitment and outreach efforts for the entire university, as well as making decisions on all undergraduate applications, and processing graduate applications. This complex office of over 60 staff recruits actively around the state of Colorado and travels from coast to coast to interact with an annual prospect pool of over 60,000 students each year, and manages over 30,000 applications per year.

Through innovative and strategic approaches, Admissions has experienced an increase in both resident and non-resident enrollment over the last several years, and strives to balance its growth in attracting an increasingly diverse and well-prepared student body while still remaining true to its land-grant mission and heritage. Colorado State remains the first and only public institution west of the Mississippi with membership in the Common Application Organization, and employs a holistic, comprehensive review process to best select new undergraduates not only in light of their preparation, but their potential to successfully contribute to the campus community. This year's entering freshman class is among the largest in the institution's history, the most racially diverse, had the highest GPA/test score averages, and a record number of Pell-eligible students.

Position Description

The Associate Director for Visitor Services and Events leads the efforts of the office to welcome visiting students and their families, as well as other key colleagues in the counseling/advising profession. This person reports to the Director of Undergraduate Recruitment, and is a member of the leadership team that also includes the Associate Directors for Freshman Initiatives and Transfer Initiatives. The individual in this position will:

- Oversee planning and coordination of all campus visit programs, including Visit Days, Counselor Visits, Daily Information Sessions, Campus Tours, Group Visits, and additional special events;
- Strategically and effectively analyze impact and success of various programs through data analysis and survey tools; use data to recommend and implement improvements and changes to campus programs;

- Lead efforts to provide and optimize visits for groups from schools and community-based organizations; communicate effectively with partner offices to ensure that such programs are offered at a manageable enough volume to remain successful;
- Collaborate with the Director of Undergraduate Recruitment and the rest of the recruitment leadership team to ensure that campus programs meet strategic recruitment and outreach goals;
- Oversee all counseling and visitor services that take place in the University Welcome Center;
- Supervise a team of six individuals who provide support to special on-campus programs as well as logistical arrangements for recruitment travel and other off-campus events;
- Provide indirect and secondary supervision/management of the student staff members in the Welcome Center working group, including Admissions Ambassadors and front desk staff;
- Collaborate with the Associate Directors of Freshman Initiatives and Transfer Initiatives to train and coordinate the ongoing evaluation of Recruitment Team staff on Daily Information Session presentations;
- Coordinate the monthly on-call counselor schedule for the Welcome Center;
- Collaborate with all Associate Directors in Undergraduate Admissions to coordinate training of new employees, as well as on-going training of current employees;
- Collaborate with office colleagues and the broader campus community to ensure CSU's recruitment and outreach efforts toward transfers and first-time freshmen are successful, and especially mindful of low-income, first-generation, and/or racially/ethnically diverse students, to facilitate an inclusive and diverse incoming class exemplary of CSU's Land Grant mission;
- Demonstrate a commitment to diversity by hiring diverse individuals into reporting areas, and demonstrating leadership on campus through involvement in activities that promote diversity, and through professional associations that enhance knowledge of working with diverse populations;
- Collaborate regularly within the Recruitment area to ensure successful utilization of shared staff, and coordination of a wide variety of efforts and activities;
- Collaborate with other positions throughout the office, serving on the leadership team for the Undergraduate Recruitment area, the office-wide management/supervisory committee, and in other capacities as directed by the Executive Director or Director of Undergraduate Recruitment;
- Contribute to the recruitment needs of the office, travelling both in-state and out-of-state as needed, conducting daily informational and visit day presentations and performing other duties as assigned.

**Minimum Qualifications:**

- Bachelor's degree required.
- Three years of progressively responsible experience working with students in an accredited higher education institution.
- Evidence of at least two years experience in direct supervision of professional staff, including demonstrated familiarity and facilitation of professional training and development.
- Demonstrated experience in development and management of recruitment and outreach programs.
- Demonstrated experience in and success with program coordination and effective presentations.
- Experience and the ability to work with a wide variety of internal and external constituents (co-workers, campus representatives, high school and transfer students, parents, school officials, etc.) including students from low-income, first generation, and racially/ethnically diverse backgrounds.

**Preferred qualifications:**

- Master's degree preferred
- Familiarity and demonstrated success with data-driven strategies for prospective student recruitment.
- High level of comfort with technology and data in the service of program evaluation.
- Experience with freshman and transfer recruitment and outreach, including school visits and other direct outreach to students and families.
- Demonstrated experience and success with coordination of admissions programs.
- Demonstrated involvement in state, regional, and national professional organizations.
- Excellent written and oral communication skills.

Willingness and ability to work irregular hours, including travel and weekend/evening work is required. Responsible for maintaining a valid Colorado driver's license or access to a licensed driver.

**Salary and Starting Date**

Salary is commensurate with qualifications and experience. The position also includes a University benefits package. Projected starting date is April 1, 2012.

**To Apply**

Electronic submission of application is required. Application materials (consisting of a letter of interest addressing minimum and preferred qualifications, resume, and the names, addresses, telephone numbers, and email addresses of exactly three professional references) should be emailed as one Microsoft Word document to [JanLee.Cordova@colostate.edu](mailto:JanLee.Cordova@colostate.edu). Application materials and nominations will be considered until the position is filled; however, applicants should submit all application materials by 5:00pm (MT), December 16, 2011 for full consideration.

*Colorado State University is committed to providing a safe and productive learning and living community. To achieve that goal, we conduct background investigations for all final candidates being considered for employment. Background checks may include, but are not limited to, criminal history, national sex offender search, and motor vehicle history.*

*Colorado State University does not discriminate on the basis of race, age, color, religion, national origin or ancestry, sex, gender, disability, veteran status, genetic information, sexual orientation, or gender identity or expression. Colorado State University is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and Colorado State laws, regulations, and executive orders regarding non-discrimination and affirmative action. The Office of Equal Opportunity is located in 101 Student Services.*