

## **Graduate Assistantship - .5 FTE (20 hours per week)**

The University of Kansas School of Engineering boasts some of the best resources, technology, and the most highly qualified students on campus. The Engineering Student Success Office serves all of the needs of undergraduate students in the School, from scholarships and admissions to advising and facilitating leadership opportunities.

Recently, the University of Kansas resolved to take aggressive steps to increase the out-of-state enrollment of undergraduates, beginning immediately. The School of Engineering's recruitment team is an exemplary unit when it comes to enrollment management, scholarship strategy, recruitment, outreach, and event planning. This position would join that team as it revisits its recruitment and scholarship strategies in light of the changes in the broader University landscape, while maintaining the quality and diversity goals of the School of Engineering. The Graduate Assistant will learn all aspects of enrollment management, reporting to the Assistant Director, who previously held this position themselves, and Assistant Dean. This position will allow the Graduate Assistant to explore most aspects of undergraduate education within a STEM environment.

### **Recruitment (50%)**

-Meet with prospective students, particularly on campus, in a one-on-one setting to discuss their academic interests, provide academic guidance, and feature the resources and facilities relevant to those academic interests.

-Facilitate group tours, led by our trained engineering student ambassadors multiple times each week, particularly focusing on offering students and families individualized attention and support.

-Attend select local admissions events with the recruitment staff (primarily for context and the GAs edification)

### **Strategic planning (20%)**

-Work with the Assistant Director and Assistant Dean to examine and analyze data regarding targeted demographics and geographic areas to determine the most effective allocation of financial and personnel resources to achieve the goals of the School of Engineering.

-Intentionally target geographic regions, high schools, and other curricular and co-curricular programs, particularly prioritizing high ability and diverse audiences.

-Examine scholarship and yield data to establish the most effective and efficient scholarship strategy.

**Event coordination (20%)**

-Work with the Assistant Director, Outreach Coordinator, and Assistant Dean to plan and execute a number of targeted recruitment events for specific priority audiences (high-ability and/or diverse students). Events include a School-wide open house, industry-sponsored activities, academic interest focused events, events for scholarship students, and a host of events put together on an ad hoc basis to serve the needs of Kansas high schools and a variety of diverse groups and programs.

-Work with a cohort of active, high-achieving School of Engineering student ambassadors to fulfill the needs of prospective students visiting campus. Aid in the interview process, selection, and training of new ambassadors.

**Communication (10%)**

-Assist the Assistant Director and Outreach Coordinator in targeted communication efforts, primarily utilizing the Slate CRM system to identify and strategically connect with priority audiences (high-ability and/or diverse student populations).

-Work with the Ambassadors on targeted communication efforts, such as campaigns targeting prospective students with similar geographic backgrounds or academic interests.