

WESTMONT COLLEGE

Admissions Counselor for Transfer Students

Admissions

Position Summary: Represents Westmont to prospective transfer students, parents, community college counselors, pastors, youth leaders and the community at large, recruiting and assisting in contacting and selecting qualified and diverse students who are a best fit for Westmont.

Qualifications: Requirements include: Bachelor's degree, preferably in business, communications, marketing or public relations; personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations; understanding of and commitment to high-quality Christian liberal arts education; excellent presentation, written and oral communication skills; demonstrated ability to get results; ability to work independently within a team structure and with self-initiation to be strategic and solutions oriented; ability to creatively manage and respond to a variety of situations; ability to work effectively with a diverse constituency; proficiency in Microsoft Office Suite and familiarity with social networking. Sales experience and knowledge desirable. *Additional:* Must be able to travel to meet recruitment schedule expectations throughout the year and work scheduled evening and weekend hours. Also requires valid California driver's license and clean driving record; ability to lift and carry travel displays and related materials weighing up to 40 pounds.

Responsibilities:

- Responsible for the stated EMC and Admissions strategies designed to grow the transfer student enrollment goals each year - Spring and Fall enrollment targets.
- Schedules, coordinates and visits community colleges to recruit prospective students. Intermittent travel throughout the year will be required.
- Employs search strategies for new transfer prospects and assists the Director of Admissions with development of transfer outreach efforts using market research, observing national and regional enrollment trends, and applying best practices as they are discovered.
- Develops partnerships with California community colleges to facilitate ease of transfer for qualified students and increase Westmont's visibility on community college campuses.
- Assists in the management and writing of weekly, monthly, annual communication flows designed for transfer students, including website content and transfer preview days promotion
- Assists in the planning of Transfer Student Preview Day(s) - Spring and Fall
- Incorporates data from The National Student Clearinghouse to identify former applicants who enrolled elsewhere and develop communication plans for outreach. Uses research information from Enrollment Research to observe conversion, yield, and matriculation data for monthly progress reports to adjust and shift strategies as needed.
- Interviews and counsels prospective students and families about admissions, financial aid, academic and community life programs, and student life at Westmont. Counsels prospective students regarding the college search process.
- Prepares presentations using print, digital, video and other sources as needed for compelling and inspiring delivery.

- Develops effective relationships with community college personnel, youth pastors and leaders, alumni and others who may influence students about their college decisions. Travels to California community colleges to promote Westmont, especially those identified as feeder schools and those with articulation agreements online.
- Contributes to the development of admission policies and procedures. Evaluates application files and recommends admission decisions.
- Coordinates with the Records Office to determine likely transferability of coursework for transfer students. Communicates with sending institutions for clarification of transcripts as needed.
- Assists in planning and coordinating special recruitment strategies and programs, both on and off campus, for prospects, their families, personnel of two-year colleges, youth pastors/leaders, and other community leaders.
- Assists in and attends all Preview Days, Augustinian Scholars and Admitted Students events when not traveling for recruitment.
- Interfaces with Student Life staff and WCSA to facilitate and advises on improvement of transfer integration into campus life and orientation programs.
- Expectations for workplace demeanor include but are not limited to: working collaboratively and harmoniously with co-workers, customers and others by sharing ideas and resources willingly, constructively and positively; listening to and objectively and respectfully considering the ideas and perspectives of others; readily admitting and correcting personal mistakes; meeting commitments; keeping your supervisor and others who may be affected informed about work progress; addressing problems willingly and constructively to discover practical and lasting solutions acceptable to all parties; working promptly toward reconciliation and forgiveness during conflict; respecting the diversity of our community in words and deeds. Westmont expects employees to avail themselves wherever necessary, demonstrating flexibility and openness to new requests and responsibilities in order to foster an environment of collaboration
- Other duties as assigned.

Reports to: Director of Admissions for weekly admissions activities and goals
 Vice President of Enrollment for marketing, communications, and events 1.19