



NATIONAL AMERICAN UNIVERSITY

POSITION DESCRIPTION Brooklyn Center Campus

To apply, please submit employment application (www.national.edu), resume and letter of interest to: Director of Admissions, 6200 Shingle Creek Pkwy, Suite 130 Brooklyn Center, MN 55430

- I. **POSITION TITLE:** Admissions Representative
- II. **EMPLOYEE CLASSIFICATION:** Classified
- III. **JOB CLASSIFICATION:** Non-exempt
- IV. **ACCOUNTABLE/REPORTS TO:** Director of Admissions; Regional Director of Admissions and Campus Executive Officer
- V. **POSITIONS REPORTING TO THIS POSITION:** None
- VI. **DUTY HOURS:** Forty hours per week. Day, evening and weekend hours will be assigned by the Director of Admissions and/or the Campus Executive Officer. Hours may be changed and overtime required as needed and with prior approval.
- VII. **MINIMUM REQUIREMENTS:**
 - EDUCATION:** Bachelor's degree required; master's preferred.
 - EXPERIENCE:** One year of sales experience required.
 - PHYSICAL:** Reaching, bending, dialing, writing, talking, hearing and sight capabilities. Ability to exert force to lift, move and/or carry objects up to 40 lbs.
 - SKILLS EXPECTATIONS:** Excellent organizational, interpersonal and communication skills; goal-oriented; customer-oriented attitude; strong work ethic and willingness to learn and improve in all aspects of the position.
- VIII. **BASIC FUNCTION/PURPOSE OF THE POSITION:** To enroll students for National American University and make other public relations contacts (in person and by telephone) as directed by the campus executive officer. To demonstrate a caring attitude toward prospective and enrolled students, and to assist students in attaining their educational and employment goals in support of the mission of the university as defined by the university president and the board of governors.
- IX. **DUTIES/RESPONSIBILITIES/EXPECTATIONS OF THE POSITION:**
 - * A. To be familiar with the objectives, requirements, and content of all programs offered by the university in order to make a complete and factual presentation to prospective students and

other interested parties.

- * B. Keep all required reports current and accurate as well as the management of the student database (CampusVue) in regards to documentation and reporting.
- C. Refer all questions regarding financial aid eligibility to the financial aid office as well as scheduling appointments for prospective students with the financial aid advisor.
- * D. Take and/or return inquiry calls from persons interested in knowing or receiving information about educational programs offered at the university.
- * E. Follow up on all leads promptly (within 3 working days/electronic leads immediately).
- * F. Set appointments to interview prospective students at the university as appropriate.
- G. Recommend prospective students to the campus executive officer (or his/her designee) for acceptance to the university.
- * H. Assist students in completing all required forms for enrollment and collect the application fee in compliance with university policies and procedures.
- * I. Meet or exceed monthly and/or quarterly admissions enrollment standards established with the campus executive officer, director/regional director of admissions and the system vice president for enrollment management.
- J. Manage lead development from the primary sources which include but are not limited to: commercially developed leads (CDL's); personally developed leads (PDL's); and referrals. CDL's will include those leads provided by the university and/or media.
- * K. Maintain a minimum overall conversion rate to enrollment for all types of leads, as follows:

Lead to appointment	60% minimum
Appointment to interview	45% minimum
Interview to enrollment efficiency	45% minimum
Actual total number of interviews	60 minimum
Show rate for:	
new students	60% minimum
re-entry students	60% minimum
Campus "team" show rate	60% minimum
Retention ratio	60% minimum
(based on previous two quarters)	
- * L. Dedicate a minimum of four hours per day to telephone contact work (100 dials, setting appointments, follow-up, etc.). More time devoted to telephone contact work may be required if the minimum four-appointments-per-day standard is not being accomplished.
- M. Assist with retention issues by helping with preregistration, attendance tracking, and orientation calls as appropriate or whereas requested.

- * N. Participate in a quarterly evaluation to discuss conversion rates, show rates, and interview efficiency and to establish the following quarter's enrollment goals. The evaluation will be conducted by the campus executive officer and/or the director/regional director of admissions.
- O. Understand and accept the university's philosophy of truly caring about students and providing excellent service to prospective and enrolled students.
- P. Other duties as assigned by the director/regional director of admissions or campus executive officer.

* Denotes essential elements of the position.

X. COOPERATIVE RELATIONSHIPS WITH THE FOLLOWING:

- A. financial aid staff
- B. student account advisors
- C. academic dean
- D. dean of student services
- E. admissions representatives
- F. campus executive officer and other management and staff

XI. LIMITS OF AUTHORITY:

As defined by the policies, procedures, and practices of the University and/or the President.

National American University reserves the right to alter this position's job description/job duties or employment hours to meet the needs and goals of the organization.

*Denotes essential elements of the position.

Definitions

Lead	All inquiries about university enrollment from any source.
Appointment	The time at which a prospective student agrees to a specific date and time to visit the university.
Enrollment	A prospective student has applied for admission and submitted an application fee.
Interview	An admissions representative or director of admissions meets in person with a prospective student and consults with him/her about National American University.
Personally-developed	Leads obtained by an admissions representative or director of admissions leads (PDLs) personally initiates or solicits (high school presentations, career fairs, conventions, contests, referrals, posters, etc.).
Commercially-developed leads (CDLs)	Leads obtained directly or indirectly from media/advertised sources such as, yellow pages, newspaper, direct mail, television, radio, billboards, mall displays, school mailings, etc.
Referrals	Names of prospective students obtained from other students, corporations, other colleges and universities, military personnel, and other prospective students.
New student	A student who has never previously attended National American University.
Re-entry student	A student who has previously attended National American University but who ceased attending for one or more quarters.
Re-enrollment	Enrollment of a prospective student who had previously applied and/or been accepted for admission but never actually attended.
Show Rate	For an individual representative, the number of students who actually started classes divided by the number of total student applications taken for a particular time period. This calculation is usually performed at the beginning of the third week of classes each quarter (after drops have been deleted from the student roster).
Team Show Rate	All new student starts divided by the number of new student applications taken by all admissions representatives and the director of admissions at one university location.
Retention Rate	For each admissions representative or the director of admissions, the percentage of those students continuing to attend classes from start quarter through the same quarter of the following year – Summer Quarter excluded.