Position Name
CaDRE: Coordinator for Diversity Recruitment and Enrollment

About the University of Massachusetts Amherst
UMass Amherst is consistently ranked among the top public research universities in the nation, and offers a rich cultural environment in a rural setting close to major urban centers. As a public land-grant institution, UMass Amherst has the responsibility to provide access and opportunities for all people, while demonstrating our commitment to inclusion of historically underrepresented groups. We believe that a culturally diverse campus is integral to academic excellence and that our students, faculty, and staff should reflect the diverse world in which we live.

The University recognizes and values the wide range of voices and perspectives in all spheres of the academic enterprise. We are committed to policies that promote inclusiveness, social justice, and respect for all, regardless of race, color, religion, creed, gender, sexual orientation, age, national or ethnic origin, physical or mental disability, political belief or affiliation, marital status, veteran status, immigration status, gender identity and expression, genetic information, or any other characteristic or status protected by state or federal laws.

About the Office of Enrollment Management
Enrollment Management at UMass Amherst integrates the work of the Office of Undergraduate Admissions and the Office of Financial Aid Services. Its primary purpose is to help the university attract and recruit students who are likely to be successful, guide them through the admissions process, and work with them to secure scholarships and financial aid. It is also tasked with assuring collaboration with other student-centered operations throughout the university, such as the various schools and colleges, the registrar, student orientation and advising, housing and dining, and student affairs. Enrollment Management works closely with institutional research, marketing, and the budget office to help define and achieve the university’s undergraduate student goals and objectives.

About the Position
The Office of Enrollment Management is seeking mature and responsible undergraduate students to work closely with the Senior Assistant Director of Admissions and the Assistant Provost for Diversity in Enrollment Management to develop strategic initiatives to enhance efforts toward the recruitment and enrollment of underrepresented students. Each Coordinator for Diversity Recruitment and Enrollment (CaDRE) will assist with the following items including, but not limited to:

- The creation and maintenance of programming and scheduling for the Diversity Overnight Open House for Admitted Students each April
- Helping to demystify the college application and financial aid processes by serving on panels for both students and families throughout the academic year
- Working in close partnership with all areas of Student Affairs, but especially, New Student Orientation, the Center for Multicultural Advancement and Student Success, and Parent Programs to enroll underrepresented students
- Working with two designated schools and/or colleges at UMass Amherst to serve as admission ambassadors for their programs and departments

Each CaDRE member will also take on one of the following areas a primary responsibility, though all of the roles below will require team support:

Mentoring: coordinate phone, web-based, and in-person services that provide current high school students with assistance in completion of the college application and financial aid processes. Coordinate with New Student Orientation for “Roundup” calls to underrepresented students in an effort to increase their enrollment each April. Work closely with the CaDRE teammates and coordinators for Marketing and Communications to develop a communication plan for the program. Build a mentoring database and training manual.

Hosting: coordinate the host-matching process for the Diversity Overnight Open House for Admitted Students. Maintain current student involvement in the hosting process. Specifically, oversee the paring of admitted students with current students for the program. Develop a registration form for attendees and hosts in partnership with the Office of Residential Life.
Programming: coordinate the assembling of programming for the Diversity Overnight Open House for Admitted Students, including student performances, organization of “the classroom experience” for visiting guests, panel sessions with faculty who can address our targeted audiences well, and a “TalkBack” session with attending students. Take on additional programming responsibility around development of interactive workshops for visiting students and their families to help navigate them through the college transition process.

Marketing and Communications: work collaboratively with all other members of the CDRE team to develop communication plans, website details, logos, marketing materials and promotional campaigns to address the needs of the team. Ensure consistency in language and aesthetic of materials used for each aspect of the Overnight Open House and any projects assigned to other members of the team. Coordinate the formatting of any materials created to enhance the programmatic experience of visiting guests.

Assessment: manage a Survey Monkey account and the creation of assessment tools used to gauge the success of programs and offerings for targeted audiences. Work closely with Assessment staff on campus and share the task of analyzing received data from any instruments created.

Minimum Qualifications
- Returning undergraduate with at least two semesters of coursework completed and two semester of coursework remaining
- 3.0 GPA overall on transcript at the time of application
- Excellent written and verbal communication skills
- Ability to manage multiple tasks and proactively seek help when necessary to complete a task
- High proficiency in Microsoft Office suite, especially Word and Excel; and Google suite.
- Some evening and weekend hours required with hours to increase during programming weekends/dates
  - Attendance at weekly staff meetings each Tuesday of the semester (with the exception of holidays) from 5:00-7:00pm
  - Must be available the weekend of April 7-8

Preferred Qualifications
- Strong relationship-building skills
- Comfort with speaking to and working with staff, faculty, and student populations
- Flexibility in and willingness to contribute to a small team environment focused on building new initiatives
- Prior experience working with or participating in a college access program or community-based organization
- Campus involvement in at least one area of interest and passion
- Use of campus resources like the LRC, CMASS, academic advising and Dean of Students Office
- A desire to advance the diversity goals of the University

Compensation and Benefits
- $12.00 an hour; must work a minimum of 4 hours a week
- $1000.00 stipend upon successful completion of semester assignments
- Meals for all evening and weekend hours provided
- Overtime pay for programming weekends

To Apply: please submit a resume along with a cover letter capturing your interest in the CaDRE position. Your cover letter should state which coordinating responsibility you are most interested in as well. If you pick more than one, please list them in order of preference. Please be sure to include your SPIRE ID number in your cover letter. All materials are due on or before midnight, November 17, 2017. Interviews will be held from December 4-7, 2017.

Send Application Materials to:
Jasmine Amegan Rosario, Senior Assistant Director of Admissions
cadre@umass.edu