



RED LAKE NATION COLLEGE
Position Description

POSITION TITLE: Recruitment & Retention Counselor – Full-Time

DEPARTMENT: Student Services

REPORTS TO: Director of Student Success

CLASSIFICATION: Non-Exempt

REVISED: January 2020

DEADLINE: Open until filled

PRIMARY FUNCTIONS: The purpose of this position is to effectively recruit new students and to help successfully retain new and returning students.

ACCOUNTABILITY: The Recruitment & Retention Counselor reports directly to the Director of Student Success.

ESSENTIAL RESPONSIBILITIES: Essential responsibilities and duties may include, but are not limited to the following:

- Represent RLNC both on and off campus to prospective students, parents, secondary school counselors and other individuals or organizations involved in the college selection process.
- Make presentations to high school students explaining the benefits of attending RLNC.
- Plan and implement recruitment activities for high schools, college fairs, community events, etc. Prepare a calendar of these activities and provide a copy to the Director of Student Success.
- Develop and maintain professional work relationships and positive, regular communication with Red Lake High School staff and all surrounding high school staff.
- Welcome prospective students by arranging and conducting campus tours, conducting follow-up activities such as contacting students via phone, email, or postcard.
- Maintain a recruitment log, including when, where, and outcome of contact made with prospective students. Provide a copy of this log to the Director of Student Success on a bi-weekly basis.
- Provide semester reports of recruitment activities to ensure the college reaches its annual

and semester recruiting goals. Provide a copy of this report to the Director of Student Success.

- Maintain a travel log, including when, where and outcome of recruitment efforts.
- Establish good, accurate student information files on all prospective students and become familiar with all prospective students.
- Work with the Director of Student Success and faculty to help identify students who are having academic or attendance difficulties.
- Refer students requiring additional assistance to the appropriate support service.
- Assist students in completing the FAFSA.
- Serve as a Success Mentor for a caseload of students and meet with them regularly to review their needs and progress.
- Collaboratively work with all staff to identify early, assist, and monitor RLNC “at risk” students who appear to be struggling academically or socially and intervene early.
 - Assist the College in facilitating the resolution of faculty and student issues that require a thorough knowledge of at-risk students.
- Create an effective meeting and communication system to maintain contact with students, staff, and faculty members to help with student retention.
- Assist Student Success Counselors & Registrar with the student admissions process as needed.
- Assist the Director of Student Success and Registrar by collecting data regarding enrollment and retention.
- Work closely with the Administrative Team on mandatory higher education reporting. ● Other duties as assigned.

EXPERIENCE/REQUIREMENTS:

- Knowledge of and commitment to the mission of RLNC.
- Knowledge of Anishinaabe culture and demonstrated ability to work with Native communities.
- Knowledge of technology used in educational programs and services.
- Excellent ability to communicate effectively verbally and in writing.
- Ability to work effectively with groups of diverse ages and educational backgrounds.
- Ability to effectively coordinate recruitment events.
- Ability to exhibit leadership in program and budget management and planning.
- Ability to work effectively as a team member of the RLNC.
- Ability to provide outstanding quality customer service and support to students, RLNC staff members and all community and college stakeholders.
- Be willing to continue education and training.
- Administrative experience working with students in higher education is highly preferred. ● Must be a positive, supportive, energetic and encouraging type of person to help motivate students to attend college and stay in school.
- Friendly, outgoing type of personality is required since this is a position that interacts intensely with the public both within and outside of the college.

- Must be able to develop trust and positive relationships with all students.

EDUCATION/QUALIFICATIONS:

- BA or BS degree required.
- Red Lake Nation College graduate is preferred.
- Some experience in higher education as a student or staff is required.
- Administrative experience working with students in higher education is highly preferred.
- Must be positive, supportive, energetic, and encouraging to help motivate students to attend college and stay in school.
- Friendly, outgoing personality is required since the position interacts intensely with the public both within and outside of the college.
- Must be able to develop trust and positive relationships with all students.

LICENSES AND OTHER REQUIREMENTS:

- Must pass a pre-employment criminal background check.
- Must pass a pre-employment drug and alcohol test.
- Possession of a valid MN driver's license.

This position follows our Red Lake Tribal Member and Indian Preference Policy.

HOW TO APPLY:

Red Lake Nation College has a Red Lake Tribal Member and Native Preference Policy that applies to this position. Red Lake Nation College is an equal opportunity employer and provider.

To apply for this position, print and complete an employment application: or email your resume to Rochelle.Johnson@rlnc.edu. Employment applications can be found at:

<https://www.rlnc.education/employment-forms>