



HUMAN RESOURCES

Reclassification or Equity Review Form

(For all regular staff positions)

The purpose of this form is to formally request a reclassification and/or equity review for a current staff member. The result of the review could be a recommendation to reclassify the position for a different job title and/or salary. The information contained in this document should include the content of a job - including job functions, duties, scope, and the minimum and preferred qualifications. The statements included in this description are intended to reflect the general nature and level of work assigned to this position and should not be interpreted as all-inclusive.

Procedure Steps:

1. Employee's supervisor completes all sections of the form and signs authorizing a review of the classification.
2. Supervisor submits the request for review to the director and appropriate Executive Officer. **Executive Officer's signature to authorize Human Resources' review is required.**
3. Supervisor submits review form to Human Resources, 213 UPAV.
4. HR conducts review which includes discussions with the supervisor. After review is complete, HR's recommendation is communicated to the Executive Officer.
5. Following Executive Officer review and approval, the result is communicated to the supervisor and paperwork is signed and processed by Human Resources.
6. The effective date of changes will generally be the first day of the pay period following the final approval by the Executive Officer and Human Resources.

Part One – Please provide an explanation as to why the review is needed. (Example: Information on overall duty changes, supervision changes, reorganization of department, equity, etc).

With the loss of the Associate Director position in Graduate Programs I examined the structure of graduate programs and found that we while we have a strong staff focused on operations and application processing we needed leadership in recruitment and retention. The concept with this reclassification is offering Erin Strom, a staff member that has taken on a lot more responsibility over COVID-19 and while we have had vacancies in our department. This re-classification would offer her an opportunity to step into a supervisory role to coordinate and lead recruitment, retention and communication efforts for Graduate Programs.

Part Two – Employee and Supervisor Information

Employee Name: Erin Strom	67929646	
Current Title : Recruiter and Academic Advisor	Dept ID 950900	Phone 810-762-3171
Supervisor : Dr. Christopher Lewis	Supervisor Title: Director of Graduate Programs	
Supervisor Phone 810-762-3171	Supervisor Email: drclewis@umich.edu	

Part Three - Proposed Information

Job Title: Recruiter Unit Senior	Job Code:	Full Time Rate : \$58,000
Working Title, if different from Job Title Recruitment and Communication Specialist		

Part Four - Supervision

SUPERVISION: Indicate the market job title and number of FTE supervised. Please check the type of supervision provided as defined below:

Administrative Supervision: Has the authority to hire, transfer, suspend, promote, discharge, reward, or recommend such action.

Functional Supervision: Has the authority to work as group leader, assist in the training of new staff members, communicate instructions, maintain employee records, and assign work to others.

Job Title of Position(s) Supervised	# of FTE	Administrative Supervision	Functional Supervision
Recruiting and Marketing Coordinator	1.0	X	
Student Workers	0		X
Graduate Ambassadors	0	X	

Part Five – Similar Positions at the U

List other University employees doing substantially the same work, if known. For equity reviews, please list the individuals you are comparing this position with.

Name	Job Title	Department

Part Six – Job Description

Job Function/Duties: For reclassification, please highlight changes and/or additions.

<p>PAST DUTIES</p> <p>Advise prospective graduate students concerning basic information about graduate education and programs that are offered, referring students to faculty advisors when appropriate. Contact may be on personal basis or via phone or email. Duties include responding to inquiries (walk-in, phone, email, and Web-based), making presentations to individuals or groups of prospective students, counseling prospective students regarding the admissions process, and advising Lifelong Learning applicants.</p> <p>Develop and implement a telecounseling program. The program will entail making telephone calls to prospective students, hiring and supervising student callers, evaluating the overall effectiveness of the program, and making improvements.</p> <p>Represent the Office of Graduate Programs at graduate school and career fairs, open houses, and other events. May include sponsored recruiting trips to foreign countries. Assist the Marketing Communications Specialist in planning and implementing an annual program of recruitment activities.</p> <p>Serve as back-up receptionist when front desk staff are not available. Duties include answering and routing phone calls and receiving and directing visitors.</p> <p>Related duties as assigned.</p> <p>PROPOSED DUTIES</p> <p>Job Function/Duties:</p> <p>Manage and supervise recruitment, marketing and communications for Graduate Programs including employee selection, training, planning and directing work, performance evaluation, discipline, and recommendations for promotions or change in status. This also includes creation of marketing plans with individual departments</p>	<p>% of total effort:</p> <p>15%</p>
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15%	Create and maintain an environment where all students receive quality advising/communication on graduate education no matter how they inquire (walk-in, phone, email and web-based) and that all inquiries are properly maintained within the CRM. Provide training for any staff to assist with this process.
15%	Work with Director to formulate, coordinate, and supervise implementation of policies and processes to improve overall communications with prospective students and applicants across all graduate levels; domestic, international, readmit and non candidates for degrees.
10%	Supervise communication and marketing efforts across graduate programs and develop training and support efforts for marketing and communication staff within the department.
10%	Assess new practices in CRM and create and maintain communication procedure documentation for CRM. Create reports in CRM to support the work of Graduate Programs. Manage all events for Graduate Programs and assess all events so that the graduate department will have data to re-evaluate best practices.
10%	Make presentations to individuals and groups of prospective students, counseling prospective students regarding the admissions process, and advising Lifelong Learning Students.
5%	Hire, train, and build the graduate ambassador program. Review best practices and find new ways to engage students in the recruitment and retention of students.
5%	Maintain editing of marketing materials and maintain work with MAC to maintain Graduate Program websites.
100%	

Part Seven – Qualifications in order to perform the job.

Include education, experience, licenses, registrations and certifications.	
Bachelor's Degree is required. Five to ten years of experience working in college or university advising or recruitment is required.	
Demonstrated ability to maintain a positive attitude and show the utmost respect for faculty, students (Prospective and admitted), staff, and others; to make serving visitors and callers a high priority; to relate to people in a friendly, accepting manner, and be a team player.	
Demonstrated strong communication skills, both oral and written.	
Demonstrated strong organizational skills, attention to detail, ability to establish priorities, problem-solving skills, and experience in performing responsible office duties.	
Demonstrated knowledge of and experience with computerized record-keeping systems. Experience with Microsoft Word, Excel, ImageNow/WebNow, EMAS, Banner, TargetX; knowledge of database systems; willingness to learn new software programs is necessary.	
Demonstrated experience in advising students	
Demonstrated experience in developing targeted communication to prospective students and applicants.	
Demonstrated ability to maintain high level of confidentiality.	
Demonstrated ability to document processes and teach others on the use of differing technical systems.	
Demonstrated experience working between colleges across a university to create synergy among areas in recruitment, communication and retention.	

Does current employee have qualifications listed?	<input checked="" type="checkbox"/> Yes or <input type="checkbox"/> No
If No, please explain:	




Part Eight

Provide any additional comments or information not covered above.
Ability for occasional evening and/or weekend events is required.

Part Nine – Funding plan for the position changes

How will changes in salary be funded?
Departmental Salary Savings/Funds

Authorization to Review Classification (Signatures below authorize Human Resources to proceed with the review process)

	3/25/22
Supervisor's Signature	Date
	3/25/22
Dean, Director or Authorized Representative's Signature	Date
	3/25/22
Executive Officer	Date

HR's Recommendation and Final Approval:

Job Title:	Job Code:	Full Time Rate:
Working Title, if different from Job Title		Effort
Employee :	FLSA Change? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Effective Date:		

Director – Human Resources, Flint Campus

Date

Human Resources Representative Name or Signature

Date

Executive Officer Signature

Date