



OREGON COLLEGE OF ART AND CRAFT

Admissions Director Position Announcement

March 2017

Position Summary

Oregon College of Art and Craft (OCAC) seeks a highly qualified full time professional to serve as the college's Admissions Director. The OCAC Admissions Director is responsible for all aspects of the College's admissions processes and institutional enrollment management as it relates to recruitment and admission.

The Director must have:

- significant knowledge and demonstrated success in college admissions, marketing and student recruitment;
- demonstrated ability to develop innovative approaches to all aspects of recruitment and admissions and success in their implementation;
- excellent communication and interpersonal skills to motivate and sustain staff in their duties and responsibilities; and
- work in an intense and supportive environment with responsibility for Admissions office leadership.

The Director will successfully represent the College to external constituencies and assist internal constituencies in delivering college messaging. The position supervises the Admissions Office staff and works closely with the Communications Director, Dean, and other college leaders to promote the unique aspects of the OCAC experience.

Located in Portland, Oregon, OCAC is an institution with over one hundred years of dedication to the ideals and practice of craft. Utilizing a pedagogy that is rooted in a profound understanding of materials and process, the College offers a mentor-based environment for the consideration of art, craft and design.

OCAC offers five academic programs: a BFA, an MFA in Craft: Critical and Innovative Practice, an MFA in Applied Craft and Design, a Post-Baccalaureate Certificate, Certificate in Craft and a soon-to-be-launched MFA in Industrial Design. The Bachelor of Fine Arts includes twelve majors: Book and Print, Ceramics, Cross Media, Digital Strategies, Drawing and Painting, Fibers, Functional Object, Image and Narrative, Metals, Photography, Sculptural Practice, and Wood. Courses develop deep fluency in studio materials and processes, sophisticated conceptual thinking, and effective communication; mentor-based pedagogy cultivates refined studio practice and direction.

Responsibilities

Admissions and Recruitment

- Develop, implement and lead annual recruitment/ admission/enrollment plan in the context of a long-term regional, national and international strategy for undergraduate (Bachelor of Fine Arts degree with 12 majors, Certificate program and Post-baccalaureate Certificate program) and graduate programs (Master of Fine Arts in Craft: Practice and Innovation, Master of Fine Arts in Industrial Design and a jointly offered Master of Fine Arts in Applied Craft and Design).
- Design, implement, and manage promotional marketing and recruitment strategies for degree programs, including a range of messaging tactics.
- Work with the Communications Director to implement and maintain dynamic, comprehensive promotional marketing and recruitment tactics, including a strong online presence for OCAC's degree programs on the web, social networking sites, listservs, blogs, etc.
- Identify new and maintain existing target audiences for each of the college's programs.
- Assess effectiveness of advertising and other promotional efforts.

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- Establish and maintain close working relationships with principals and teachers in local and national high schools, art magnet schools, community colleges, guilds associations to effectively articulate the OCAC experience and ensure that students who would thrive in the undergraduate programs know about OCAC; and that similar relationships are nurtured with heads of college programs to create conduits for the MFA programs.
- Propose, implement, and manage services for the newest graduate program, the MFA in Industrial Design, including recruitment, publications, registration, financial packaging, and curricular/academic policies.
- Work in partnership with PNCA staff to effectively recruit and enroll students in the MFA in Applied Craft + Design program.
- Identify new and existing target audiences for each of the College's programs and potential scholarship sources.
- Participate in travel and presentations at high schools, community colleges, college fairs and portfolio days.
- Provide advice and counsel prospective students and their family members on admission to the College, including assistance with applications, conducting the formal interview process, providing advice on portfolio preparation and admissions deadlines.
- Plan and administer special on-campus admission programs including Open Houses, Admissions Workshops, High School Exhibitions and related events.
- Individually recruit and communicate with prospective graduate students.
- Work closely with the College's faculty department heads to determine the applicant's eligibility for admission to the College and meet with the registrar and faculty department heads to determine transfer of credit when appropriate.

Financial Aid

- Develop, propose and lead enrollment, tuition and scholarship plans for the college including tuition pricing, scholarship awarding, head count and full-time enrollment. Work closely with the Director of Financial Aid and Director of Enrollment Services to implement these plans.
- Ensure that financial aid processing meets student and federal needs and requirements.

Administration

- Effectively manage staff to coordinate aspects of recruitment from inquiry through matriculation.
- Effectively manage the student information system and databases to provide optimum efficacy in communicating with prospective students.
- Maintain and formulate College admissions policies and procedures in accordance with the National Association of Schools of Art and Design and Northwest Commission on Colleges and Universities recognized guidelines.
- Oversee the design, and maintain primary responsibility for copy writing and publication of all admissions related materials.
- Draft and manage the annual admissions budget.
- Oversee maintenance of admissions records and reporting to internal entities.
- Establish annual admissions goals and maintain accountability for regular reporting and progress to goals.
- Other duties as assigned.

Experience and Qualifications

- Extensive experience in higher education admissions and understanding of arts education
- Strong verbal and written communication skills and the ability to inspire others to work well in team situations
- Excellent computer skills, including proficiency in recruitment and enrollment databases and systems and Microsoft Office programs (Word, Excel, Powerpoint); experience with email marketing services (Emma, etc.) preferred
- Successful supervisory experience
- Proven ability to manage resources in a strategic capacity to achieve goals
- Ability to prioritize, manage resources and respond flexibly to opportunities and challenges

Application Information

The position is full time, salaried with full benefits package. Please submit cover letter, resume and three professional references to careers@ocac.edu.

Application Deadline: open until position is filled.

For more information, visit ocac.edu