



## **VETS Center Enrollment and Outreach Coordinator**

Full Time / Hourly / Non-Exempt

### **REPORTS TO**

Director, Office of Veterans Services and Veterans Educational Transition Success (VETS) Center

### **DEPARTMENT**

VETS Center

### **EFFECTIVE DATE:**

May 1, 2021

### **JOB SUMMARY**

Serves as the VETS Center Enrollment and Outreach Coordinator, overseeing the development and maintaining of healthy relationships with Campus, Community, Military, Government, and Corporate Partners; overseeing VETS Center efforts on creating student veteran/service member leads and applicants for SNU; and coordinating for all social media, branding, and marketing with the PGS/TRAD Marketing Teams. Advises the Director on all outreach initiatives and plans.

Responsible for planning, coordinating, and executing veteran, service member, military dependent, and Army ROTC recruiting strategies and activities to increase enrollment of SVSM students in PGS and TRAD academic programs. The Enrollment and Outreach Coordinator's work schedule must be coordinated to cover requirements and/or events outside normal business hours Monday through Friday (0800-1700 hours) and, when necessary, for over the weekend (Saturday and Sunday). Other key responsibilities include maintaining the VETS Center Tutor.com hours and account, providing student veterans and service members with career counseling transition support, and serving as SNU's Army ROTC liaison with the UCO Army ROTC program.

### **RESPONSIBILITIES**

#### **Essential Functions:**

- Serves as recruiter and outreach contact for prospective veteran/service member and military dependent students who are eligible for VA/DOD educational benefits. Guides veteran and military students through the enrollment process from community college to PGS. Maintain an aggressive on-line presence of SNU's VETS Center and its services by providing ideas and product suggestions to the PGS and TRAD Marketing Directors and their coordinators.



- Develop and execute an outreach initiative for the VETS Center that increases awareness of its services and increases SVSM enrollment, focusing on the Del City – Midwest City – Tinker AFB area, Tulsa area, Enid/Vance AFB, and Lawton/Fort Sill/Altus AFB areas. Versed in PLA (prior learning assessment) conversation as a major selling point to complete a fast-track bachelor's degree.
- Provide VETS program information at area education and veterans fairs (career, college, graduate school) and conferences. Maintain and staff booth space at scheduled events.
- Plan and oversee new veteran student recruiting activities, including campus information meetings and tours. Promote, coordinate, and conduct campus visit meetings for prospective students. Respond in a timely fashion requests for information via walk-in, on-line, and call-in. Must be knowledgeable on and be able to explain the programs and services offered through the school by the VA and DOD to prospective candidates. Must be able to explain the vision, mission, and purpose of the SNU VETS Center to candidates and candidate family members.
- Track and report to the Director on a weekly basis on veteran recruitment contacts, leads, and applicants; Army ROTC contacts; and community/military/corporate outreach contacts. Adds all registered vet students at local community colleges (i.e. Rose State Community College, Redlands Community College, and Oklahoma City Community College, etc.) into recruit as a lead while coordinating efforts with the PGS EMASS and TRAD Admissions Teams as appropriate.
- Builds positive relationships between the SNU Veterans Center, the PGS EMASS Team, and the Undergraduate Admissions/Marketing Team for ensuring collaboration, support, and integration of efforts.
- Liaise with community support organizations and local chambers of commerce for learning about local events the VETS Center can partner with in order to provide the community with information about SNU's veteran student programs and connect SNU veterans to community resources and area veteran support organizations.
- Integrate prospect information into a data tracking system and maintain records of program prospects until they are officially enrolled in their desired degree completion programs. Assists student veterans with registration questions.
- Serve as VETS Center contact for student veteran organizations on campus – Army ROTC, Student Veterans of America Chapter, and the SALUTE National Honor Society Chapter.
- Engage in creative and critical thinking as it pertains to future programs, recruitment, and new ways of providing access to programs for veterans.
- Coordinate with Tutor.com on a monthly basis to ensure all SVSMs are assigned an account for using the VETS Center Tutor.com paid hours. Collaborate with Tutor.com to ensure hours are used.
- Coordinate and collaborate with SNU's Handshake.com and other transition support services that can assist student veterans and servicemembers who are in a career transition.
- Other duties and tasks as assigned by the Director, Office of Veterans Services.



### **Required Qualifications:**

- Southern Nazarene University is an expression of the Church of the Nazarene. According to SNU policy, all faculty and staff must possess a strong personal Christian commitment and be committed to the SNU mission to make Christlike disciples through higher education in a Christ centered community.
- An understanding of the importance for diversity, inclusion, and equity.
- Bachelor's degree, or in process, 2+ yrs. working experience in a higher education setting.
- Military experience or military dependent experience.
- Must be able to work effectively in a veteran-oriented, team environment, have the ability to work under pressure, meet deadlines, work collaboratively with other campus organizations, and work with minimal guidance.
- Must be comfortable working with and maintaining a coordination line of communication with the PGS EMASS Team and Undergraduate Admissions/Marketing Team to ensure synergy and cohesion at all times. As necessary, there may be times when the Vets Center Enrollment & Outreach Coordinator will need to brief the PGS Enrollment Director and Marketing Director on VETS Center outreach activities.
- Required to multi-task daily to accomplish projects, plan and maintain daily office assignments. Must have excellent organizational skills.
- Maintain strict confidentiality of all university business especially as relates to records, personal information and finances.
- Must be proficient in basic computer operations and software applications as needed in order to complete assigned tasks, including word processing, spreadsheets, database applications, etc.
- Must be able to train effectively for proficiency in the use of specialized software applications utilized by the university and the VETS Center.
- Excellent interpersonal and verbal communication skills required.
- Strong writing skills including attention to detail, impeccable grammar, and ability to proofread. Competency is also required in typing and spelling.
- Must possess a professional demeanor.
- Must be in harmony with the mission and purpose of Southern Nazarene University and the Church of the Nazarene.

### **Preferred Qualifications:**

- Knowledge of local community agencies serving veterans, service members, and military dependents.
- Experience in higher education.
- Master's degree, or in process.

### **Physical and Environmental Demands:**

- Constantly requires sitting, repetitious finger and wrist movement, speaking clearly, hearing conversations, hearing (with acuity), seeing near and far with depth perception and color vision.



- Occasionally requires standing, lifting, pulling, pushing, carrying, walking, and climbing, reaching both high and low.
- Work is primarily indoors but requires the incumbent to be in an outdoor environment when traveling between campus buildings or for off campus events.
- Ability to interact verbally in person, over the telephone and via written and electronic media.
- General lifting up to 35 pounds.

**Supervision Received:**

Receives supervision and work assignments from a designated supervisor, although other staff members in the unit may provide work direction.

**Supervision Exercised:**

May be responsible for the coordination of work assignments for student employees.

**BENEFITS**

Generous benefit structure including family health insurance plan (shared cost), long term disability, dental insurance, group life insurance, retirement matching, tuition remission, vacation, sick leave, personal days, and holidays.

Apply Online for this position at <https://snu.edu/employment/>

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Generous benefit structure including family health insurance plan (shared cost), long term disability, dental insurance, group life insurance, retirement matching, tuition remission, vacation, sick leave, personal days, and holidays.

**Updated: August 17, 2020**

**SOUTHERN NAZARENE UNIVERSITY  
DIVERSITY STATEMENT**

Southern Nazarene University values each person created in the image of God, therefore, we also desire to be a community that reflects representation of diversity. We care about inclusion and equity through the refining of our character, the way we create culture and the way we serve Christ. Our University values reconciliation through God's love.

**SOUTHERN NAZARENE UNIVERSITY  
NON-DISCRIMINATION/EQUAL EMPLOYMENT OPPORTUNITY STATEMENT**

Non-Discrimination/Equal Employment Opportunity Statement: Southern Nazarene University policy prohibits discrimination on the basis of race, sex, age, color, creed, national or ethnic origin, marital status, disability, genetic information, veterans status or any other legally protected class in the recruitment and admission of students, in all personnel actions or



decisions including, but not necessarily limited to, recruitment, hiring, training, upgrading, promotion, demotion, termination and salary, and in the operation of all university programs, activities, and services. Any concerns regarding discrimination on the basis of categories listed above should be addressed to the appropriate person:

**Students contact:**

Dean of Students  
Southern Nazarene University  
Office of Student Life  
6612 NW 42nd St.  
Webster Commons, Lower Level Suite 110A  
Bethany, OK 73008  
405-491-6336/ Email: [kbradley@snu.edu](mailto:kbradley@snu.edu)

**Employees contact:**

Director of Human Resources (or immediate supervisor)  
Southern Nazarene University  
6729 NW Expressway  
Bresee Hall, Room 306  
Bethany, OK 73008  
405-491-6333/ Email: [gcollier@snu.edu](mailto:gcollier@snu.edu)

**Chief Diversity Officer**

Vice-President for Intercultural Learning and Engagement  
Southern Nazarene University  
6729 NW 39th Expressway  
Bresee Suite 200  
Bethany, OK 73008  
405-491-6600/ Email: [lcrouso@mail.snu.edu](mailto:lcrouso@mail.snu.edu)

Anyone with questions or concerns regarding sex discrimination or the university's compliance with Title IX can contact the university's Title IX Coordinator:

**Executive Vice President**

Southern Nazarene University  
6729 NW Expressway  
Bresee Suite 202  
Bethany, OK 73008  
[405-491-6306](tel:405-491-6306)/ Email: [mredwine@snu.edu](mailto:mredwine@snu.edu)

**TITLE IX DISCLOSURE**

Regardless of other language in this policy notwithstanding, Sexual Harassment (including Sexual Assault, Domestic Violence, Dating Violence, and Stalking), as defined in the Sexual Harassment Policy, will be governed exclusively by the Sexual Harassment Policy and processes provided in it. All other forms of sex-based discrimination are governed by this policy, including sex-based Harassment, as defined in this policy, that does not rise to the level of Sexual Harassment as defined in the Sexual Harassment Policy.



Conduct that is initially raised through a formal complaint under the Sexual Harassment Policy may also be addressed under this policy, in the institution's discretion, when: (i) the conduct, or some part of it, may amount to a violation of this policy regardless of whether it meets the definition of Sexual Harassment under the Sexual Harassment Policy; (ii) the formal complaint, or some part of it, has been dismissed under the Sexual Harassment Policy; or (iii) a final determination of a formal complaint has been made under the Sexual Harassment Policy and separate or additional action may be necessary to enforce this policy.

Discrimination is material, adverse treatment of an individual based on a protected category. Harassment consists of unwelcome conduct on the basis of a Protected Category that explicitly or implicitly affects an individual's employment, unreasonably interferes with an individual's work performance, or creates an intimidating, hostile, or offensive work environment.

A person's subjective belief that behavior is intimidating, hostile, or offensive does not make that behavior harassment. The behavior must create a hostile environment from both a subjective and objective perspective and must be so severe, persistent, or pervasive that it unreasonably interferes with, limits, or deprives a member of the community of the ability to participate in or to receive benefits, services, or opportunities from the university's education or employment programs and/or activities. In determining whether a hostile environment exists, the university examines the context, nature, scope, frequency, duration, and location of incidents, as well as the relationships of the persons involved.

- Non-sex-based VAWA crimes.

Note that, when addressing domestic violence, dating violence, and stalking that are not sex-based (i.e., that are not covered by the university's revised Sexual Harassment policy), the university will need to provide VAWA protections to the parties.

Under Title IX of the Education Amendments of 1972, Southern Nazarene University prohibits all unlawful discrimination on the basis of sex or gender in its educational programs and activities, except where the University has been granted exemptions from certain Title IX regulations on religious grounds, including the specific religious tenet of the University.

No individual will be subject to any form of retaliation, discipline, or other adverse action for reporting conduct in violation of the university's nondiscrimination/Equal Employment Opportunity Statement, assisting/cooperating in making a complaint, or assisting with the investigation of a complaint. Any individual who believes they have experienced or witnessed retaliation should immediately notify the appropriate member(s) of the administration as identified above. Those found to be engaging in any type of discrimination in violation of law or university policy will be subject to disciplinary action, up to and including dismissal or termination of employment.

\*Christian faith and employment at Southern Nazarene University: Southern Nazarene University is an expression of the Church of the Nazarene. It reserves the right to prefer employees on the basis of religion (Title VII, Section 702-703, U.S. Civil Rights Act of 1964).