SUNY POTSDAM

PROFESSIONAL PERFORMANCE PROGRAM

EMPLOYEE NAME: Heather Scott PERFORMANCE PROGRAM PERIOD: 2008-2009

DEPARTMENT: Office of Admissions

BUDGET TITLE: Admissions Assistant, SL-2 LOCAL TITLE: Admissions Counselor

IMMEDIATE SUPERVISOR’S NAME: Tom Nesbitt

Director of Admissions

Office of Admissions

**DIRECTIONS:** Using as a guide, the policies and procedures contained in the Policies of the Board of Trustees, prepare this performance program. Use additional sheets, if necessary.

1. THE NATURE OF THE PROFESSIONAL EMPLOYEES’ DUTIES AND RESPONSIBILITIES: (Brief narrative position description).

***Primary***

**Territory Counselor for Region III**

1. Travel and recruitment in Albany, Columbia, Dutchess, Ulster, Rensselaer, Orange, Putnam, Rockland, Sullivan and Westchester counties.
2. High School Visits-Meet with prospective students and Guidance Counselors from various high schools and speak with them about SUNY Potsdam and the opportunities it has to offer, as well as the SUNY system as a whole.
3. College Fairs-Reach out to the appeal of students and parents through an information table, hand out materials and addressing questions and concerns about the institution. Fairs are offered for both high school and community college students.
4. Application Review-Conduct application review, make consistent decisions and/or offer recommendations to Admissions Committee on applications. Contact Guidance Counselors with specific concerns regarding students and their transcripts. Develop outstanding and consistent application documentation skills-specifically in situations where applicants are unhappy with an admission decision.
5. Telecounseling-Call prospective students from Region III and speak with them about the institution and their interest in it. Address their questions and concerns regarding about SUNY Potsdam, the SUNY system and the college application process.
6. Personal Contact-Call, write, or email interested and qualified students to maintain their interest and address their questions and concerns.

**Territory Counselor for Region IV**

1. Work with Regional Recruiter on recruitment of Bronx, Kings, New York, Queens and Richmond counties.
2. Continue to develop relationships with high school guidance counselors and college counselors.
3. Application Review-Conduct application review, make consistent decisions and/or offer recommendations to Admissions Committee on applications. Contact Guidance Counselors with specific concerns regarding students and their transcripts. Develop outstanding and consistent application documentation skills-specifically in situations where applicants are unhappy with an admission decision.
4. Telecounseling-Call prospective students from Region IV and speak with them about the institution and their interest in it. Address their questions and concerns regarding about SUNY Potsdam, the SUNY system and the college application process.
5. Personal Contact-Call, write, or email interested and qualified students to maintain their interest and address their questions and concerns.

**Personal Interviews**

Interview visiting students to qualify their interest. Provide a comfortable and inviting atmosphere for students and parents to address their questions and concerns about SUNY Potsdam, the SUNY system, and the college application process.

**Athletic Liaison**

Athletic liaison to Swimming and Diving team.

***Secondary***

The planning of our off-campus receptions.

Assist with Foreign/International Applications.

Assist on reviewing new information that comes into our office for already accepted students.

Assist in reviewing scholarship applications for the Potsdam Scholars Program.

Assist in planning of Multicultural Weekend.

Work with Potsdam alumni for recruiting efforts.

Assist in the final review process for applications.

Provide assistance on any miscellaneous projects, short or long term that come to the office.

1. SUPERVISORY RELATIONSHIPS:

(1) Who supervises the employee? Tom Nesbitt, Director of Admissions

1. FUNCTIONAL RELATIONSHIPS: (primary offices this person works with)

* Director, Assistant Directors, Director of Academic Transfer Services, Senior Transfer Admissions Counselor, Counselors and support staff in the Office of Admissions.
* Faculty and staff at the institution as a whole.

1. GOALS AND OBJECTIVES FOR PERIOD INDICATED. Be very specific as these are the areas upon which the next evaluation will be based. Attach additional pages as needed.

**Short Term**

* Continued completion of or significant improvements of tasks outlined above.
* Provide accurate and consistent application review and documentation skills.
* Further acclimate oneself with SUNY Potsdam.
* Solid and regular communication with supervisor.
* Develop amplified knowledge of statistical analysis for territory management purposes.
* Develop basic knowledge in transfer admissions, financial aid and the financial aspect of the Educational Opportunity Program.

**Long Term**

* Continue to improve relations with Guidance offices and Transfer Services offices in Region III and Region IV.
* Continue to improve efficiency and effectiveness of travel and recruitment in Region III and recruitment in Region IV.
* Develop a smooth transition process for a new counselor to handle Region III and Region IV, if the position becomes vacated.

1. LIST THE PROFESSIONAL DEVELOPMENT ACTIVITIES FOR THE PERIOD.

* Participation in Professional development organizations (SUNYCAP, NYSACAC, CSPANY).
* Participation in inter office training program.
* Participation in on campus committees.
* Completion of two Graduate Classes at St. Lawrence University, “Multicultural Education & Counseling” and “School Climate”.

VI. SELF-IDENTIFIED PROFESSIONAL GOALS

1. **Short Term:**
   * Serve as University College Representative on SUNYCAP’s executive board.
   * Complete two more graduate classes at St. Lawrence University and matriculate into the Leadership Masters Program.
   * Improve professional knowledge and ability to retain it.
   * Establish professional relationships with more faculty and administration on the SUNY Potsdam Campus.
   * Further develop presentation skills to all target audiences.
   * To maintain a creative, efficient and productive work environment for me and others.
   * Further advance professional writing skills.
   * Become familiar and comfortable with the way SUNY Potsdam runs its office and to succeed within the system in place.
2. **Long Term:**
   * Continue to be more self-directed.
   * To increase my knowledge of higher education towards the pursuit of advancement in either the field of enrollment management or student affairs as an assistant or associate director.
   * To set a standard for the active recruitment of minority students for all regions.
   * Continue to raise my level of professionalism.
   * To further increase active deposits in Region III and Region IV by a significant amount.
3. THE MEASUREMENT (EVALUATIVE CRITERIA) TO BE USED TO DETERMINE IF THE DUTIES, RESPONSIBILITIES, AND OBJECTIVES SPECIFIED IN THE EMPLOYEE PERFORMANCE PROGRAM HAVE BEEN ACHIEVED. The criteria outlined below are examples presented for descriptive and explanatory purposes only. If you wish to establish criteria, they should be included in this area.

Check ( ) where appropriate.

( ) Effectiveness in Performance (as demonstrated, for example, by success in carrying out assigned duties and responsibilities, efficiency, productivity, and relationship with colleagues.

( ) Mastery of Specialization (as demonstrated, for example, by degrees, licenses, honors, awards, and reputation in professional field.)

( ) Professional Ability (as demonstrated, for example, by invention of innovation in professional, scientific, administrative, or technical areas; i.e. development or refinement of programs, methods, procedures, or apparatus.)

( ) Effectiveness in University Service (as demonstrated, for example, by such things as successful committee work, participation in local campus and University governance, and involvement I campus-or University-related student or community activities.)

( ) Continuing Growth (as demonstrated, for example, by continuing education, participation in professional organizations, enrollment in training programs, research, improved job performance and increased duties and responsibilities.)

( ) Other (Attitudes, cooperation, dependability, motivation, etc.) Explain below.

THIS IS TO SIGNIFY THAT I HAVE READ AND I UNDERSTAND THE ABOVE PERFORMANCE PROGRAM.\*

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Professional Employee Signature Date

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Immediate Supervisor’s Signature Date

\*If the supervisor and employee do not concur on the performance program, the

employee has the right to attach a statement to the performance program within ten

working days from receipt.