

Lansing Christian School

Job Description

Position: Admissions, Recruitment and Alumni Coordinator

Reports to: Superintendent

Contract: Annual, 30 weeks per year

Salary: Based on years of experience and a salary range set by the Superintendent.

Qualifications:

- Personal relationship with Jesus Christ
- Commitment to mission and vision of Lansing Christian School
- Bachelor's degree preferred in one or more of the following areas: marketing, business, public relations, communications
- Excellent written and oral communications skills
- Exceptional computer skills – web content management and proficient in Microsoft Office Suite
- Self-motivated and able to work independently, set goals and objectives, identify priorities in an organized manner

Dimensions:

Responsible for managing the policies and processes for an efficient, effective and customer-focused admissions department and alumni development program

Job Responsibilities:

Admissions & Recruitment/Responsible for:

1. Developing and monitoring LCS admissions/enrollment policies and procedures:
 - Receive all prospective inquiries by telephone, e-mail or walk-in
 - Respond to all inquiries through verbal (phone) communication and written letter communication and supply all information and applications materials to assist the family with the needs they have in order to make an informed decision
 - Identify any “at risk” students and alert elementary principal or secondary principal so they may be aware of any special academic needs necessitated by this student (Learning Center).
 - Screen/identify whether the prospective family meets criteria such as
 - At least one parent or guardian has a personal relationship with Jesus Christ
 - Family is in regular attendance at a church which is founded upon salvation

- Identify any possible past behavior issues of the prospective student such as school disciplinary action related to violence, drugs, etc.
 - International Student Specific Needs
 - Understanding of SEVIS procedures for transferring international students
 - Discern high English proficiency for an international student inquiry
 - Identify to international student families, the requirement to find an LCS host family with whom to reside. Identify that the international student/parents are responsible for identifying this host family and that they must meet the requirements of general LCS admissions policy for guardian/parent
 - Annually renew all international student I20 forms who remain as active LCS students. International students transferring out of the LCS do not need renewal but must be transferred following appropriate SEVIS guidelines.
 - Conduct tours – encourage the prospective family to visit the school and give a facility tour of the school and talk with them about academics, athletics, fine arts, opportunities, etc. Provide a warm and inviting atmosphere.
 - Coordinate a time when the prospective student can attend LCS for a day and shadow with a current student.
 - Develop and maintain all the necessary forms for the student applications process.
 - Log and monitor receipt of the application materials to facilitate the interview process with the appropriate principal. Coordinate new family interview and placement testing.
 - Maintain data in prospective family database and track all incoming applications/enrollment forms. Follow up with families regarding their enrollment status.
 - Verify that the Business Office has received all the necessary paperwork to enroll the new family for the purpose of initiating the family tuition contract.
 - Review annually in January all admissions/enrollment forms for revision and updating.
 - Create/maintain attrition list and follow up with an exit survey for those families leaving LCS
2. Identifying and implementing strategies for recruiting new families to LCS and marketing to the LCS community.
- Marketing – General: Create overall marketing plan with an admissions calendar focusing on open houses, mailings, enrollment deadlines, recruiting strategies
 - Current Families
 - Notify through e-mail and family bulletin referral tuition credit award

- Notify families of upcoming open houses and opportunities to volunteer and support this activity
- Keep an “ear to the ground” and be receptive to any issues in the LCS community which might affect LCS family satisfaction and referrals and notify Development Director and Superintendent as soon as possible
- Work with LCS families to develop new family mentorship program
- Write monthly Children’s publication
- Maintain LCS Facebook pages and update with events
- Churches
 - Notify larger area churches of upcoming open house and supply with event information
 - Keep an “ear to the ground” for opportunities to engage our churches and increase our presence in their congregation
- Mid-Michigan Community
 - Advertise open house event:
 - Lansing State Journal
 - Smile FM calendar
 - Family Life Radio
 - Local community newspapers
 - Area preschools/daycare facilities (this year would like to begin to think about and develop a special information packet to leave at area preschools/daycare)
- Website
 - Update and maintain all relevant information regarding Open House events
 - Write pieces, post announcements and files as necessary to keep website up-to-date
- Open House
 - Identify and communicate two annual open houses per year
 - Coordinate open house with faculty and staff
 - Recruit volunteers to assist
 - Advertise Open House
 - Maintain Booth (pictures, handouts, flyers, etc.) for events
 - Follow up with all families in attendance via telephone and personal letter
 - Coordinate facility requirements

Alumni Development

➤ Events

- Current:

- Homecoming – provide an atmosphere which is warm welcoming and inviting
 - Establish the date
 - Coordinate with choir director (alumni chorale- National Anthem @ homecoming game)
 - Recruit volunteers to assist
 - Inform alumni of the date through postcard and newsletter
 - Coordinate food and facility needs for event
 - Solicit from alumni updated demographic or other information
 - Provide any information relevant or pertinent for alumni to receive while they are on campus for the event (Israel Trip, upcoming events, fun facts, fine arts events, development updates)

- Reunions

- Contact all class officers of 5, 10, 15, 25 year reunions to inform them of their milestone year
- Provide class information
- Offer LCS campus for use
- Act as a resource and liaison for the class president for their reunion
- Invite Superintendent and/or current staff to the reunion program

- Proposed Alumni Events (to be evaluated for implementation)

- Alumni Chapel
- Winter Alumni Date Night – free child care provided
- Networking Coffee
- Summer BBQ and Baseball Night

- Newsletter

- Produce quarterly alumni newsletter which serves to engage and cultivate alumni
- Solicit articles from LCS teachers, administrators, students, alumni, etc.
- Work with graphic designer to assemble newsletter and produce high quality newsletter which our alumni eagerly anticipate and are excited to read
- Website

- Develop and maintain alumni pages on website

- Advertise homecoming
- Advertise reunions
- Receive and post update information from our alumni
 - Pictures of alumni gatherings

- Prayer requests
- Birth of children
- Marriages
- Academic achievements
- Professional achievements
- Spirit wear advertising and order forms
- Maintain online form for receiving demographic information from alumni
 - Receive new information
 - Update donor database (FRP) with new information
 - Contact alumni to request permission to publish new information in the newsletter and/or alumni link on LCS website