

Position Description - Unclassified

Position Status:

Position Title		Position Number
Coordinator, Advising and Virtual Engagement		E99838
Appointment (9mos. / 12 mos. / Other)	Contract Period (from / to)	Department / Division
12 months	Dec 1, 2022 – Jun 30, 2023, renewable	Student Engagement
Position Type	FLSA	
Full-time (1.0 FTE)	Exempt	
Reports to	Reports to Position Number	
Assistant Director, Student Engagement	E99874	
Incumbent	University ID #	

Program Information:

<p>A. Describe the general program in which this position exists. Include program purpose, size, scope and relationship to the University's mission.</p> <p><u>Student Engagement Mission Statement:</u> We foster learning, development and leadership experiences to empower students to be curious, passionate and engaged individuals while cultivating welcoming spaces that encourage a more inclusive, informed and involved community.</p> <p>Student Engagement functions to enhance and complement WOU's academic mission. The staff assists students in assessing their developmental progress through their college careers. Programs offered by Student Engagement expose students to opportunities for more experiences and participation that aids each student's continuing personal growth.</p> <p>WOU's Student Engagement office provide services to students in the following major areas: Werner University Center Operation, leadership development, diversity and social justice education, social engagement, nontraditional student services, Stonewall Center advisement, Student Media advisement, advisement of student organizations, event planning best practices, special awards programs, and traditional campus programs. The activities provided to students at WOU enhance social, recreational, and cultural development by fostering participation in the social, intellectual, and aesthetic life of the campus.</p> <p>Student Engagement is a department committed to providing active and passive opportunities for students at WOU to learn more about topics related to diversity, social justice and multiculturalism at WOU and in society as a whole. Through debate, discussion, leadership opportunities, peer involvement, and proactive celebration of diversity, this position will encourage students to become role models and positive forces for change.</p> <p>Student Media is a unit within Student Engagement that informs, persuades, guides, educates, and entertains while serving the WOU community and the greater Monmouth-Independence area. The Student Media program exists to provide a positive educational experience for students while producing quality outlets for news, entertainment, and the expression of diverse ideas and opinions. In the process, students receive a comprehensive understanding of the media and the skills needed to create it.</p>
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B. Describe the purpose of this position and how it functions within this program.
<p>The Coordinator, Advising and Virtual Engagement supports campus community building and student body engagement through the planning and implementation of virtual and hybrid events and programs, including Summer Heatwave, break programming, and a signature virtual program; supervision of the Graphics Assistant, a student position that supports the graphic design and social media promotion of all Student Engagement activities; and advisement of Student Media (The Western Howl, KWOU, and Northwest Passage) in their efforts to produce quality outlets for news, entertainment, and the expression of diverse ideas and opinions. The Coordinator is responsible for all of the department's virtual platforms, including Presence (student engagement software), website, and social media. The Coordinator also serves on the advising team for ASWOU.</p>

Position Information and Qualifications:

A. Description of Duties/Responsibilities – List the major duties assigned to the position. Note percentage of time each listed duty is performed to total 100%. Indicate “E” = Essential, “R” = Revised	
Percent of Time	Duties
40% E	<p><u>Student Media Advising</u></p> <ul style="list-style-type: none"> Supervise Student Media Heads and other student staff in their production of high quality media through The Western Howl (weekly newspaper), KWOU (internet radio), and Northwest Passage (quarterly literary magazine) Oversee the day-to-day operations of Student Media, including building management for Terry House, media equipment maintenance and usage procedures, event support, and archival and file maintenance Facilitate training and development for all student staff on media best practices, professional standards, ethics, and relevant laws, including but not limited to consent, First Amendment protections, trademark and copyright infringement, and plagiarism Develop and manage all Student Media budget indexes (SEO904, 905, 906, 907)
30% E	<p><u>Virtual Services Coordination</u></p> <ul style="list-style-type: none"> Manage implementation, usage, and expansion of our campus student engagement platform, Presence Supervise Graphics Assistant student position in their creation of graphics and advertisements for the department Coordinate the execution of the department's social media strategy in collaboration with the Graphics Assistant Maintain department websites, including the curation of the “Wolfie’s Weekly” webpage that serves as the department’s weekly digest for students
15% E	<p><u>Student Government Advising</u></p> <ul style="list-style-type: none"> Provide guidance, oversight, and support for the Associated Students of Western Oregon University (ASWOU) as part of the advising team for the whole of the organization Serve as lead advisor for the ASWOU Legislative Branch Contribute to creation and facilitation of training and development for ASWOU and student organization leaders

10% E	<u>Virtual Programming</u> <ul style="list-style-type: none"> • Plan, execute, and coordinate with relevant campus and community partners on virtual and hybrid programs, including but not limited to Summer Heatwave, break programming, and a signature virtual program • Collaborate with Coordinator, Student Activities and Inclusion on virtual components of traditional campus programs, including but not limited to Homecoming, Family Weekend, and Holiday Tree Lighting • Potential to supervise Program Assistant student position to support virtual and commuter student/nontraditional student programming • Assist the Assistant Director in developing and managing relevant activity codes within the Leadership, Inclusion, and Activities budget (SEO902) • Assess and evaluate programs annually to measure effectiveness, progress towards intended outcomes, and areas for improvement
5%	<u>Other Duties as Assigned</u>

B. Required Qualifications

List any certificates, licenses, academic degrees, or experience required to perform the duties of this position. Indicate if a combination of education and experience is acceptable.

- Bachelor's degree
- Excellent written and oral communication skills
- Proficiency in advising students and developing professional working relationships
- Demonstrated commitment to diversity

C. Preferred Qualifications

Describe preferred education, experience, skills, licenses, certificates, and other qualifications for this position.

- Master's degree in student services, college student personnel, or related field
- Experience in higher education setting in student activities, student union or residential life programming recommended and strongly preferred
- Experience in Student Media, print and/or broadcast media
- Experience using the Presence software platform
- Experience in website and social media content management

D. Knowledge Areas

List the major areas of knowledge that are required to perform the duties of this position.

- Desktop publishing experience in creating publications and publicity materials.
- Knowledge of legal issues relating to print and broadcast media.
- Demonstrated skills in editing, writing, and proofreading.
- Knowledge of university policies and procedures to correctly advise and guide students in their various programs and events.
- Knowledge of university policies and procedures to correctly supervise student employment—e.g. recruitment, hiring, day-to-day supervision, discipline, dismissal.
- Negotiation skills needed in booking performers and educating students about the art of negotiation.

- Ability to take initiative in creative programming ideas and execution of events.

Budget Authority:

Indicate the level of the position's responsibility for the development, control, and monitoring of budget. Indicate the size of the budget. Check all that apply.

<input type="checkbox"/>	Develops, monitors*, and controls* <i>*Monitor means to review and approve expenses; control means to authorize budget transfer at the department level</i>	\$
<input type="checkbox"/>	Delegated authority to monitor budget	\$
<input type="checkbox"/>	Limited approval authority for purchase	\$
<input type="checkbox"/>	Purchase only with higher level approval	\$

Supervisory Authority:

If this position has the authority to act or effectively recommend action affecting employees in the following areas, check all that apply.

<input checked="" type="checkbox"/>	Hire	<input checked="" type="checkbox"/>	Assign Work
<input type="checkbox"/>	Transfer	<input type="checkbox"/>	Recommend salary adjustments
<input checked="" type="checkbox"/>	Discipline	<input checked="" type="checkbox"/>	Approve requests (i.e. leave)
<input checked="" type="checkbox"/>	Dismiss	<input checked="" type="checkbox"/>	Respond to complaints/grievances
<input type="checkbox"/>	Layoff	<input checked="" type="checkbox"/>	Conduct performance assessments
<input type="checkbox"/>	Promote	<input checked="" type="checkbox"/>	Give Direction

Positions Supervised:

Type	# of Employees	Total FTE
<input type="checkbox"/> Teaching faculty		
<input type="checkbox"/> Classified staff		
<input type="checkbox"/> Unclassified staff		
<input checked="" type="checkbox"/> Student Employees (average per term)	14	8.0 FTE
<input type="checkbox"/> Other (specify)		

Decision Making Authority:

Describe the breadth and scope of decision-making authority and discretion the position has to formulate, implement, evaluate, approve and/or modify department and/or university policy, procedures, and/or programs. Describe the type of review and/or approval required by a higher level.

- Monitor and advise on budget expenditures.
- Provide accurate resource referrals to students.
- Ensure that university publication guidelines are used appropriately for internal and external constituents.
- Rely upon experience and judgment to plan and accomplish goals and is expected to use a wide degree of creativity and latitude.

Additional Information:

List any additional information that would help describe the nature of the position.
<ul style="list-style-type: none">• Position requires work to be performed during evening and weekend hours, traveling with students and staff members for overnight conferences, retreats, etc.• This position adheres to a standard of a professional work week.

Acknowledgement:

Employee Printed Name	Employee Signature / Date
Supervisor Printed Name	Supervisor Signature / Date
Reviewer (VP / Director)	Reviewer Signature / Date
Appointing Authority	Appointing Authority Signature / Date

HR USE ONLY:

Received by		Date	
Position Class # (Ex. UF101)	Employee Class	Job Location	Appointment Percent
CUPA-HR# / Title	NOC Code	Category Code	SOC Code
Actions Taken			
	NBAPBUD / NBAPOSN		
	NBAJOBS		
	PEAFAC		
	Electronically Filed		