Assistant Director, First Scholars® Initiatives  

*Center for First-generation Student Success®  
(Two positions)*

**Summary**

First Scholars® provides colleges and universities with evidence-based approaches for supporting first-generation students through holistic development across each aspect of the college experience from entry through completion and beyond. Currently in development, First Scholars® serves as the signature architecture for a comprehensive set of scaling approaches offered by the [Center for First-generation Student Success®](https://www.naspa.org). The assistant director is responsible for supporting the development and implementation of the First Scholars® Solutions and Frameworks structures and documents.

The assistant director will play a pivotal role in assisting with the development of key programmatic and systemic support structures that are vital to the execution of the reimagined approach to First Scholars®. This individual will assist with the day-to-day management of both institutional and external partner relationships, communications, and data analysis and reporting. The assistant director will work in close partnership with the Center's associate and senior directors as well as NASPA leadership to execute the implementation of First Scholars® strategic plans.

**Reports To**

Associate Director, First Scholars® Initiatives, Center for First-generation Student Success

**Supervises:** Upon hiring, this position will not have supervisory responsibilities.

**Specific Responsibilities of the Position**

The assistant director of First Scholars® Initiatives will support:

**Solutions and Frameworks Development:**
- Partner with the associate director in the development of the Center's signature programming series, First Scholars®, and support institutional partners toward achieving strategic scaling goals;
- Directly assist in the content and design development and copy-editing of all First Scholars® Solutions and Frameworks externally-facing documents, materials, and products; and
- Support and collaborate with external process evaluation, data/learning, and proof of concept partners or other stakeholders and partners.
Project Management:
- Support all facets of engagement with First Scholars® network institution relationship management to include, but not limited to, strategic and follow-up communication, programmatic updates, training, data analysis and reporting, recommendation creation and implementation;
- Assist the associate director with the implementation of Expert Guidance offerings for First Scholars® programming to include development of review tools, feedback reports, and future recruitment structures and training;
- Provide excellent internal and external customer service and support; and
- Establish an identification system for advancing institutional partners along the First Scholars® Solutions and Frameworks as appropriate.

Communication and Marketing:
- Partner with the associate director to strategize planning around marketing, prospect identification and recruitment of institutions ideally suited for First Scholars® engagement;
- Promote recruitment and marketing of First Scholars® Solutions and Frameworks across social media platforms and at conferences, workshops, and planned events;
- Collaborate in developing and updating the external presence of First Scholars® programs on the Center website;
- Establishing a communication approach for prompt responses to inquiries about the program;
- Develop, implement, and evaluate strategies to market First Scholars® to a variety of institutional types; and
- Represent First Scholars® at NASPA and external events, conference presentations, publications, and other outlets.

Research:
- Participate in the review of literature and research related, but not limited to, trends in retention and graduation for first-generation students, effective delivery methods, and evidence-based approaches from the programmatic level to systemic institutional change; and
- Utilize findings from reviews of scholarly literature, books, published reports, landscape analyses, consultation with experts in the field, and additional resources to contribute to the building of Solutions and Frameworks supporting guidance.

Additional Responsibilities
- Participate in departmental, division, and organizational strategic planning, meetings, and projects; and
- Support Center and NASPA tasks, projects, professional development, and engagement as deemed appropriate.
**Required Qualifications:**

- A Master’s degree is required with experience in higher education or student affairs with three (3) or more years of relevant experience working with or in support of first-generation student populations;
- A commitment to first-generation student success through personal experience, research interests, and/or practice;
- Experience with programmatic and curriculum development, programmatic evaluation and assessment, and program development and implementation within a higher education setting;
- Demonstrated knowledge and understanding of student development, engagement, and learning theory in practice;
- Strong interpersonal, critical thinking, and presentation skills coupled with the ability to manage competing priorities in a fast-paced environment;
- An entrepreneurial spirit to realize the scaling potential of First Scholars®;
- Ability to work independently and as part of a team, with stakeholders and leaders at various levels; and
- Proficiency in the use of Google suite, Learning Management Systems, Qualtrics, and video conferencing software.

Ideal candidates for this position will possess experiences in the following areas:

**Project Management and Program Development Experience**

- Experience providing consultation and guidance to leadership and practitioners within the higher education space and across institutional types;
- Demonstrated project management experience, preferably in grant-funded, nonprofit, or higher education setting, including demonstrated ability to work independently maintaining keen attention to detail while under time constraints and coordinating multiple projects; and,
- Workshop experience and facilitation skills, including the ability to independently design and conduct training programs for leadership, faculty, and staff at post-secondary institutions.

**Research and Data Analytics Experience**

- Knowledge of measurement, data analysis, research design, and survey methodologies of both a qualitative and quantitative nature; and,
- Demonstrate experience producing tools and reports from multiple types of data and the ability to communicate research findings to a variety of populations within the higher education space.

**Communication and Marketing Experience**

- Outstanding communication skills with an emphasis on written communication in a variety of mediums including analytical and research-based products with the ability to convey complex concepts in a clear, concise, and logical manner; and,
- Familiarity with disseminating material in social media outlets.
Office Location/Working Conditions/Physical Requirements:
This position may be based anywhere in the contiguous 48 states but may choose to work in the NASPA Washington, D.C. Office with the option for occasional work from a remote location, if desired.

This position is primarily home office-based with primary work on a computer, including phone, email, and video conferencing. Must have reliable internet capabilities. Regular overnight travel to NASPA events, and college and university campuses is expected, traveling by air and ground transportation.

Employment Status
This position is classified as full-time, exempt status.

About NASPA
NASPA is the leading association for the advancement, health, and sustainability of the student affairs profession. We serve a full range of professionals who provide programs, experiences, and services that cultivate student learning and success in concert with the mission of our colleges and universities. Established in 1918 and founded in 1919, NASPA comprises more than 16,000 members in all 50 states, 29 countries, and 8 U.S. Territories.

Through high-quality professional development, strong policy advocacy, and substantive research to inform practice, NASPA meets the diverse needs and invests in realizing the potential of all its members under the guiding principles of integrity, innovation, inclusion, and inquiry. NASPA members serve a variety of functions and roles, including the vice president and dean for student life, as well as professionals working within housing and residence life, student unions, student activities, counseling, career development, orientation, enrollment management, racial and ethnic minority support services, and retention and assessment.

NASPA is an equal opportunity employer. NASPA does not discriminate on the basis of race, color, national origin, religion, sex, age, gender identity, gender expression, affectional or sexual orientation, or disability in any of its policies, programs, and services.

To Apply
Interested candidates should submit the following for consideration:

● a letter of interest with salary requirements;
● resume/vitae;
● three references; and
● a sample of recent writing relevant to this position that demonstrates curriculum development, qualitative or quantitative data analysis, research capabilities or other scholarly work. A submission relevant to the first-generation student identity would be ideal.

A complete set of materials should be emailed to Sarah Umbarger-Wells, associate director, First Scholars® Initiatives, Center for First-generation Student Success®, at firstscholars@naspa.org. Materials received by December 4, 2019 will receive priority consideration but review will continue until the position is filled. No calls, please.