



COLLEGE OF
EDUCATION

TRIO Programs

GRADUATE ASSISTANTSHIP POSITION (RECRUITMENT & MARKETING)

About the McNair Scholars Program

Funded by the U.S. Department of Education, the Ronald E. McNair Post-Baccalaureate Achievement Program is a TRIO program developed to prepare high-achieving first-generation, lesser-income and traditionally underrepresented undergraduate students for graduate study.

Each of the 28 McNair Scholars selected for participation receives preparation for the pursuit of a Ph.D. after the completion of their undergraduate program. Scholars participate in a variety of educational activities such as academic workshops and professional development seminars. In addition, Scholars receive faculty mentoring as well as ongoing support from the McNair staff through the completion of their undergraduate studies. Outstanding McNair juniors and seniors participate in rigorous research alongside faculty mentors while in the program.

Purpose

The purpose of the McNair Program is to increase the number of undergraduate students earning doctoral degrees who are lesser-income and first-generation, or who come from communities underrepresented in graduate education.

Position Summary

The McNair Scholars Program Graduate Assistant will be responsible for assisting the Program Director and Administrative Assistant with recruiting scholars, as well as providing scholars with a rewarding experience through student support, program development and workshop coordination and facilitation.

Duties may include:

- Assist in the development and implementation of recruitment strategies specifically tailored to attract eligible undergraduate students to the McNair Scholars Program, highlighting its benefits and opportunities
- Collaborate with McNair Scholars Program staff and campus partners to identify target audiences within the campus community and develop customized marketing materials showcasing the unique offerings of the program
- Conduct outreach activities targeting undergraduate students, faculty, and staff to raise awareness about the McNair Scholars Program and its mission to support first-generation, lesser income, and underrepresented college students in pursuing doctoral studies

- Utilize a variety of communication channels, including social media platforms, email newsletters, and campus-wide announcements, to promote McNair Scholars Program events, workshops, and application deadlines
- Coordinate recruitment events and informational sessions specifically tailored to prospective McNair Scholars, providing insights into the program's requirements, benefits, and application process
- Maintain and update databases of prospective McNair Scholars, faculty mentors, and program alumni to facilitate ongoing communication and engagement efforts
- Assist in the creation and distribution of promotional materials that highlight success stories of past McNair Scholars, showcasing their achievements and contributions to academia and research
- Collaborate with student organizations, academic departments, and campus partners to leverage existing networks and promote the McNair Scholars Program within diverse student communities
- Provide support and assistance during campus-wide events such as orientation sessions and academic fairs to recruit prospective McNair Scholars and engage with interested students.
- Collect feedback and data from recruitment activities specific to the McNair Scholars Program, analyzing the effectiveness of outreach efforts and identifying areas for improvement
- Provide logistical support and assistance to McNair Scholars Program events
- Represent the McNair Scholars Program at off-campus recruitment events, conferences, and college fairs to expand outreach efforts and attract prospective scholars from diverse backgrounds
- Mentorship of undergraduate students
- Other tasks as assigned

Required Qualifications

- Bachelor's degree
- Current enrollment in a master's, Ed.D., or Ph.D. program at TCU
- Knowledge of the challenges faced by first-generation, low-income and underrepresented students in higher education
- Ability to assist McNair scholars with aspects of the graduate school application process
- Excellent verbal and written communication skills and ability to communicate effectively with diverse audiences
- Excellent public speaking skills and willingness to give classroom or other presentations
- Excellent interpersonal skills with capacity to build positive relationships with prospective students, faculty mentors, campus partners, and stakeholders
- Excellent organizational skills with strong organizational abilities to coordinate recruitment events, manage databases, and maintain schedules effectively, ensuring smooth execution of outreach activities

- Excellent marketing and promotion abilities with knowledge of marketing principles and techniques
- Excellent networking skills with ability to establish and leverage networks within the campus community, student organizations, academic departments, and beyond to expand outreach efforts and attract prospective scholars
- Excellent time management skills
- Proficiency in Microsoft Office applications required (i.e., Word, Excel, Outlook)
- Data Analysis abilities with proficiency in collecting, analyzing, and interpreting data related to recruitment activities, allowing for informed decision-making and continuous improvement of outreach strategies
- Ability to work independently and to take initiative on new projects
- Cultural Competence and understanding and appreciation of diverse cultures, backgrounds, and perspectives to effectively engage with and recruit underrepresented students from diverse communities
- Passion for Education and Equity with genuine commitment to supporting the academic and professional development of underrepresented students, coupled with a dedication to promoting equity and inclusivity in higher education.
- Valid U.S. Driver's License

Preferred Qualifications

- Academic counseling/coaching experience (or desire to gain experience in this area)

Compensation

- Stipend of \$18,000
- 9 hours of tuition credit per fall and spring semester

Timeframe

This is a 20-hr/week commitment for Fall 2024 and Spring 2024 and part of Summer 2024 (11-month position).

Application Process

To apply, please submit a cover letter, copy of your resume/CV, a short writing sample (2-pages max) and contact information for three references to the McNair Scholars Program at mcnair@tcu.edu. The position will remain open until filled. Anticipated start date of August 19, 2024.

****Candidates who are alumni of TRIO programs, especially McNair, or have experience working with first-generation, Pell-eligible student populations from diverse backgrounds are strongly encouraged to apply. ****