



WEST VIRGINIA STATE UNIVERSITY

Research Analyst Data Coordinator **Enrollment Management Division**

West Virginia State University:

West Virginia State University (WVSU) is a public-land grant institution, which was founded in 1891 as a Historically Black College and University (HBCU), and has evolved into a fully accessible, diverse, and multi-generational institution serving approximately 3,500 students. The University is a community of students, staff, and faculty committed to innovative teaching and learning, research and service that offers 23 undergraduate and seven graduate degrees through its four colleges, and competes in athletics at the NCAA Division II level in five men's sports and six women's sports. WVSU is located in Institute, WV, a suburb of Charleston, the largest city and the capital of West Virginia. With more than 300,000 people living in the metropolitan area, it is an active, exciting and engaging community, boasting cultural and historical events, music, festivals and entertainment.

Position Description

The Research Analyst Data Coordinator will provide enrollment data support services to directors and staff within Enrollment Management Division. The Research Analyst Data Coordinator will work directly with personnel from the Enrollment Management Division (EM) area utilizing the expertise and resources of unit leaders within the EM division, Institutional Research, and Information Technology. The Research Analyst Data Coordinator is responsible for implementing the research and reporting agenda for EM in accordance with the unit's strategic goals and objectives. Activities include data quality and integrity initiatives, data-warehousing strategies, and other data management activities, real-time and historical enrollment data analysis, and report development leveraging such tools as admissions CRM (Slate), Banner, National Clearing House, and IPEDS data warehouses.

This is a non-classified, non-essential, FLSA non-exempt, full-time, benefits eligible position.

Responsibilities for the Research Analyst Data Coordinator

Research and analyze data related to recruitment, admissions, enrollment management, scholarship, financial aid, retention, and persistence to graduation.

Utilize predictive modeling and forecasting processes to inform decision-making and enrollment planning. Communicate significant patterns and trends with enrollment data; provide recommendations based on both quantitative and qualitative analysis.

Leverage data management, analysis, and visualization skills to develop and standardize meaningful, user-friendly reports and dashboards to support administrators and staff to present written and oral presentations to a range of audiences.

Extract and aggregate large volumes of historical and real-time enrollment data to examine, analyze and determine the applicability of data, to draw conclusions and to make appropriate recommendations.

Build queries to extract and aggregate data from internal student services management system (Banner) customer relations management (Slate) relational databases and external educational statistics to analyze enrollment data and produce standard and ad hoc reports.

Utilize various edit reports to reconcile and correct enrollment data stored in Banner to ensure the highest level of data quality, reliability, and integrity.

Develop comprehensive weekly enrollment reports with direction from Vice President of Enrollment Management for dissemination to administrators, faculty, and staff in the divisions of Enrollment Management, Student Affairs, Academic Affairs, and other pertinent university departments.

Assist respective EM directors to develop custom funnel and activity reports (e.g., orientation, recruitment, admissions, retention, housing, financial, career) to execute integrated data-driven initiative to impact student retention, engagement, and life cycle. Work closely with Director of Student Success and Retention to create graphic visual charts to illustrate historical and real-time enrollment and retention patterns and trends utilizing internal and external data.

Works collaboratively across university areas to support enrollment data initiatives.

Requirements for the Research Analyst Data Coordinator

A Bachelor's degree in a related field with a minimum of three years in higher education with knowledgeable experience in enrollment analytics and reporting.

Demonstrated experience in enrollment management and student affairs statistical reporting (e.g., undergraduate, and graduate populations, admissions, orientation, student enrollment).

Demonstrated experience in utilizing analytical and quantitative skills that includes a broad comprehensive statistical concepts and basic predictive modeling as applied to historical and real-time enrollment trends.

Demonstrated success in the capacity to collaborate with administrators, faculty, staff within Enrollment Management, Institutional Research and Information Technology, and other staff within the university community; and possess the ability to work cooperatively with tact and diplomacy.

Possess strong analytical and problem-solving skill sets with high level attention to detail.

Maintain effective verbal skills to effectively communicate procedures related to complex analytical and statistical solutions to various audiences, excellent interpersonal and organizational skills, effective oral and written skills; excellent ability to manage multiple

complex projects in deadline driven fast-paced environment both independently and as an effective team leader and member.

Proficiency with customer relations management system and student services relational databases (e.g., Banner, Slate, Hobson's CONNECT, People Soft), and possess ability to compile data and produce reports, proven proficient technical skill set in all Microsoft Office software, Access, and Pivot Tables.

Experience with extraction and analysis of enrollment data from external entities (e.g., HEPC, NCES, IPEDS).

Actively participate in the Data Stewards Committee and Banner User Group.

Evening and weekend work hours are required when necessary.

Perform other duties as assigned.

Salary Statement

\$39,500 - \$51,400 salary is commensurate with experience

To Apply:

This position will remain open until filled. However, first consideration will be given to applicants who submit a resume, cover letter, academic transcripts, and the names and email addresses or phone numbers of three professional references by October 18, 2021 All requested information must be submitted for your application to be considered.

Please submit application materials via email to jobs@wvstateu.edu or mail to:

West Virginia State University
Department of Human Resources
P. O. Box 1000, 105 Cole Complex
Institute, WV 25112

West Virginia State University conducts criminal background checks on all job candidates upon acceptance of a contingent offer. Any offer of employment is contingent upon the satisfactory completion of a background check.

West Virginia State University is an Equal Opportunity/Affirmative Action institution. No person shall be denied admission to educational programs, activities or employment on the basis of any legally protected status, or be subjected to prohibited discrimination involving, but not limited to, such factors as race, color, creed, religion, national or ethnic origin, marital status, citizenship, sex, sexual orientation, gender identity or expression, age, disability, or protected veteran status. Upon request, reasonable accommodations will be made to provide this content into an alternate accessible format by contacting Human Resources at (304) 766-3156 and/or hr@wvstateu.edu.