

**APPEAL OF POSITION CLASSIFICATION FOR EMPLOYEES COVERED
BY UWOSA COLLECTIVE AGREEMENT
(Reference Collective Agreement Article 44)
Attention: Job Evaluation Appeals Committee**

(A) Contact Information:

Name of person requesting appeal: Laurie Johnston
Title:
Phone: 661-3212
Email: ljohnston@ivey.ca
Department: Ivey MBA Admissions Department

(B) Position Information:

Current Incumbent: Laurie Johnston
Current Classification: Secretary IV
Classification Being Appealed: Secretary IV
Date Evaluation Results Letter Received: 31 January 2005

(C) Information Required For Job Evaluation Appeals Committee

Reason for the appeal:

I feel that the responsibilities and the scope of the position are at least equal to the other three positions in the same office. All of these other positions are salary grade 10.

The position I am appealing requires working independently, multi tasking and includes delegating work to three other part time employees in the office.

The full time MBA program at Ivey is the flagship program of the School. The School is spending a six digit amount to advertise the class visitors program internationally and the position is responsible for the successful organization and delivery of the class visitor program.

The position is additionally responsible for representing Ivey externally at some MBA Fairs and information sessions.

The position also includes being the initial contact on all questions related to the full time MBA program. It is also responsible for initial review of potential applicant resumes, transcripts, TOEFL and GMAT scores.

Each enquiry is a potential applicant and is a possible \$56,000 customer to Ivey so accurate detail and providing a high level of customer service is critical to the position.

Supporting Information (Optional):

(Attach an additional page if more space is required)

(D) Approvals:

Signature of Person Appealing:



Date:



The appellant shall send one copy of the material to Human Resources and one copy to JEAC c/o UWOSA.



Richard Ivey School of Business
The University of Western Ontario

MBA Program Office

Richard Ivey School of Business
The University of Western Ontario
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www.ivey.ca/mba

LONDON | TORONTO | HONG KONG

February 9, 2005

Attention: JEAC, c/o Human Resources

Please accept this letter in support of Laurie Johnston's Appeal of Position Classification for UWOSA employees.

Laurie is one of the key members of the MBA Admissions team and has been a strong contributor since moving to MBA Program Services in September of 2002. Her role as one of the first contact points for many applicants to the Ivey MBA program is critical to developing a positive impression of Ivey in an increasingly competitive market for students. Considering Ivey's tuition of \$28,000 to \$30,000 for each year of the two year program, each prospect is potentially at least a \$56,000 customer of the school.

Her lead role in the Class Visitor program, which is now a significant part of our recruiting efforts, includes considerable coordination internally with our faculty and our students and externally with VIA Rail. Laurie is also responsible for screening applicants to the Class Visit travel awards (up to \$1,200), coordinating the logistics of Ivey's international and domestic MBA fairs and supporting the Admissions Coordinator.

Overall, Laurie's roll provides an important contribution to achieving our MBA admissions objectives. Please feel free to contact me directly if you have further questions.

Warm Regards,

Scott Walker
Director, MBA Program Services

From: The Office of the Dean, Richard Ivey School of Business

February 21, 2005

Subject: Secretary IV – Recruitment Coordinator Reclassification

The following is in response to the appeal you have received regarding the Secretary IV position (Recruitment Coordinator). In recognition of a recent change in responsibilities, this position, previously at the Clerk III level, was reclassified to a Secretary IV level. It is our opinion that the Sec IV classification is consistent with the accountabilities and scope of other Secretary IV's in the School. These other Secretary IV positions include:
Administrative Assistants in Advancement/Alumni Relations, MBA and HBA Program Representatives, Ivey Connects Coordinator, ICFP Coordinator and Administrative Assistants in the Deans' office. All of these positions have very similar job functions and levels of responsibility. They have an element of a coordinative function and administrative support to higher-level management/academic personnel.

In considering this request, we have prepared a brief summary of the Secretary IV positions at the School to compare the scope, duties, and levels of responsibility.

Position	Reports to:	Duties	Level of Responsibility and Decision Making	Contacts:
Recruitment Coordinator	Director, MBA Program Office	First line reception to potential students through phone, e-mail and personal visits and written replies to inquiries about the program; schedule and coordinate potential students' class visits; scheduling of MBA information sessions; coordination of mass print mailings; schedule interviews with potential students; follow ups with interested candidates; assist with application processing; maintain applicant database and track inquiries; provide admin support to Director and Marketing Manager	Incumbent is responsible for timely replies to candidates; schedule class visits with input and MBA information session; work with mailing and courier service companies to ensure timely delivery of materials; provide info re sessions and events to marketing for Ivey web-site updates; ensure regular updates of the MBA automatic response system. The incumbent is responsible to coordinate visitor travel program; incumbent works in conjunction with the department's recruitment strategy and timelines, executes tasks fairly independently, and consults with the Director as needed	MBA Program Director and members of the MBA team; potential candidates; faculty; hotels and conference centres

Position	Reports to:	Duties	Level of Responsibility and Decision Making	Contacts:
Admin Assistant, Advancement	Director of Development	Responsible for contacting major gift prospects and schedule meetings for the Director and two senior fund developers; coordinate meetings with senior executives who are donor prospects to ensure maximum calls per day and locations; develop schedules for timely follow up calls with prospect donors; prepare detailed supporting and campaign materials for targeted groups and coordinate the mailings; coordinate itineraries for external visitors; administrative duties include the maintenance of donor agreements, processing of pledge payments and invoices; maintenance of prospects' files	Incumbent coordinates schedules/travel itineraries involving high level executives and ensures timely follow up; completes agendas and prepares customized promotional materials for meetings; initiates and prepares customized correspondence to prospect donors; records and prepares minutes; processes donations and pledge requests; incumbent works fairly independently, basic direction is provided re prospect names and geographical areas to ensure focused /efficient coordination)	Director of Development ; major gift prospects (Chairpersons, CEO's, VPs, Presidents and other senior leaders); Senior UWO administrators; Deans' office, faculty and departments at Ivey; hotels and travel agencies
Ivey Client Field Project Coordinator	Manager, Faculty Services Director, Ivey Client Field Project	Prepares and coordinates the promotion of ICFP to approx. 500 clients; responds to client inquiries and updates ICFP website; responsible to coordinate all academic and operational aspects of ICF Program for approx. 100 student teams; schedules consultations with executives and meetings with faculty; provides full admin support to 4 faculty members (teaching and research)	Coordinates ICFP media campaign; schedules meeting with board members; the incumbent is responsible to plan and organize the program's requirements; schedules numerous student meetings with faculty and executives in residence; ability to prioritize is a must as the incumbent also provides admin support to 4 individuals; incumbent works fairly independently; consults with the Director as needed	Corporate clients, executives in residence; faculty, students and various departments at Ivey.

In Addition to Laurie Johnston's position, the staff in the MBA Programs office include 3 SG 10 employees (MBA Program Coordinators) and one Sec IV employee (MBA Program Representative).
By contrast, the MBA Program Coordinators manage a breadth of various program activities for three sections of the MBA program (190 MBA students); there is a greater scope, accountability and complexity to their jobs and other SG 10 positions in the School. To recruit for this position, we would require the candidates to have several years of administrative experience, advanced computer and analytical skills and proven ability to manage a multitude of individual processes which form an infrastructure of an entire program.

Position	Reports to:	Duties	Level of Responsibility and Decision Making	Contacts:
MBA Program Coordinator	MBA Program Director	Incumbent is responsible for student and course registration, setting up the infrastructure for class schedules and exam timetables; grade administration (grade collection and scheduling of grade meetings), student relations, event coordination and attendance (convocations and international case competitions); assists students with a wide range of issues; preparation of statistical reports	Incumbents must be knowledgeable about all aspects of the program to provide accurate information and assistance to students; the position consists of duties which are process oriented and incumbents complete duties independently; complex issues are referred to the Director. Incumbents maintain the registration system and e-zone (online system serving students, faculty and staff) and must have strong computer and data base management skills and ability to extract data into customized statistical reports; work closely with IT to provide input into system development – test and assess system enhancements	Director, MBA, students, faculty; IT Centre; UWO departments – registrar's office

Yours truly,

Julie Doran
Director Human Resources



MBA Program
Office

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The University of Western Ontario

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February 10, 2005

To: Job Evaluation Appeals Committee, c/o Human Resources

I am writing in support of Ms. Laurie Johnston's appeal of position classification for UWOSA employees.

Laurie is a critical member of Ivey's MBA Admissions Team. Given the external prominence, the MBA program is considered the centerpiece of the Ivey Business School and a key success factor is continuing to attract high quality students. We have increased our efforts and this year have focused on our Class Visitor program whereby we invite potential applicants to spend a day at Ivey visiting a class and meeting with students, faculty, and members of the MBA Program Office. Laurie has been assigned a leadership role in this endeavor, screening potential applicants for travel awards, corresponding with potential applicants, taking care of logistics, and coordinating activities with faculty and students. Laurie works well independently and also with a team of part-time workers. Laurie is also involved in a number of other important activities in the MBA Office.

Laurie is a major contributor in our office and I urge you to consider her appeal. Please don't hesitate to contact me if you have any further questions.

Regards,

Steve Foerster, PhD, CFA
Director, MBA Program
Professor of Finance
Paul Desmarais/London Life Faculty Fellowship in Finance

UWOSA JOB EVALUATION RECORDING FORM

Office Support Plan

(APPEAL)

Dept: Ivey Business School
Dept. Num. 240100
Incumbent: Laurie Johnston
Citte Mem.Present: UWOSA: M. Broadfoot, L. Munn
 ADMIN: P. Grant, C. Zrini

Job Title: MBA Admissions Asst

Eval. Date: March 9, 2005

I	FACTOR	COMMENTS	SUB FACT	DEGREE	PTS	Profile		
						-	=	+
I	Job Knowledge	Education somewhat beyond high school. 3 years applicable work experience	Educ	3	85			
			Exper.	E				
II	Initiative	Decisions within set guidelines		4	55			
III	Complexity/Judgement	Defined limits, follows direction from supervisor and team meetings		3	25			
IV	Contacts	Routine within information gatherine role, scheduling role		2	20			
V	Errors	More visible outside due to external contacts		3	45			
VI	Supervision of Others	No one reports to her and not ongoing	Char.	1	5			
			Scope	A				
VII	Effort/Demands	Multiple activities with concentrated deadlines within a short period		2	30			
VIII	Physical Environment	Normal office environment		1	10			

CLASSIFICATION ASSIGNED

Total Pts: 275

Group: _____ **Salary Grade** _____

Level: _____ **9** _____

Co-Chair Signatures: UWOSA: _____

ADMIN: _____

POSITION DESCRIPTION
QUESTIONNAIRE

THE UNIVERSITY OF WESTERN ONTARIO
EMPLOYEE RELATIONS

U.W.O. ID NUMBER

PRESENT INCUMBENT
SURNAME

INITIALS

POSITION IDENTIFICATION
DEPT. NO P.S. JOB CODE

Johnston, Laurie

240100

SST SA4X50

Recruitment Coordinator,
MBA Recruitment and Admissions

BASIC POSITION INFORMATION

DEPT. NAME - MBA Program Office Department

SECTION NAME - MBA Program Office Department

LOCATION - Ivey Business School, UWO

WORK WEEK HRS. - 35 Hours

FOR SALARY ADMINISTRATION USE	
CLASSN	Secretary of Admin Secretary
CLASS'D	Jan/05
EFFECT	Jan/05
Date	March/05
ANALYST	JFAC

SUPERVISOR SURNAME - Scott Walker INITIAL - Director, MBA Program Office PHONE - 661-3419

- 1) PLEASE LIST AND DESCRIBE YOUR MAJOR DUTIES WITH AN APPROXIMATE ANNUAL PERCENTAGE OF TIME SPENT ON EACH. USE SPECIFIC TERMINOLOGY PERTINENT TO THIS POSITION; PROVIDE EXAMPLES (E.G. TESTS, PROCEDURES, ETC.) AND CLARIFY YOUR INVOLVEMENT IN EACH DUTY (RE. SUPERVISE IT, DO IT, PARTICIPATE IN IT, ETC.)

DIMENSIONS

The MBA Program is the main business unit within the Ivey School that makes a significant financial contribution to the school's operating budget and has been identified strategically as an area for growth and investment within the school.

MBA PROGRAM OFFICE ANNUAL DIMENSIONS:

Inquiries	14,000
Applications	800-1500
Total Enrolments	600
Total MBA 1, 2 courses	70
<u>Revenue Generated:</u>	
Tuition	\$15 million (tuition \$28,000 per year)
Application fees	\$160,000 in total

PRIMARY OBJECTIVE OF POSITION:

The primary objective of this position is to support the Program's mission and vision through execution of key processes critical to successful delivery of the MBA program. As the primary objective of the MBA Admissions team is revenue generation through successful cultivation of highest quality candidates, professional and personalized treatment of the candidates in the early stages of inquiry and application is critical to the overall success of the MBA Program.

Within this broad mandate, the Recruitment Coordinator will provide first-line reception to potential students through phone, emails, web inquiries and personal visits. The Recruitment Coordinator will respond to admission inquiries from international domestic candidates, pre-screen inquiries to the Admissions Coordinator, Manager of MBA Marketing and Recruiting, Director of MBA Program Office, and Director of International Student Services. The Recruitment Coordinator provides administrative support to the Manager of MBA Marketing and Recruiting and the Director of the MBA Program Office. The Recruitment Coordinator is responsible for coordinating all interviews with incoming applicants, involving continual contact with alumni (domestic and international), in-program students, faculty, staff and the candidates. The Recruitment Coordinator arranges, coordinates and hosts the operations of all Class Visitor Days and arranges and coordinates the operations of all MBA Information Sessions, coordinates all promotional mailings both proactively and on demand, executes mass mailings and e-mail distributions to promote the MBA Program, and liaises with major promotional media, including the Business Week website.

The Recruitment Coordinator must have a good understanding of problems encountered when dealing with language skills, time zone differences and various local conditions associated with a diverse international MBA target market. The Recruitment Coordinator must maintain knowledge of the University policies and procedures, especially pertaining to the Faculty of Graduate Studies, Registrar's Office and Student Financial Services.

The Recruitment Coordinator is expected to work with autonomy; to act with the implicit or explicit authority of the Manager of MBA Marketing and Recruiting, and the MBA Program Office Director; to provide and gather information, communicate decisions, exercise judgement in the performance of tasks and responsibilities of the position and maintain strict confidentiality of all issues and documentation in the MBA Program Office. Many tasks are system related therefore the Recruitment Coordinator must possess sufficient technical knowledge to work within a diverse computer environment and to be able to seek out required information accurately and efficiently.

The Recruitment Coordinator must be able to manage multiple levels of interaction and dynamic changes in priorities, and work independently to find information required to communicate quickly and effectively with candidates. It is expected of the Recruitment Coordinator to manage multiple tasks from conception to completion with tightly prescribed timelines as well as respond to unexpected candidate queries effectively and successfully, while maintaining strict confidentiality, tact and diplomacy.

NO.	MAJOR DUTIES	%
<i>(functions that make the most positive impact on the success of the Ivey School of Business)</i>		

No.	Recruitment, Customer Service & Relationship Management	45%
	<p><u>Candidate Reception and response to external inquiries:</u> Provide superior customer service to sustain Ivey's reputation, in a highly competitive market place, as the provider of Canada's premier MBA Program. Actively promote reputation and image of the Ivey School, and Ivey Faculty, through excellent planning, organization, and implementation of recruiting activities (info sessions, class visit programs and response to MBA candidates). MBA Candidates are professional managers with 3-6 years of experience in a senior role, inquiring about the Ivey Business School from all corners of the globe. Handles all front-line inquiries via phone, emails, personal and web inquiries. Responds directly to customer inquiries in person, by phone, and in writing, concerning program offerings, determining educational needs of the candidates, and requirements as they relate to their career goals. Provides detailed information on all aspects of the program including: admission criteria, costs, schedule and delivery format. Inform candidates of the Ivey program's superiority relative to the alternatives (Queen's, University of Toronto, etc.) Answer questions, and redirect as necessary to various other resources, using standard responses, student file, policies and procedures. Meet with students and screen inquiries to determine the best response to the candidates. To handle the inquiries, maintain continuous knowledge about all aspects of the Ivey MBA Program, particularly admissions processes and policies. Occasionally, problems, including conflict situations, need to be resolved in a professional, courteous, and diplomatic manner (occasionally with irate students/faculty). If the candidate requires general information, the request is fulfilled through an external mailing house. Coordinates the mailings with the mailing house, and liaises with the mailing house continuously to ensure database maintenance and integrity, and to ensure that letters are kept current, and that content is accurate and appropriate. External inquiries often require response from the Manager of Marketing and Recruiting, the Director of International Student Relations, the MBA Program Office Director, the Admissions Coordinator, and/or another department in the School (e.g. Career Management). The Recruitment Coordinator needs to keep current on recent developments, build relationships within the school and the University to continuously improve the effective response to each inquiry. As part of the overall team, the Recruitment Coordinator needs to exhibit careful and professional management of the relationship between the MBA Program Office, other Ivey departments, UWO Faculty of Graduate Studies and MBA students and Faculty at Ivey.</p> <p><u>Class Visitor Days, MBA Information Sessions:</u> The Recruitment Coordinator plans, schedules, coordinates and hosts bi-monthly day-long open houses held at the Ivey Business School to promote the MBA program, involving arrangements with professors to allow guests in their classrooms, securing and distributing copies of the cases to be used during the class, booking a panel of students, scheduling several interviews with candidates during the day, booking Career Management presentations and making specialized arrangements for candidates attending the session. The Recruitment Coordinator also coordinates all arrangements for several information sessions held during prime recruiting season including arrangements for the presenters, booking the presentation venue, venue contract and sign-off (Board of Trade, hotels), promotions of the event with the Manager of MBA Marketing and Recruiting, liaising with candidates, on-site coordination and follow up with candidates.</p> <p><u>"First Class" Class Visitor Promotion</u> Coordinate the 'First Class' class visitors promotion for approximately 40 to 50 visitors per month from October through March. Through this promotion, visitors to the MBA Program will be compensated for some, or all, of their travel expenses. The Recruitment Coordinator ensures that all visitors apply to the correct travel awards program. This requires significant interaction with representatives at VIA rail and other promotional partners to verify and validate travel awards and to ensure that all visitor bookings are accurate and complete. The Recruitment Coordinator also screens candidates for travel awards at the \$600 and \$1,200 level. Screening involves phone interviews and email to evaluate the language skills and eligibility of potential visitors. Screening also includes a review of resumes and transcripts when applicable. During the term of the promotion the Recruitment Coordinator is responsible for completing regular updates and reports used to evaluate the success of the program.</p> <p><u>Promotional media and mailings:</u> In addition to individual responses to candidates, coordinate mass print mailings and broadcast email communications with the mailing house, and liaise with the mailing house continuously to ensure database maintenance and integrity. Prepare covering letters, consulting with the Manager of MBA Marketing and Recruiting. Arrange for print promotional materials to be couriered to MBA Fair sites to adhere to mailing schedules. Work with Manager, MBA</p>	

	Marketing and Recruiting and the Marketing Department to ensure the completion of new marketing materials to adhere to the mailing schedules. Work with website providers such as Business Week to ensure that Ivey's presence on these sites is accurate and strong, by seeking involvement from other departments in the school to post events and news items.	
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No.	Admissions	35%
1	<u>Interview Coordination:</u> To increase the quality of applicants who are offered positions in the MBA program, Ivey has moved to 100% interviews of the incoming class. The Recruitment Coordinator schedules interviews, directly with students, alumni (both domestic and international), faculty, staff and Canadian representatives who are conducting the interviews. Professional handling of the scheduling, interview materials, interview results, and communications with both interviewers and interviewees is essential to building a high-quality, effective interview program. Work with IT to provide input into the development of new means of scheduling and coordinating the interviews (e-zone and Maximizer).	15%
2	<u>Promotion and Yield Management:</u> Be in constant communication with MBA 1 candidates prior to entry in program to attain a high enrolment yield. Continuous contact to 'sell' the program is vital to ensure that every seat is filled so that maximum revenue generation can be obtained from tuition fees. Review list of candidates who have been offered a position in the Ivey MBA with the Admissions Coordinator and Manager of MBA Marketing and Recruiting on a regular basis. Identify key candidates and recommend ways to encourage their interest, including faculty, student or alumni contact. Track the success of these approaches, provide new ideas as appropriate. As needed during peak application periods, respond to applicants' queries regarding their unfavourable admission decision over the phone or by e-mail. By consulting with the file and the MBA Program Director, suggest ways that the applicant can improve their chances of success for another admission cycle, such as increased language training, an additional year of work, or by taking an additional university level course. Provide unsuccessful candidates with appeal options.	10%
3	<u>Application Processing:</u> Assist Admission Coordinator with processing applications to ensure students are of high quality and that the review process is conducted quickly and effectively for timely feedback to the applicants. Screen and review applicant files to ensure that admission criteria and standards and enrolment targets of the Ivey MBA Program are met and maintained. As needed, assist Admission Coordinator to evaluate domestic transcripts to provide accurate academic credential assessment. Liaise with the Faculty of Graduate Studies on international transcript assessments.	8%
4	<u>School Opening:</u> Work with Admissions Coordinator and MBA 1 Program Coordinator to prepare materials for school opening including student biographical binders and folders, section and class lists, assign students to advisee/advisor groups and learning teams, including times and meeting room schedules. Help to delegate work distribution between staff and part-time student helpers.	2%

No.	General Administration	10%
1	Administrative support for Manager, MBA Marketing and Recruiting; Director, MBA Program Office and Director of International Student Relations, including general correspondence, project work, event coordination, travel arrangements, expense claims and invoice payment or arrangement of purchase orders, negotiates and signs contracts for event suppliers such as convocation musicians, flag company, food services, venue for information sessions.	4%
2	Convocation: Makes arrangements for the Director of MBA Program Office to oversee the delivery of special events connected to the official Convocation ceremony, including booking of facilities, booking and stage set-up of musicians, invitations, decorations, printing of official program, liaising with students, regalia fittings for staff and faculty, recruiting ushers, supervising ushers and other activities for a successful annual event.	3%
3	Admission Reports: Assist Admissions Coordinator with compilation and preparation of statistical admissions reports using various available databases and report generating software. These are used by the Dean's Office, MBA Program Director, MBA Program Office Director and other Ivey departments in forecasting and strategic planning. Maintain statistics and generate reports on interviews, alumni and student involvement, and information session attendance.	2%
4	IT: Take responsibility for being informed about technological developments that might provide competitive edge to MBA team. Undertake training, as required, in order to be fully competent in the use of all software utilized by the MBA team. Contribute to ongoing integrity of MBA applicant database system. Ensure accuracy of application entries in all databases (IRIS and Applicant Viewer). Maintain parts of the MBA website and ezone that apply to MBA 1. Review system and provide IT with recommendations. Provide editorial input for website, application form, and brochure.	1%

NO.	OTHER DUTIES (less than 10%)	10 %
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1	Administrative Back-up: Provide back-up to the members of the MBA Program team during times of vacation or absence.	
2	Course Evaluations: Conduct in-class course/instructor evaluations.	
3	Literature updates: Providing editorial input for the MBA Program's promotional materials, and for direct mail correspondence. Assisting with mailing list updates.	
4	Aid in proofing and sorting tuition fee bills for all MBA students.	

5	Develop new ways to improve or enhance current processes to ensure efficiency.	
6	Approve and sign off on specific admission and recruiting expenses such as catering, room and equipment	
7	Provide back up for the Admissions Coordinator incl. transcript evaluations, uploading files for FGS, coordinating offer packages and scholarships with the Director, Financial Aide and Director, Program Services.	

2) PLEASE COMPLETE THE FOLLOWING TABLE CONCERNING STAFF MEMBERS WHO REPORT DIRECTLY AND FORMALLY TO YOU.

Classification/Rank RF/RP (e.g. Clerk I)	Pos'n No.	For CW or TM Staff-employed		Responsible for (e.g. Filing records...)
		From (month)	To (month)	

None

3) PLEASE CHECK THE SUPERVISORY DUTIES WHICH YOU PERFORM REGULARLY.

- Training and guidance for new employees (part-time student help and contract help) – occasional
- Work distribution and/or verification of results
- Performance review and salary recommendations
- Hiring and firing; please describe the degree of your involvement:

4. IF YOU COMPOSE (originate) WRITTEN MATERIAL, PLEASE COMPLETE THE FOLLOWING TABLE:

Type of Composition	Method of Composition	Brief Description of Content
	<u>X</u> Complete Composition	Emails, faxes to prospective applicants and applicants to Ivey's MBA program regarding admissions inquiries, documentation follow-up
Correspondence: <input checked="" type="checkbox"/>	<u> </u> Partial composition with general direction (verbal or written)	Email invitations to alumni re info sessions, interview requests (compose own for all personal invitations and requests)
	<u> </u> Prescribed format	
	<ul style="list-style-type: none"> • Email invitations to prospective candidates to attend info sessions and class visitors program (compose invitations for email blasts) • Emails and faxes to hotels, Toronto Board of Trade re bookings for info sessions (including all details of requirements, finding the most cost effective alternatives food and beverage, space and AV equipment) • Emails to faculty requesting specific info re classes (for visitor purposes); Ivey Publishing re case orders; Ivey Facilities and Services re room bookings for class visitors program, open house, info sessions (in-house), interview rooms; UWO reservations re room bookings, catering and set up requests for convocation; 	
Reports: <input checked="" type="checkbox"/>	<u>X</u> Complete composition	Interview tracking
	<u> </u> Partial composition ...	Class visitors tracking
	<u> </u> Prescribed format	Alumni invited and attendance at sessions (separate reports)
Other: <input checked="" type="checkbox"/>	<u>X</u> Complete composition	Fee payments from applicants for Admissions Coordinator as required
	<u> </u> Partial composition ...	School tuition comparisons
	<u> </u> Prescribed format	Info Session/Class visitors info comparison to other Business Schools

5) WHAT ARE THE MINIMUM SKILLS, EDUCATION, SPECIAL TRAINING AND/OR EXPERIENCE REQUIRED TO PERFORM SUCCESSFULLY THE DUTIES OF THIS POSITION?

This position requires a university graduate (preferred), or college graduate, or an equivalent combination of education and work experience; at least

three years related experience in a service and team-oriented environment. Have database management experience and strong computer skills (Windows, Microsoft Office, etc.) The candidate must be prepared to work additional hours during peak periods and with restrictions to vacations at certain times of the year. Also must be willing to travel when required (e.g. Information sessions).

Quality and customer service: To put the customer first in all activities and to anticipate and exceed customer expectations. The incumbent must be committed to and excel in quality customer service in all internal and external contacts on the telephone, by email and in person. Working in a shared open office environment, MBA staff work cooperatively in teams by coordinating the activities according to deadlines and priorities. Team atmosphere is developed by every staff member being aware of the deadlines of all activities, assisting each other to meet those deadlines and by developing the skills and knowledge to competently handle all activities.

Interpersonal and communication skills: Consistently able to deal knowledgeably, effectively and efficiently with students, faculty, staff, the public and potential candidates to the MBA Program in person, on the telephone and in writing. Exhibit a pleasant and professional manner, maturity, tact and diplomacy in all internal and external contacts. Able to maintain strict confidentiality concerning student and applicant records. Must have strong public relations abilities.

Attention to accuracy and detail: Accurate and consistent attention to detail are essential to ensure that the correct information is conveyed to the applicants in writing, in person and on the telephone and that this information is consistent with Ivey Business School, Faculty of Graduate Studies, UWO Senate and University policies.

Time management skills: Be consistently dependable and extremely well organized to anticipate, plan and balance multiple priorities; able to meet and to cope with the stress of deadlines. Timelines in completing all activities is also critical to maintaining superior customer service.

Planning and problem-solving skills: Be results oriented and proactive; plan recruiting activities and procedures as mandated; anticipate potential problems and take appropriate measures to solve them. Ability to maintain composure when dealing with conflicts and difficult/demanding students in a tactful and diplomatic manner.

Computer skills: The MBA Program Office regularly is a test site for the development, modification and testing of new software programs. Consequently, the incumbent must have strong skills in Microsoft Office (Word, Excel), database management and have the desire and ability to thoroughly learn and accurately apply web-based applications used in Ivey (IRIS, eZone, Applicant Viewer, etc.) and UWO (PeopleSoft, etc.). Must be technically comfortable to maintain and to problem solve using large databases, and to work with on-line processes. Also have a flair for creative and professional presentation on letters, reports and forms. Able to learn and adapt to new programs, testing, and web maintenance.

Adaptability: Exhibit flexibility to adapt responsibilities and to take on new assignments to meet the changing priorities of the MBA Program. Assignments and responsibilities may be altered to accommodate the changing needs of the MBA Program.

6) PLEASE DESCRIBE THE NATURE AND FREQUENCY OF THE SUPERVISION YOU RECEIVE.

All MBA Program Office staff are expected to carry out their assignments at a high level of professionalism and competency with minimal supervision. Team meetings are held to discuss and plan for upcoming activities. Supervisor provides coaching and updates on new policies and procedures and acts as a resource for questions. MBA Program Office staff are expected to handle all front-line inquiries, problems and student issues.

7) WHAT TYPES OF PROBLEMS OR INQUIRIES ARE YOU EXPECTED TO DEAL WITH ON YOUR OWN?

- Any logistical problems and inquiries pertaining to the operation of activities listed under major duties including the Admissions process.
- Responding to all outside admission detailed inquiries in a timely and accurate manner (4 separate email inboxes to maintain, including one for alumni who are interviewing or helping with information sessions, and one for the Dean)
- Interviews – ensuring they are done and feedback is given to appropriate admissions team member (Numbers: 700+ within 9 months, world wide)
- Organize and coordinate all MBA information sessions (Numbers: 15+). Travel to areas outside of London when required to represent Ivey at Info sessions.
- Work independently with Overseas Courier Service to be sure all brochures and correct counts reach them for fair mailings for the World MBA Tour and MBA Tour (numbers of fairs for each tour: 30+ fair locations yearly) and that all faxed info regarding this is received on time.
- Work independently with Key Contact to be sure all brochures and correct counts reach OCS and are sent to all separate MBA Information Session locations world wide (50+ locations world wide yearly).
- Ensure MBA email automatic response answer is personally updated with correct information at all times. (changes made frequently to ensure accuracy and current information always updated)
- Ensure all info MBA sessions, fair representation, class visits, open house and any special events are personally added to Business Week Website. Make sure Marketing Manager has this information to add to Ivey website.
- Business Week website – Main contact for the school to give staff/faculty access for adding any Ivey events info to this site (e.g. EMBA Hong Kong staff, Director, Communications and Marketing, etc.).
- High potential list – Identify key potential applicants who may be candidates to program and keep in touch to follow up to maintain

interest and hopeful app.

- Answer main phone line for MBA Programs Office. Main contact for all specific MBA admissions information. Answer questions on behalf of MBA office. Refer specific MBA 1 and II program activities to reps. or specific individuals in office as required. Direct calls to specific areas of school when required.
- Conduct reference checks on selected applicants at the request of the MBA Admissions Committee.

8) WHAT TYPES OF PROBLEMS OR INQUIRIES MUST BE REFERRED TO ANOTHER SOURCE FOR SOLUTION?

1. Unusual or complex issues pertaining to any of the above activities are referred to the MBA Program Office Director.
2. The MBA Program Office is a test site for the conversion of all student program-related activities to Ivey's new computer systems. As a result, all staff work closely with Ivey's IT Department to resolve computer programming issues affecting the timely and efficient operation of the activities.
3. Update program promotional materials and websites with the Manager, MBA Marketing and Recruiting, MBA Program Director, and all relevant Ivey and UWO departments.
4. Work collaboratively with other team members and faculty on special events.
5. Work with other team members to create daily, weekly, and monthly schedule of activities to ensure the smooth operation of the MBA Program.
6. Application processing with Faculty of Graduate Studies.
7. Building and Services Department as required.
8. Decisions on admissions are made by the MBA Program Director and/or MBA Program Office Director.

9) WHAT ACTIVITIES DO YOU PLAN OR ORGANIZE? PLEASE INDICATE THE LENGTH OF TIME INVOLVED (e.g. daily planning of assigned work, monthly ...)

The incumbent plans and organises all activities listed in the Key Result Areas. The time spent on the activities below varies considerably from one month to the next. Length of time involved is approximate.

- 1) **Class visit days:** All MBA class visitor days and individual class visits and tracking (contacts are visitors, student ambassadors, Career Management, Facilities and Services)
- 2) **Interviews:** All MBA candidate interviews (contacts are alumni, student ambassadors, staff, faculty) and tracking (Numbers: 700+ within 9 months, world wide). Ensure the interviews are done and feedback is given to appropriate admissions team member
- 3) **Student Coordination:** Contact student ambassadors regarding volunteer assignments for class visits and interviews
- 4) **Information sessions:** Organize and coordinate all MBA information sessions (Numbers: 15+). Travel to areas outside of London when required to represent Ivey at Info sessions. Authorize expenditures for info sessions (\$2,000+ per info session). Arrange alumni for info sessions and coordinate with Advancement and Alumni dept. Keep track of separate alumni help email inbox from alumni including questions, attendance and response
- 5) **Brochure mailings:** Coordinate and distribution of all marketing materials for all MBA fairs in world wide (30+ yearly). Work independently with Overseas Courier Service to be sure all brochures and correct counts reach them for fair mailings for the World MBA Tour and MBA Tour (numbers of fairs for each tour: 30+ locations yearly) and that all faxed info regarding this is received on time. Work independently with Key Contact to be sure all brochures and correct counts reach OCS and are sent to all separate MBA Information Session locations world wide (50+ locations world wide yearly).
- 6) **MBA Automatic response:** Ensure MBA email automatic response answer is updated with correct information at all times. (changes made frequently to ensure accuracy and current information always updated)
- 7) **Business Week website** – Main contact for the school to give staff/faculty access for adding any Ivey events info to this site (e.g. EMBA Hong Kong staff, Director) Have exclusive authority to add passwords for new users to the web site from Ivey. Add all Admissions events (60+ yearly), ensure all info MBA sessions, fair representation, class visits, open house and any special events are added to Business Week Website. Make sure Marketing Manager has this information to add to Ivey website.
- 8) **International students:** organize hotel bookings, audio visual requirements, catering for international students attending English classes outside of London. Also international field trip in the summer. Authorize expenditures (Approx. \$15,000+)
- 9) **Other recruiting events:** Room bookings for admissions events
- 10) **Special student prospects:** Manage special visitor agendas, which sometimes include Dean, Director, MBA Program Services and faculty scheduling
- 11) **Mass Recruiting and Promotion:** Promotional media and mass mailings (50 + world wide). Marketing emails for info sessions and other Ivey MBA recruiting events
- 12) **Financial record-keeping for recruiting:** Purchase Orders for class visits, info session requirements, Board of Trade, Key Contact, specific Pre-Ivey events, etc. Expense reports from student ambassadors, Program Chairman for info sessions costs.
- 13) **Convocation:** Arranging logistical convocation event details i.e. music, catering, flags, flowers, staging, sound systems, regalia fittings etc. Includes finding most cost effective alternative.

10) PLEASE COMPLETE THE FOLLOWING TABLE CONCERNING YOUR MOST IMPORTANT CONTACTS (in person, by telephone, or in writing). PLEASE EXCLUDE CONTACTS WITH YOUR SUPERVISOR AND YOUR SUBORDINATES. INCLUDE GROUPS AS WELL AS

INDIVIDUALS.

CONTACT'S TITLE	LOCATION	FREQUENCY	PURPOSE
MBA Program Director, MBA Marketing and Recruitment Manager, MBA Program Office Director, (Admissions Committee members) faculty, staff, students	Ivey,	daily	Admission updates, key dates for events, info sessions, MBA marketing, class visitors, interviews, room bookings, suggestions for website additions based on applicant enquiries, specific requests from MBA Program Director
Customers – potential applicants and applicants (email, phone and walk ins):	external	daily	Main contact person. Detailed questions regarding MBA admissions criteria. Eligibility to apply to program. 2 separate email boxes to maintain. Candidate questions. Also being able to identify key applicants for high potential applicant file, or potential problems with applicants for notations in file or to discuss with Program Director or International Student Coordinator
Alumni	External	Weekly, more frequently at peak times	Re interview attendance at info sessions or help arrange them in a specific location, (i.e. NYC), answer specific questions re changed program requirements and expectations re interviews and info sessions. Separate email inbox created re number of contacts involved.
Key Contact	External	daily	Brochure requests, request specific information for admissions (location stats, brochure counts, info session brochure and other info coordinating mailings (with OCS below), coordinate email marketing for info sessions, class visits and other events.
Hotels/Toronto Board of Trade/ Audiovisual companies (separate from hotels)	External	weekly	Room reservations, signing contracts, negotiating prices, comparison shopping for info sessions and other events across Canada and worldwide. Arrange details with Audiovisual companies.
Ivey Facilities Office	Ivey	Bi-weekly	In house room bookings, open house and other events when required
Career Management	Ivey	Bi-weekly	Specific questions from applicants, requests for class visitor representation, Ivey info sessions, set up applicant interviews
Finance Dept:	Ivey	weekly	Expense claims on behalf of students, hotel invoices, Board of Trade payments (ensuring correct account #'s), PO #'s, credit card number for smaller billings within office (i.e. front office flags), Marketing invoices (from Key Contact, OCS, etc.), convocation expenses,
Faculty	Ivey	weekly	Class visits, refer applicants to specific faculty (or ask on their behalf) regarding a specific course, i.e. biotech stream with Jim Hatch, etc.
Ivey Publications	Ivey	weekly	Case requests
Info Technology	Ivey	weekly	Modify and help maintain Ivey applicant databases (viewer and ezone specifically). Refer to specific applicant problems with on-line application, suggestions for e-zone tracking, input re on-line application (i.e., more specific info on references, financial aid, transcript/diploma info needed for admissions based on feedback from applicants); Info needed for interviewers – crystal report access to send to interviewers (select specific criteria to email interviewers)
Graphic Services	Ivey and external	weekly	Promotional materials, signage for info sessions and class visits, etc. (for basic operations of Admissions Dept. when needed)
Marketing and Communications	Ivey	monthly	Meet with Admissions team at peak times re ideas for marketing and recruitment materials; update re info sessions, special events when required for advertising purposes. Suggestions and ideas required for marketing MBA program, including brochure based on experience with applicants.

External providers for marketing arrangements	External	Weekly, peak season	Hotels worldwide, Toronto Board of Trade, Audio Visual companies world wide for info session requirements, Suppliers when requiring specific marketing research (special signage),
Ivey Trading	Ivey	monthly	Promotional gifts to applicants, alumni and students. I.e., idea for MBA pen with our website for fairs, Ivey candy at fairs (still a TBA ☺), open house gift bags, track what gifts we give to alumni so we don't repeat. Order Ivey items for student initiation events and keep on top of sales for best buys to order in quantity.
Overseas Courier Service.	External	Weekly, August to December	Meet deadlines of brochure location and brochure numbers of all MBA World Tour Fairs and MBA Tour locations we represent. Coordinate shippings to OCS with Key Contact.
CEC (different world locations)	External	Bi-weekly, peak season	Applicant interview requests in specific locations, ensure all of their locations (20+) receive our brochures. Receive CEC emails and watch for specific emails that may pertain to MBA Admissions
Executive MBA Office	Ivey	weekly	Keep updated on difference of programs and frequently refer potential candidates to each program knowing which may be more suitable.
Other UWO offices (Faculty of Graduate Studies, Liaison Services, Bookstore, Catering)	UWO	weekly	Catering for class visitors day, other events, i.e. open house, convocation, parking, Liaison Services (re UWO info for visitors – potential applicants/applicants); Transcript assessments
Convocation arrangements	External	annually	Arrange and coordinate stage set up, regalia fittings for students, faculty and staff, arrange for ceremonial props (mace) and regalia for dignitaries (President, Provost) to be delivered from President's Office to Alumni Hall under appropriate security. Arrange for delivery of convocation programs, flyers, diplomas, and certificates to Alumni Hall. Arrange Great Hall Catering, guest invitations, parking, police supervision, flag orders, flower orders, orchestra contacts.
City Hall tourism dept., London Economic Development Organization	External	Monthly	Request promotional materials and background information on behalf of MBA candidates.

THIS COMPLETED QUESTIONNAIRE IS AN ACCURATE DESCRIPTION OF THE WORK BEING PERFORMED.

Staff Member:

Present Classification Laurie Johnston Signature Cherik III Date Dec 6/04

Supervisor:

Signature Scott Walker Date Dec 6/04

11/24/04

POSITION DESCRIPTION
THE UNIVERSITY OF WESTERN ONTARIO
QUESTIONNAIRE
EMPLOYEE RELATIONS DEPARTMENT

A. PURPOSE

University Personnel Policy requires the maintenance of up-to-date job information on all staff positions for use in job evaluation and other programs (e.g. staffing, orientation, etc.) This form is designed to encourage direct participation by the staff member in providing information about the position. Your co-operation in completing the attached questionnaire is appreciated.

B. USE

This Questionnaire **must be used** to describe all staff positions covered under the U.W.O. Staff Association. Should you require assistance in completing this form, contact Salary Administration at extension 82198.

C. INSTRUCTIONS

- The information must be authorized (signed & dated) by the staff member, the immediate supervisor, and the Dean or Director before it is forwarded to the Salary Administration in Employee Relations Department.
- The following table may be helpful in determining annual time percentages:

1 hr/day (14%)	1 day/week (20%)	1 day/year (0.4%)
1 hr/week (3%)	1 day/month (4.5%)	1 week/year (2%)
- If necessary, please attach an extra page for additional information which you feel is required to provide a complete understanding of your position.

D. NOTES

- A change in duties and/or responsibilities does not automatically imply a change in classification and salary.
- A job description is not intended to measure an increase in the volume of work; rather it should only reflect the areas of responsibilities and the nature of duties.

Please complete below and forward with the Questionnaire.

Reason(s) for requested review

- Classify new position
- Change in responsibilities
- Check current classification
- Update your records

Routing approvals: I agree that this review is required

Immediate supervisor – Scott Walker, Director, MBA Program
 Department Head - Scott Walker, Director MBA Program
 Dean's Office - Julie Doran, Director HR
 Date - June 14, 2004

Julie Doran
Dec 6, 2004