



GRAND VALLEY STATE UNIVERSITY

Teacher Education Graduate Assistant: Retention and Recruitment

Job Description:

This Graduate Assistant (GA) works in the Office of Certification and Accreditation (OCA) within the College of Education and Community Innovation, which serves GVSU by providing teacher certification resources and information for the teacher education programs. This position provides retention and recruitment for GVSU's initial teacher education programs: Undergraduate and GTC (Graduate Teacher Certification).

Terms of appointment:

This graduate assistantship is a full-time extended contract position that works 20 hours per week from Monday, August 4, 2025 through Friday, May 1, 2026. This position is open to full-time graduate students enrolled at Grand Valley State University.

The assistantship is for one academic year. It awards a stipend of \$7,000 per semester for the fall and winter semesters, and a 21-credit hour tuition waiver as follows:

- 9 credits for the Fall semester
- 9 credits for the Winter semester.
- 3 credits for the Spring/Summer semester.

This position follows the university's academic break schedule:

- Fall semester: Labor Day, Fall Break, and Thanksgiving Break are off.
- End of Year Break from the end of the Fall semester examinations week to the first full week of January (December 13, 2025 through January 4, 2026.) **Note that work resumes the week of January 5th, 2026. This is one week before Winter 2026 courses resume on January 12th, 2026.**
- Winter semester: Martin Luther King, Jr. Day Recess and Spring Break Week are off.

Job Responsibilities:

Retention for initial teacher education programs (50%)

- Meet with initial Education students (undergraduate and GTC) interested in becoming teachers to provide the steps to teacher certification and program options.
- Coordinate Education program retention events by managing communication, room reservations, printed materials, and promotional items. This includes:
 - Teacher Education Info Sessions and Major's Fair
 - EDF 315 Classroom presentations
 - Teacher Apprenticeship Registration Orientation
- Create and send out bi-weekly Teacher Education email newsletter to students.
- Collaborate with staff to create, review, and revise events and materials to meet students' needs.
- Track attendance to events and review data to improve engagement.

Recruitment for undergraduate teacher certification program (35%)

- Attend GVSU events to promote the teacher education programs, including:



- Laker Open House day(s)
- Admitted Students' Days
- Admission events for Teacher Preparation Academies/Career Tech Center.
- GTC recruitment events
- Welcome Week for new students
- Meet with prospective students (high school, transfer, and GTC) and their families to provide the steps to teacher certification and program options. Meetings may be face-to-face or remote through phone/video.
- Collaborate with staff to coordinate events for prospective students interested in undergraduate teacher education programs, including:
 - Teacher academies
 - GVSU Admissions events
 - Local community colleges

Maintain @gvsuteach social media accounts for GVSU Teacher Education. (15%)

- Serve as main content creator for social media posts, using Canva or other program to create content.
- Create content calendar and schedule weekly social media posts.
- Collaborate with faculty, staff, and student organizations to curate and create content.

Follow Security and Safety Guidelines

- FERPA (Family Educational Rights and Privacy Act) Laws
- Americans with Disabilities Act (ADA) Regulations
- Ongoing CDC and University Health guidelines

Qualifications:

- Full admission as a full-time graduate student at Grand Valley State University. Preference will be given to students enrolled in a Master of Education (M.Ed.) program or a Master of Science (M.S.) in Communications. Must be in good academic standing (i.e., maintain a 3.0 or higher GPA throughout the length of the GA contract).
- Knowledge of K-12 teaching programs and career opportunities.
- Experience with Word processing and Excel essential.
- Experience managing social media accounts.
- Experience creating content (Canva, Adobe, or similar publishing software).

Expectations:

- Strong oral and written communication skills.
- Ability to relate to people in a helpful, positive manner.
- Analyzes situations and uses problem-solving skills.
- Detail-oriented and able to handle multiple tasks.
- Effective organizational skills.
- Self-motivated and works efficiently with little supervision.
- Develops timelines and meets deadlines.



Work Environment:

This position works in an office in the Richard M. DeVos Center, located on Pew Campus in downtown Grand Rapids. A computer, parking pass, and office resources will be provided. In the event of any health or regional sanctions, work may be facilitated through online/remote workspaces per supervisor approval.

Orientation:

An orientation to the college and the position will occur during the first week of the position starting. The GA will be provided with a comprehensive overview of the college, the office, and the responsibilities of the position. The GA's supervisor will schedule training and development for the GA as needed or provide contact information and directions for the GA to schedule their own training with GVSU personnel.

All new graduate assistants must attend the Graduate School's mandatory New GA Orientation on Friday, August 22, 2025, 3:00-4:00 p.m. in Loosemore Auditorium on the downtown Pew campus.

Supervision/Collaboration with the office:

The position is supervised by the Assistant Director of the Office of Certification and Accreditation. Supervision is through individual meetings (In-person or Zoom), and participation in regularly scheduled department meetings. The supervisor will work with the GA to develop a professional development plan and goals for the position, regularly meeting to discuss development and support.

How to Apply:

All applicants must apply through Workday. Please include a resume and cover letter. The online application will allow you to attach these documents electronically, in the same file location. If you need assistance, call Human Resources at 616-331-2215.

Application Deadline:

The application review will begin on February 24, 2025. This posting may be closed at anytime thereafter.

Contact Information of Supervisor:

Alex Jacobsson
Assistant Director, Office of Certification and Accreditation
Grand Valley State University College of Education and Community Innovation
Office Phone: (616) 331-6248
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For more information on GVSU's master's programs and application process visit:

<https://www.gvsu.edu/gs/masters-and-doctoral-degree-programs-9.htm>