

TITLE: Director, Student Outreach**CLASSIFICATION: Management Team – Classified Administrator****SALARY RANGE: 18****SCOPE OF POSITION:**

Under the direction of the Vice President/Assistant Superintendent, Student Services, plan, organize and manage the outreach programs of the District; coordinate key resources associated with outreach, student retention and success; research, develop, and maintain programmatic relevance related to trends and shifts in student demographics; coordinate and implement District-wide student marketing and recruitment strategies to support the District's enrollment goals; train, supervise and evaluate the performance of assigned staff.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Provides leadership in planning, developing, implementing, and evaluating comprehensive District-wide student outreach programs and special events; provides oversight of the Welcome/Dream Center; provide supports for students in transition from schools to community college; provide support of the onboarding process and completion of success steps for prospective students.
2. Manages key resources associated with student access, outreach, and marketing of Student Services Programs; coordinates campus tours and visits for K-12 educational partners and community agencies provided through the Welcome/Dream Center.
3. Collaborates with Public Relations to coordinate District-wide marketing and recruitment strategies and materials related to Student Services outreach programs to maximize outreach potential and support District enrollment goals.
4. Oversees District-wide Outreach Team; consolidates and organizes outreach efforts while enhancing communication among faculty, staff, students and external organizations; establishes guidelines for outreach activities and a platform to resolve issues and exchange information.
5. Trains, supervises and evaluates the performance of assigned staff; interviews and selects employees and recommends transfers, reassignment, termination and disciplinary actions; assigns employee duties and reviews work for compliance with established standards, requirements and procedures; develops, implements and conducts staff training sessions.
6. Provides technical expertise, information and assistance to the Vice President regarding assigned functions; assists in the formulation and development of policies, procedures and programs; provides expertise, direction and implementation of new initiatives and strategies for outreach program evaluation and improvement.
7. Collaborates with Counseling, other Student Services departments, and faculty and staff to assist prospective students in being fully matriculated to the College.
8. Collaborates with K-12 staff and community partners to foster relationships and guide outreach opportunities; implements projects that generate support for students in transition from schools and the community to college; develops, monitors, and implements an outreach calendar that systematically coordinates outreach activities between the college and K-12 schools and community agencies; participates and connects with local, regional, and statewide outreach contacts.

KEY DUTIES AND RESPONSIBILITIES – Continued

9. Plans, organizes and implements long and short-term programs and activities designed to develop assigned programs and services and to increase and enhance student access, enrollment and success; collaborates with Academic Affairs to participate in the coordination of dual enrollment and early college high school programs; oversees the Piner Early College Magnet Program (PECMP).
10. Develops and prepares the budget for Outreach Programs; analyzes and reviews budgetary and financial data; authorizes expenditures in accordance with established priorities; evaluates and optimizes procedures for financial effectiveness and operational efficiency.
11. Directs the preparation and maintenance of narrative and statistical reports and records related to outreach and other assigned activities; evaluates the effectiveness of high school outreach by analyzing yield rates and other reports related to the recruitment of high school students.

KNOWLEDGE OF:

1. Planning, organizing and managing recruitment and outreach programs.
2. Trends in student and community demographics.
3. Methods and practices of public communication, outreach and involvement including marketing techniques.
4. Budget preparation and control.
5. Program review and evaluation processes.
6. Accreditation standards related to Institutional Mission and Effectiveness, and Student Support Services.
7. Oral and written communication skills.
8. Principles and practices of administration, supervision and training.
9. Applicable laws, codes, regulations, policies and procedures.
10. Interpersonal skills using tact, patience and courtesy.

ABILITY TO:

1. Collaborate effectively with a wide diversity of students, faculty, staff, and community members.
2. Effectively train, supervise and evaluate the performance of assigned staff.
3. Communicate effectively both orally and in writing.
4. Interpret, apply and explain rules, regulations, policies and procedures.
5. Establish and maintain cooperative and effective working relationships with others.
6. Operate a computer and assigned office equipment.
7. Learn and apply new technologies.
8. Analyze situations accurately and adopt an effective course of action.

ABILITY TO – Continued

9. Meet schedules and time lines.
10. Work independently with little direction.
11. Plan, direct, and organize work.
12. Direct the maintenance of a variety of reports, records and files related to assigned activities.
13. Demonstrate sensitivity to, and respect for, a diverse population.

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

Bachelor's degree in a related field.

Experience:

Increasingly responsible leadership experience working with college recruitment and outreach strategies or related functions.