

**TITLE: Coordinator, Student Outreach**

**CLASSIFICATION: Classified**

**SALARY GRADE: C12**

**SCOPE OF POSITION:**

Under general direction, develops, oversees, and coordinates outreach efforts to K-12 schools, Adult Education and the community on behalf of the District. Promotes District services and programs to local area schools, community members, and agencies for student recruitment purposes. Coordinates events, conferences, and workshops for the community, K-12 and Adult educational partners, and prospective students.

**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. Coordinates and participates in outreach activities for the community and K-12 educational partners. Provides information on student success programs and services. Organizes campus and site tours and visits for K-12 educational partners and community agencies.
2. Participates in the development and implementation of the on-boarding process and completion of success steps for prospective high school students and community members, including those who identify with disproportionately impacted groups. Assists, educates, and encourages prospective students, parents, and community members.
3. Assists with the Credit by Exam (CBE) process at high school sites.
4. Supports outreach efforts for initiatives and categorical programs. Collaborates on outreach efforts to promote district-wide programs including the English for Multilingual Students (EMLS) credit and non-credit courses, the College Skills department (GED prep courses) and Adult Education.
5. Plans, organizes, and implements events, conferences, and workshops and proposes new initiatives for K-12 educational partners, prospective students, English language learners, and community agencies.
6. Researches, develops, and maintains programmatic relevance related to trends and shifts in student demographics.
7. Develops and monitors the budget within the assigned area. Prepares reports related to outreach activities, enrollment, and high school yield rates.
8. Develops, designs, creates, and maintains web pages related to outreach. Develops and designs outreach materials for marketing and promotion of District services and programs.
9. May supervise and train student employees.
10. Serves as a lead worker to other classified and short-term, non-continuing (STNC) employees in the area.

**KNOWLEDGE OF:**

1. College recruitment and marketing techniques.
2. District policies, procedures, academic programs, and courses.
3. Budget preparation and report writing.

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### **KNOWLEDGE OF – Continued**

4. Core student success services and other student service programs.
5. Challenges relating to traditionally underrepresented populations.
6. Enrollment trends and student demographics.
7. Relevant local, state, and federal rules and regulations, policies and procedures.
8. Applicable technology usage, including standard office productivity software and other appropriate technology.

### **ABILITY TO:**

1. Coordinate the activities of a District-wide K-12 outreach program.
2. Track and compile statistical information.
3. Plan and give presentations to small or large audiences.
4. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.
5. Communicate effectively, both orally and in writing.
6. Exercise appropriate judgement in interactions with others and with work processes.
7. Interact with the public in a helpful, courteous, and professional manner.
8. Demonstrate sensitivity to and respect for a diverse population.

### **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 the supervising administrators, in coordination with the department where the vacancy exists, if needed.)*

### **EDUCATION:**

Bachelor's degree required.

### **EXPERIENCE:**

2+ years of experience in college or community outreach and event coordination required.

### **OTHER REQUIREMENTS:**

- This classification requires the use of a personal or District vehicle while conducting District business. Must possess a valid (Class C) California driver's license and an acceptable driving record.
- The position requires frequent travel to various area high schools, organizations and community agencies, with occasional out-of-district travel.
- Requires some evening and weekend work.

### **SANTA ROSA JUNIOR COLLEGE COMMITMENT:**

*All classifications require a commitment to the District's Vision, Mission, Values, Goals and Objectives as articulated in the [Strategic Plan](#).*