

**TITLE: Director, Student Outreach, Onboarding & International Student Program**

**CLASSIFICATION: Management Team – Classified Administrator**

**SALARY RANGE: 22**

**SCOPE OF POSITION:**

Under the direction of the Vice President, Student Services/Assistant Superintendent, manage and oversee District-wide programs related to outreach, onboarding and persistence, undocumented students and international students; coordinate key resources associated with student outreach, onboarding, persistence, and success for students; 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. Provide leadership in planning, developing, implementing, and evaluating comprehensive District-wide student outreach and international student programs and special events; provide support for students in transition from schools to community college; provide support of the onboarding process and completion of success steps for prospective, new and returning, undocumented, and international students.
2. Manage key resources associated with student access, outreach, and marketing of Student Services programs; oversee participation in community events and outreach opportunities; oversee the coordination of campus tours and visits for K-12 educational partners, community agencies, and international education partners.
3. Collaborate with Public Relations to coordinate District-wide marketing and recruitment strategies and materials related to Student Services programs to maximize outreach potential and support District enrollment goals.
4. Provide direct supervision and management of the District-wide Student Outreach Team; oversee and organize outreach efforts while enhancing communication among faculty, staff, students and external organizations; establish guidelines for outreach activities and a platform to resolve issues and exchange information; respond to new initiatives and student support needs.
5. Provide direct supervision and management of the International Student Program; oversee international recruiting efforts and development of international educational partners; oversee special events and programming related to admissions, orientation, and F-1 Visa advising for international students; understand and administer U.S. Citizenship and Immigration Services (USCIS) regulations related to F-1 students; serve as a Designated School Official (DSO) for Student and Exchange Visitor Information System (SEVIS) compliance.
6. Collaborate with international educational partners to foster relationships and guide recruitment efforts; oversee the implementation of projects that generate interactive opportunities with international agents, educational partners and international students; network and connect with regional, national, and worldwide international educators.
7. Provide leadership for the Manager, Student Support Services in the management of the Welcome & Connect Center and Dream Centers.

**KEY DUTIES AND RESPONSIBILITIES – Continued**

8. Provide indirect oversight of the Welcome & Connect Center for welcoming and onboarding services for new and returning students, the Guided Self Placement, and First Year Peer Mentoring Programs; collaborate on establishing guidelines and programming for welcoming and onboarding activities.
9. Provide indirect oversight of the Dream Centers for delivering support to undocumented students; develop community partnerships; support crisis response planning; collaborate on communication protocols, messaging, guidelines and programming that supports the success of undocumented students.
10. Train, supervise and evaluate the performance of assigned staff; interview and select employees and recommends transfers, reassignment, termination and disciplinary actions; assign employee duties and reviews work for compliance with federal regulations, established standards, requirements and procedures; develop, implement and conduct staff training sessions.
11. Provide technical expertise, information and assistance to the Vice President, Student Services regarding assigned functions; assist in the formulation and development of policies, procedures and programs; provide expertise, direction and implementation of new initiatives and strategies for evaluation and improvement of assigned programs.
12. Collaborate with Student Services departments to assist students in being onboarded, welcomed and fully matriculated to the college.
13. Collaborate with K-12 staff and community partners to foster relationships and guide outreach opportunities; implement projects that generate support for students in transition from schools and the community to college; oversee the development and implementation of strategies that systematically coordinates outreach activities between the college and K-12 schools and community agencies; participate and connect with local, regional, and statewide outreach contacts.
14. Plan, organize and implement long and short-term programs and activities designed to develop assigned programs and services and to increase and enhance student access, enrollment and success; collaborate with Academic Affairs to participate in and support the coordination of dual enrollment and early college high school programs; oversee coordination of the Piner Early College Magnet Program (PECMP).
15. Develop and prepare the budget for assigned programs; analyze and review budgetary and financial data; authorize expenditures in accordance with established priorities; evaluate and optimize procedures for financial effectiveness and operational efficiency.
16. Direct the preparation and maintenance of narrative and statistical reports and records related to assigned programs and other assigned activities; evaluate the effectiveness of high school outreach by analyzing yield rates and other reports related to the recruitment of high school students; evaluate the effectiveness of international student recruitment; oversee the effectiveness of onboarding and welcoming activities, and services provided for undocumented students.

**KNOWLEDGE OF:**

1. Planning, organizing and managing recruitment and outreach programs for prospective, new and returning, undocumented, and international students.
2. Trends in local student and community demographics and international student populations.
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.

**KNOWLEDGE OF – Continued**

7. Oral and written communication skills.
8. Principles and practices of administration, supervision and training.
9. Applicable laws, codes, regulations, policies and procedures including those specific to F-1 students, SEVIS, USCIS, and DSO duties.
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.
9. Meet schedules and timelines.
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, and onboarding strategies for students, or related functions.