

**TITLE: Outreach Specialist, High School Equivalency Program (HEP)**

**CLASSIFICATION: Classified**

**SALARY GRADE: C10**

**SCOPE OF POSITION:**

Under general direction, represents the High School Equivalency Program (HEP) in the community for new student outreach and recruitment. Collaborates with college, community agencies, high school counselors and parents, agricultural business owners, and the Federal Office of Migrant Education to identify migrant youth and qualifying adults. Prepares and disseminates promotional materials, follows up with recruitment applications, assists with matriculation steps, enrolls participants into HEP, and assists students with achieving their educational goals by ensuring proper placement and career development.

**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. Performs student and community outreach activities to promote HEP. Utilizes multiple platforms, including brochures, websites, social media, radio, television, and community events. Designs and develops promotional materials, facilitates activities, and delivers presentations on grant outcomes and federal mandates.
2. Serves as a liaison to community agencies. Disseminates information and represents HEP at the college, local high schools, Migrant Education parent meetings, and community events.
3. Conducts recruitment activities by identifying qualifying applicants, explaining program requirements and opportunities, and motivating individuals to enroll in the program.
4. Collects, reviews, and processes new applications, follows up with applicants, and initiates partnerships with educational, agricultural, and community-based agencies.
5. Executes the HEP eligibility process by collecting, reviewing, and verifying qualifying documents. Administers qualifying assessment exam for HEP and communicates results and next steps for enrollment, if approved. Provides support resources for non-qualifying applicants by making appropriate referrals to other District departments and/or agencies.
6. Assists students with matriculation steps. Ensures students have access to email, assists with filling out the enrollment application, and translates content to Spanish. Troubleshoots registration issues by communicating and collaborating with District staff.
7. Performs initial intake interviews for new students and explains program expectations and responsibilities. Assists with filling out program contract and relevant paperwork. Facilitates new student program requirements, provides and documents receipt of school supplies, parking permit, and student ID, and explains class schedule.
8. Coordinates new student orientations. Contacts and schedules college counselors and guest presenters. Co-facilitates overview presentations of the program at orientations and provides guided campus tours.
9. Designs, develops, and facilitates annual cultural events to engage students in HEP focused volunteer opportunities. Assists in organizing, coordinating, and participating at District activities and community events.
10. Monitors and tracks student progress. Maintains confidential files and analyzes student data to develop intervention strategies and approaches. Advises and assists students with achieving educational and employment goals.

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### **KNOWLEDGE OF:**

1. Project collaboration as it pertains to educational institutions.
2. Proper English and Spanish usage, spelling, vocabulary, and grammar.
3. Community resources and outreach techniques.
4. Relevant local, state, and federal rules and regulations, policies and procedures.
5. Applicable technology usage, including standard office productivity software and other appropriate technology.

### **ABILITY TO:**

1. Give presentations.
2. Understand the needs of identified migrant populations.
3. Coordinate events and oversee group activities.
4. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.
5. Communicate effectively, both orally and in writing, in English and Spanish.
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:**

Associate degree required.

### **EXPERIENCE:**

2+ years of experience in implementing student support services and activities to assist traditionally underrepresented populations 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.
- Must be able to perform physical activities such as, but not limited to, lifting (up to 50 lbs. unassisted), bending, standing, climbing, crawling or walking.
- Position requires frequent travel to schools, organizations, and community agencies.

### **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](#).*