

TITLE: Outreach Specialist, Student Outreach

CLASSIFICATION: Classified

SALARY GRADE: C10

SCOPE OF POSITION:

Under general direction, schedules and facilitates K-12 school district outreach. Assists with organizing community outreach efforts. Serves as a liaison to community schools, agencies, and organizations. Facilitates the on-boarding process and completion of success steps for prospective students. Assists with data tracking and reporting and performs duties collaboratively with colleagues and off-campus partners.

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. Plans, schedules, and facilitates student outreach, recruitment/on-boarding, and student success activities for dual enrollment and regular enrollment high school students. Refers students to appropriate support services.
2. Develops, plans, and facilitates activities and special events within the college and the community for student recruitment and onboarding purposes.
3. Serves as a liaison to schools, community agencies, organizations, and various SRJC departments.
4. Participates in developing, designing, and strategizing outreach materials for marketing and promotion. Provides review and recommendations for Student Outreach web pages and online presence.
5. Provides information related to educational programs and support services provided by the District for school districts, English language learners, and community agencies and partners.
6. Assists in researching, developing, and maintaining programmatic relevance related to trends and shifts in student demographics. Gathers student data and assists in preparing reports related to outreach activities, enrollment, and high school yield rates.
7. Facilitates the on-boarding process and completion of success steps for prospective high school students and community members who identify with disproportionately impacted groups.
8. Facilitates campus tours and visits for educational partners and community agencies.
9. Interacts and works collaboratively with faculty and staff from various District departments, students, parents, school districts, and community partners.
10. May supervise and organize the work of student employees.
11. May direct the work of short-term, non-continuing (STNC) employees in the area.

KNOWLEDGE OF:

1. Challenges relating to traditionally underrepresented populations.
2. General policies and procedures for assisting undocumented students.
3. College recruitment, marketing techniques and outreach strategies for engagement of prospective students.

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KNOWLEDGE OF – Continued

4. District policies, procedures, and academic programs and courses.
5. Core student success services and other student service programs.
6. Relevant local, state, and federal rules and regulations, policies and procedures.
7. Applicable technology usage, including standard office productivity software and other appropriate technology.

ABILITY TO:

1. Give presentations to individuals and groups.
2. Coordinate and oversee group activities.
3. Interpret and apply the rules, regulations, and policies of the District.
4. Assist with event planning.
5. Collaborate productively and cooperatively with individuals and groups both internally and/or externally.
6. Communicate effectively, both orally and in writing.
7. Exercise appropriate judgement in interactions with others and with work processes.
8. Interact with the public in a helpful, courteous, and professional manner.
9. 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 in a closely related field of study required.

EXPERIENCE:

2+ years of increasingly responsible 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 50lbs unassisted), bending, standing or walking.
- Position requires frequent travel to various area high schools, organizations, and community organizations.

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](#).