

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: DIRECTOR, OUTREACH AND DUAL ENROLLMENT

DISTRICT VALUES

Incumbents in District positions are expected to exhibit an equity-minded focus, responsiveness, and sensitivity to and understanding of the diverse academic, socioeconomic, cultural, gender identity, sexual orientation, and ethnic backgrounds of community college students, and employees, including those with physical or learning disabilities, and successfully foster and support an inclusive educational and employment environment.

DEFINITION

Under the administrative leadership of the Dean of Enrollment Services, plan, direct, manage, and implement the District's comprehensive Outreach programs and Dual Enrollment programs; direct and supervise the work of assigned personnel; recruit prospective students to the college; organize and coordinate the high school, middle/junior high and community outreach programs; create and enforce College District policy and procedures for Federal and State regulations in relation to Outreach, concurrent and dual enrollment programs. Supervises and evaluates assigned faculty and staff.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Dean of Enrollment Services. Exercises direct and general supervision over assigned faculty and staff.

CLASS CHARACTERISTICS

This is an Academic (Educational) Administrator classification that directs, supervises, and manages all activities of the District's comprehensive Outreach and Dual Enrollment programs. Responsibilities include performing diverse, specialized, and complex work involving significant accountability and decision-making responsibility. The incumbent organizes and oversees day-to-day activities and is responsible for providing professional-level support to the Dean in a variety of areas. Successful performance of the work requires an extensive professional background, as well as skill in coordinating programmatic work.

EXAMPLES OF TYPICAL FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

1. Plan, develop, manage, and implement the District's comprehensive high school, adult school, community outreach and dual/concurrent enrollment programs; manage and participate in the development and implementation of District goals, objectives, administrative procedures, and priorities for assigned programs; lead the department in the creation, development and implementation of Student Learning Outcomes and Program Review. **E**
2. Collaborates with other stakeholders to suggest enrollment management strategies in support of the District's mission and vision.
3. Plan and direct District dual/concurrent enrollment programs, including Summer Readiness Programs to include coordinating with faculty and other student services components. **E**
4. Develop and maintain a high profile, effective and positive relations with local feeder school districts, colleges and universities and local community; Communicate with business leaders, public agencies and other community groups to disseminate information and promote College enrollment. **E**

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5. Plan, implement, and direct the Early Admissions process with local high school districts.
6. Supervise, plan, direct, coordinate, and review work plans for staff providing services and activities; assign work activities, projects, and programs; review and evaluate work products, methods, and procedures; meet with staff to identify and resolve problems. *E*
7. Participate in the selection of new staff and faculty; train, motivate, and evaluate assigned faculty and staff; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures.
8. Plan, develop and implement parent outreach component including annual high school parent orientations.
9. Conduct a variety of organizational studies and operational studies related to assigned area; prepare a variety of statistical and narrative internal reports for informational and planning purposes; recommend modifications to policies and procedures as appropriate. *E*
10. Develops, prepares, submits, and monitors assigned budgets; researches and approves expenditures for services, supplies, and equipment in accordance with established policies, procedures, and protocols.
11. Assure proper distribution of promotional materials and information to area high schools and designated locations in the community; Coordinate schedules and publicity for college visits; plan, promote and coordinate campus tours and outreach events. *E*
12. Confer with students, adult schools, and high schools to resolve student enrollment issues related to early admissions or concurrent enrollment. *E*
13. Attend various staff and committee meetings; serve on and chair various campus and off- campus committees and coordinate outreach activities with other College personnel; represent the College at off-campus meetings, committees and activities. *E*
14. Gather data and prepare monthly reports related to enrollment, performance and retention of entering high school students and outreach activities. *E*
15. Prepare and deliver oral presentations to elementary, middle/junior high, high school students and community groups. *E*
16. Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, budget development, program development, implementation, and evaluation.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Principles and practices of employee supervision, including work planning, assignment, review, and evaluation, and the training of staff in work methods and procedures.
- Operations, services, and activities of comprehensive Outreach and Dual Enrollment programs.
- Principles, practices, theories, and methods of research design, evaluation, data collection and statistical analysis, interpretation, and reporting of a variety of data and information.
- Applicable federal, state, local, and District laws, regulations, ordinances, policies, and procedures relevant to assigned programs, projects, and operations.
- State compliance related to Attendance Accounting, CCFS 320 reporting, and MIS reporting regulations

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and guidelines.

- Contemporary issues of inclusion, social justice, diversity, access, and equity as related to higher education.
- Methods and techniques for the development of presentations, business correspondence, research, and reporting, and information distribution.
- Principles and procedures of record keeping, technical report writing, and preparation of correspondence and presentations.
- Modern office practices, procedures, technology, and computer equipment and applications, including word processing, database, and spreadsheet applications.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively interacting with students, staff, faculty, representatives of outside organizations, and members of the public, including individuals of diverse academic, socioeconomic, ethnic, religious, and cultural backgrounds, physical ability, and sexual orientation.

Ability to:

- Provide administrative and professional leadership and direction for the department and assigned program areas.
- Develop and implement goals, objectives, policies, procedures, and work standards for assigned program areas.
- Develop and monitor budgets and effectively utilize resources. · Interpret, apply, explain, and ensure compliance with applicable federal, state, local, and District laws, regulations, ordinances, policies, and procedures.
- Plan, organize, direct, and coordinate the work of professional and technical faculty and staff. · Delegate authority and responsibility.
- Select, train, motivate, and evaluate the work of staff and train staff in work procedures.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques. · Effectively represent the District and the department in meetings with various educational, business, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Gather and analyze data, evaluate alternatives, and make sound recommendations.
- Maintain accurate databases, records, and files.
- Effectively manage priorities in complex and diverse operational units.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Use tact, initiative, prudence, ethics, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the

course of work.

EDUCATION AND EXPERIENCE:

A Master's degree **AND** one (1) year of formal training, internship, or leadership experience reasonably related to the administrator's administrative assignment.

LICENSES AND CERTIFICATIONS:

None.

PHYSICAL DEMANDS:

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Incumbent must occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Incumbent must possess the ability to lift, carry, push, and pull materials and objects up to 20 pounds.

ENVIRONMENTAL ELEMENTS:

Incumbent works in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbent may interact with upset staff, students, applicants, and/or members of the public in interpreting and enforcing departmental policies and procedures.

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