

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: OUTREACH COORDINATOR

SUMMARY DESCRIPTION:

Under direction of the Director of Admissions and Records or assigned administrator of record, coordinate all school relations and Outreach activities for the college including the recruitment of prospective students to the college; prepare and deliver oral presentations to elementary, middle/junior/high school students, adult schools, and community groups; create in-reach activities to promote classes and programs to current students; coordinate assigned programs including Early Admissions Program, College Bound Program and College Making It Happen Program; serve as liaison with the Sweetwater Union High School District; compile statistics and conduct research to evaluate and report on program effectiveness..

REPRESENTATIVE DUTIES:

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Plan and coordinate Southwestern's College Bound courses in the Sweetwater Union High School District; assist high school students in the process of submitting their online college application and other related admission documents; register students in the program; conduct follow up with program participants and college and feeder school staff; coordinate with other college programs, services and locations.. **E**
2. Design and deliver oral presentations and workshops for high school, middle school and elementary school programs and community groups; provide college curricular and student services information to high school staff, students and parents .**E**
3. Organize and coordinate college fairs in cooperation with neighboring college/university outreach offices; attend college fairs as a representative of the college district. **E**
4. Coordinate college representation at community events including scheduling and lead on site college district personnel. **E**
5. Coordinate publication of brochures, newsletters, and other informational material related to school relations and outreach. **E**
6. Plan and carry out annual events that bring high school student and personnel to the college district. **E**
7. Determine residency status of student applications in accordance with State residency rules, regulations, and requirements as well as admission rules, regulations, and requirements for international and non-resident students and immigration laws; review documents, verifications, and other materials as required to verify residency status. **E**
8. Advise students in correct procedures for completion of forms and applications; explain applications, requirements, and restrictions; review completed forms for accuracy and completeness; follow up on incomplete applications; process various applications and forms. **E**
9. Prepare and transmit correspondence for students, verifying student status and other information; respond to student requests from other educational institutions and agencies involving the verification of student status and records. **E**
10. Establish positive relationships with business leaders, public agencies, and other community groups to partner in mutually beneficial activities. **E**
11. Assist students with the on-line college application process. **E**
12. Provide information about college support programs such as EOPS, transfer center, financial aid, student employment services, disability support services, counseling, and assessment. **E**
13. Attend a variety of meetings; participate in and attend conferences as directed. **E**

Outreach Coordinator- Continued

14. Collect, compile, and prepare a variety of statistical reports in collaboration with the Institutional Research Department. *E*
15. Train and provide work **guidance** to outreach classified staff and student peer mentors. *E*
16. Coordinate and oversee the recruitment, selection, training, of the students peer mentors/advisors. *E*
17. Provide recommendations and monitor the department budget.
18. Perform related duties and responsibilities as required.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Basic principles and practices of program development, coordination, and review.

Basic techniques of College recruitment.

College catalog and schedule time lines.

Rules, regulations, policies, and procedures pertinent to assigned programs.

College systems and requirements including those related to admissions, registration, and residency.

Local community service agencies, elementary, junior/middle and high schools, and businesses.

Outreach programs, services, and activities.

Principles and procedures of record keeping.

District organization, operations, policies, and objectives.

Modern office procedures, methods, and equipment including computers and applicable software.

English usage, spelling, grammar, and punctuation.

Oral and written communication skills

Interpersonal skills using tact, patience and courtesy.

ABILITY TO:

Work independently or in a team work environment.

Speak effectively before large groups.

Compile and organize data for reporting purposes.

Provide clear information to individuals and groups.

Interpret, apply, and explain applicable rules, regulations, policies, and procedures regarding area of assignment.

Analyze situations accurately and adopt an effective course of action.

Operate a variety of office equipment including a computer and supporting word processing, spreadsheet, and database applications.

Adapt to changing technologies and learn functionality of new equipment and systems.

Plan and organize work to meet schedules and deadlines.

Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students.

Communicate effectively, both orally and in writing.

Communicate in other language(s) is desirable.

Establish and maintain effective working relationships with those contacted in the course of work.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: an Associate's degree, or the equivalent, and five years of increasingly responsible experience in a higher education institution in a student services related area such as admissions, outreach, or counseling. Experience must demonstrate basic knowledge and understanding of outreach activities. A Bachelor's degree in education, counselling or other related field is desirable and may substitute for up to two years of related experience.

LICENSES AND OTHER REQUIREMENTS:

Valid driver's license and a safe driving record.

Outreach Coordinator- Continued

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PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in an inside or standard office setting, both on and off campus, with frequent interruptions and distractions; extended periods of time viewing computer monitor; driving a vehicle to conduct work; may include contact with dissatisfied individuals.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.

October, 2015 – replaced Outreach Specialist
Forsberg Consulting Services