

San Diego Community College District

CLASSIFICATION DESCRIPTION

Title: Outreach Coordinator

Unit: Supervisory & Professional

Page: 1 of 3

Job Code: D1049

Original Date: 11/1995

Last Revision: 07/2024

Staff Type: Classified

FLSA status: Non-exempt

Salary Range: 02

DEFINITION

Under the general direction of the Dean, oversee the planning, organization, implementation, and assessment of outreach initiatives and activities; provide oversight and supervision of testing services; develop and execute a variety of services and activities designed to inform the residents of the service area; provide potential students with assistance, pre-enrollment services, and referrals to appropriate programs, departments, and services; support high school counselors' efforts to engage high school students in planning for college attendance; supervise classified staff and student workers assigned to outreach; coordinate the involvement of students, staff, and faculty in scheduled activities; and contribute to growth targets.

EXAMPLE OF DUTIES

1. Plan, coordinate, and participate in campus-wide outreach projects and activities, including local high schools, community organizations, and partners. Develop work plans and work collaboratively with the College or Continuing Education and community leaders to assist in designing, developing, implementing, and evaluating information services and activities. Develop and coordinate strategies that assist in identifying specific target groups and target locations within the service area.
2. Oversee the implementation of on-line, computerized testing used to align student knowledge in core areas with college course requirements; advise students about course selection. Maintain testing lab, read and interpret test results, coordinate testing schedules, upload data, and prepare reports.
3. Develop, direct, and evaluate comprehensive informational outreach services and activities at the College campus or Continuing Education program, for local high schools, and targeted community groups and agencies. Monitor and assist in the identification of outreach needs of the service area, its general demographics, and barriers to access; make appropriate service recommendations
4. Develop and/or gather, review, and oversee the distribution of specialized information on the College or Continuing Education program, the District, and their instructional and support programs; application and registration deadlines; support services available in languages other than English; available financial aid programs; assistance for students with disabilities; transfer opportunities; career assessment and job placement opportunities; and other related issues.
5. Develop, design, and implement tools for evaluating recruitment and outreach activities and assist with the same at the District level.
6. Serve as liaison and work collaboratively with other programs or District departments in the development and implementation of coordinated marketing, recruitment, and outreach activities. Strengthen liaison services with other institutions, agencies, and community-based organizations that provide similar outreach services or require such services.
7. Conduct a variety of workshops and presentations. Represent the College or Continuing Education program at meetings, conferences, and other events as needed.
8. Monitor, coordinate, and administer assigned budgets.
9. Train, supervise, and evaluate the work performance of assigned staff; provide technical direction and guidance; recommend personnel actions, including employment, change in status, and disciplinary action.

10. Develop and maintain various databases; maintain a variety of inter-related records and files.
11. Work collaboratively with others in the College or Continuing Education program and the District to develop materials and events showcasing the College or Continuing Education program.
12. Develop and maintain a network of faculty and staff interested in becoming involved in outreach and a system for matching their interests, skills, and availability with demand for outreach services.
13. Perform related duties as assigned

DESIRABLE QUALIFICATIONS:**Knowledge:**

Advertising and marketing techniques.
Applicable sections of California Education Code and State and federal laws and regulations.
Basic research, statistical reporting, and presentation methods.
Budget preparation, administration, and control.
Community College degree and certificate requirements.
Cooperative service and admissions agreements.
District organization, operations, policies, and objectives.
English usage, grammar, spelling, punctuation, and vocabulary.
General principles of successful outreach.
High school graduation requirements.
Methods and practices of effective record keeping and report preparation.
Modern office practices, procedures, and equipment, including computer hardware and software.
Oral and written communication skills.
Practices and perspectives of students of various ethnic, racial, and cultural backgrounds.
Principles and practices of administration, supervision, and training.
Purpose and mission of the California Community Colleges student outreach and student support programs.
On-line, computerized testing programs to determine placement in college courses.
Role and purpose of related community-based organizations.
Rules, regulations, and guidelines of K-12, college programs, and community based organizations.
Student financial aid application and awarding processes.
Transfer requirements from Community College to 4-year institutions.
Trends and conditions affecting the marketability of college and continuing education programs.

Skills and Abilities:

Analyze situations accurately and adopt an effective course of action.
Apply results of on-line, computerized testing to place students into appropriate college courses that meet skill levels.
Communicate effectively both orally and in writing.
Conduct research, analyze data, and present findings.
Coordinate, develop, and implement services and activities to recruit, retain, and assist students.
Demonstrate interpersonal skills using tact, patience, and courtesy.
Establish and maintain effective working relationships.
Exercise sound judgment.
Implement complex matrix of outreach services.
Interpret program and degree requirements.
Interpret, apply, and explain policies and procedures of outreach programs and services.
Maintain records and prepare reports.

- Maintain statewide compliance of all testing services and ensure that reports are aligned with state regulations.
- Meet schedules and time lines.
- Monitor, administer, and allocate assigned budgets.
- Operate computers and business-related software, including word processing, spreadsheets, and databases.
- Prepare and deliver oral presentations.
- Project a positive professional image while representing the College or Continuing Education Program.
- Provide information to students regarding programs and services.
- Read and interpret test results for student placement.
- Relate effectively with people from varied cultural and socio-economic backgrounds.
- Train, supervise, evaluate, and provide work direction to assigned staff.
- Work independently with little direction.

Training And Experience:

Any combination of training and experience equivalent to: Bachelor's Degree in Business Administration, Public Administration, or a related field and one year of related experience in either developing and administering outreach programs with K-12 districts or working with student support programs at the high school level or in higher education.

License:

Valid California driver's license

WORKING CONDITIONS

Physical Requirements:

Category III

Environment:

Favorable, usually involves an office. May require travel between District locations and outside of the District. Flexible hours as business and activities necessitate.