

San Diego Community College District

CLASSIFICATION DESCRIPTION

Title: Outreach Coordinator

Unit: Supervisory & Professional

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Job Code: D1049

Original Date: 11/1995

Last Revision: 10/2015

Staff Type: Classified

FLSA status: Non-exempt

Salary Range: 10

DEFINITION

Under the general direction of the Dean, oversee the planning, organization, implementation, and assessment of the College's 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 College service area; provide potential students with assistance, pre-enrollment services and referrals to appropriate college services (financial aid, EOPS, DSP&S, etc.); 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 college faculty members in scheduled activities; and contribute to college's growth targets.

EXAMPLE OF DUTIES

1. Plan, coordinate and participate in campus wide Outreach projects and activities (local high schools, off-campus; EOPS; TRIO). Develop work plans and work collaboratively with the College 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 College 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 on the College campus, for local high schools, continuing education sites, and targeted community groups and agencies. Monitor and assist in the identification of outreach needs of the College's service area, its general demographics and barriers to college access; make appropriate service recommendations
4. Develop and/or gather, review, and oversee the distribution of specialized information on: the college, 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 campus recruitment and outreach activities; and assist with the same at the District level. Monitor and assist in the identification of outreach needs of the College's service area, its general demographics and barriers to college access; make appropriate service recommendations.
6. Serve as liaison and work collaboratively with the College and District units 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 Outreach and college-related workshops and other presentations. Represent the College at meetings, conferences and other events as needed.
8. Monitor, coordinate and administer assigned budgets.
9. Supervise assigned employees; appraise performance, provide technical direction and assistance, make employment and transfer recommendations.

10. Develop and maintain a database of contacts and services offered.
11. Work collaboratively with others in the College and District (PIO, Dean of Student Affairs, Cultural Events Coordinator, etc.) to develop materials and events showcasing the College to high school seniors, continuing education students and other residents of the service area.
12. Develop and maintain a network of College 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 Calif. Education codes and other 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 (high school, community college, and 4-year institutions).
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- Culture, practices, and views of various minority groups.
- District organizations, operations, policies and objectives.
- General principles of successful outreach.
- High school graduation requirements.
- Methods and practices of effective record keeping and report preparations.
- Principles and practices of effective leadership, training, and supervision.
- 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, 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 programs.

Skills and Abilities:

- Analyze situations accurately and execute or recommend an effective course of action.
- Apply results of on-line, computerized testing to place students into appropriate college courses that meet skill levels.
- Carry out assignments without detailed instructions.
- Collaborate and communicate effectively with professional and support staff and faculty both at the college and at local high school and other outreach sites.
- Communicate effectively both orally and in writing with diverse populations of students and adults.
- Conduct formal performance appraisals of employee.
- Conduct research, analyze data and present findings and prepare reports.
- Coordinate, develop and implement services and activities to recruit, retain and assist students.
- Establish and maintain effective working relationships.
- Implement complex matrix of outreach services.
- Interpret program and degree requirements.

- Interpret, apply and explain the policies and procedures of College programs and services.
- Lift 40 pounds.
- Maintain records and prepare reports.
- Perform personnel actions including hiring, discipline, counseling, and terminations of employee.
- 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.
- Plan and implement complex activities without requiring detailed instructions.
- Prepare and deliver oral presentations.
- Project a positive professional image while representing the College.
- Provide information to students regarding college programs and services.
- Provide formal and informal feedback on performance of other employee.
- Read and interpret test results for student placement.
- Supervise, train, and assign and provide work direction to others.
- Use interpersonal skills using tact, patience and courtesy.
- Work confidentially and independently, exercising good judgment and decision making.

Training And Experience:

Any combination of training and experience equivalent to: Bachelors Degree in Business Administration, Public Administration, or a related field. One year of related experience in either developing/administering partnership agreements/contracts 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. Travel off College site up to 3 days / week. Flexible hours as business and activities necessitate.