

San Diego Community College District

CLASSIFICATION DESCRIPTION

Title: Director, Promise and Outreach

Unit: Management

Page: 1 of 3

Job Code: C2640

Original Date: 07/2024

Last Revision: 07/2024

Staff Type: Academic

FLSA status: Exempt

Salary Range: 4

DEFINITION

Under the direction of a Dean or other assigned manager, the Director, Promise and Outreach position manages, supervises, and administers the daily operations of the college's Outreach and Community Relations area and the Promise Program. Key administrative duties include ensuring compliance with applicable laws and regulations, developing strategic plans to maximize growth of student outreach and engagement programs, dual and concurrent student enrollment opportunities, and delivering equitable programs and services for students from diverse communities.

EXAMPLE OF DUTIES

1. Plan, organize, direct, supervise and lead daily operations, including assigning job duties and work schedules, providing timely feedback on performance, conducting performance evaluations, assessing training and professional development needs for assigned staff and providing training opportunities, participate in hiring and onboarding new staff, and participate in corrective and disciplinary process with assigned staff.
2. Lead the administration, organization, and operation of the college's Outreach and Community Relations, the Promise Program, and the Welcome Center within a broad framework of policies, procedures, laws, regulations, strategic objectives, and the college's mission.
3. Work collaboratively and professionally with faculty, staff, and other stakeholders from diverse academic, socioeconomic, cultural, disability, gender, and ethnic communities.
4. Demonstrate cultural humility, sensitivity, and equity-minded leadership in working with individuals from diverse communities; model inclusive behaviors; and achieve equity in outcomes.
5. Coordinate and provide administrative oversight on the expansion of the Promise Bundles and collaborate with Chairs and faculty on Promise Bundle courses. Lead the marketing and outreach efforts to capture potential Promise Program participants, and fostering the growth of student engagement and retention.
6. Provide leadership to the college's outreach functions which may include, but not be limited to, recruitment, the development of relationships with feeder high schools, and the development of relationships with community entities from which potential students might be recruited.
7. Coordinate and direct counseling and other support for assigned programs and services.
8. Develop or assist in the development of annual budget recommendations; monitor and control expenditures with adopted budget.
9. Maintain effective communication with feeder high schools, community-based organizations, business entities, and public agencies. Assist in the outreach efforts with feeder high schools to expand CCAP enrollment numbers and increase in dual enrollment.
10. Coordinate and oversee the development, implementation, and production of Signing Days event activities with local high schools.

11. Collaborate with Financial Aid leadership to develop a campaign and strategies to increase FAFSA and CA Dream Act application submissions.
12. Interpret and explain legal requirements and district policies and procedures to faculty, staff, students, and the public; administer program/services policies, procedures, and standards and recommend changes as appropriate; refer difficult issues to superiors for decisions.
13. Coordinate program/services activities with other district programs/services, community-based organizations, school districts, and local officials.
14. Contribute positively to a culture of diversity, equity, and inclusion; Take action to promote staff diversity; and create an inclusive environment in the department.
15. Serve on district, college, or other committees as assigned; attend meetings and make oral presentations as necessary.
16. Publicize, promote, and communicate programs/services to potential students, community organizations, businesses, professional organizations, schools, and others.
17. Perform related duties as assigned.

DESIRABLE QUALIFICATION

Knowledge:

- Budget preparation and control.
- Communication skills.
- District collective bargaining process and agreements.
- District policies, organization, operations, and objectives.
- Effective writing skills.
- Interpersonal skills including tact, patience, and courtesy.
- Laws and other regulations governing assigned programs and services.
- Principles and practices of management, training, and supervision.
- Principles and techniques of instruction, training, and counseling.
- Principles, goals, objectives, and trends of assigned programs/services.
- Technical aspects of field of specialty.

Skills and Abilities:

- Allocate financial and human resources in accordance with sound management principles.
- Analyze situations accurately and adopt an effective course of action.
- Communicate effectively both orally and in writing.
- Coordinate program activities and services with other site, district, and community programs.
- Develop, administer, and control budgets.
- Interpret, apply, and explain rules, regulations, policies, and procedures.
- Perform program support functions such as administering contracts and coordinating facilities use.
- Plan, organize, and supervise assigned programs/services.
- Prepare comprehensive records and reports.
- Train, supervise, and evaluate personnel.

Training and Experience:

- Any combination of training and experience equivalent to: a Master's degree from an accredited institution in an appropriate subject area and three years of increasingly responsible experience in teaching, counseling, research, administration, or other experience directly related to area of

assignment, preferably in an institution of higher education. Some positions may require special credentials.

The following are required for academic/educational administrator assignments:

- 1) Master's degree (doctorate preferred) from a regionally accredited institution, AND
- 2) One (1) year of formal training, internship, or leadership experience reasonably related to the administrator's assignment, AND
- 3) Demonstrated cultural competency, sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students and staff.

OR

- 1) Possession of a lifetime California Community College Chief Administrative Officer Credential AND
- 2) Two (2) years of recent management experience in an institution of higher education, AND
- 3) Demonstrated cultural competency, sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students and staff.

License:

Valid California driver's license.

WORKING CONDITIONS

Physical Requirements:

Category III

Environment:

Favorable, usually involves an office.