

STUDENT SERVICES OUTREACH SPECIALIST

DEFINITION

Under general supervision, provides a variety of complex technical and support services for students in various specialized areas to facilitate high school students' access to education and training; performs and or facilitates outreach and recruitment services; provides information and assistance to students regarding matriculation, admissions, application, placement testing, and financial aid; collaborates with local high schools; plans, organizes, and coordinates on-campus community outreach events to attract and inform prospective students about programs.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the assigned managerial personnel. Exercises no direct supervision of staff. Provides technical and functional direction and training to student workers/volunteers.

CLASS CHARACTERISTICS

This classification is responsible for planning, organizing, and coordinating a variety of high school outreach and recruitment activities, functions, and events to attract and inform prospective students of educational programs at the College. Incumbents at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the procedures and policies of the assigned function. Successful performance of the work requires the frequent use of tact, discretion, and independent judgment, thorough knowledge of the policies, procedures, eligibility requirements, and application processes, and extensive staff, public, and organizational contact. This class is distinguished from the EOPS Outreach Specialist in that the latter has a special focus on reaching out to and recruiting potential student to the College's Extended Opportunity Program and Services (EOP&S) and Cooperative Agencies Resources for Education (CARE) programs. This class is further distinguished from the Director, High School Outreach in that the latter has overall management responsibility for all functions, services, and activities related to the high school outreach department class responsible for organizing, assigning, supervising, and reviewing the work of assigned staff involved in student outreach and recruitment services.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Plans and coordinates high school outreach and recruitment activities; participates in the formulation, development, and implementation of policies and procedures for assigned specialized student services; communicates with instructors, counselors, administrators, other staff, faculty, and high schools to coordinate and implement the assigned activities and to exchange information.
2. Schedules and/or conducts informal workshops, informational sessions, and program orientations for new or prospective students and parents regarding College programs and services; develops flyers, brochures, programs, and other informational materials.
3. Provides technical information and advice to prospective students, parents, high school counselors, principals, faculty, and others regarding eligibility requirements and educational opportunities, programs, and services; works with prospective students and high school counselors and instructors to assess students' academic needs and admissions eligibility.
4. Assists prospective students, parents, and high school counselors and instructors in the College's matriculation process.
5. Provides information to prospective students, parents, high school counselors and instructors regarding degree requirements, registration process, class schedules, transfer processes, account claim procedures, assessment, and financial aid programs.
6. Serves as liaison between College staff, faculty, students, parents, target high schools, community agencies, and other key stakeholders and provides information on and support for College services.

7. Performs recruitment and outreach activities to high schools and local community agencies; schedules/coordinates meetings and classroom presentations to help recruit prospective students to campus; arranges student visitation and tours of the College campus; informs students and parents of program requirements, how to qualify for financial aid, scholarships, grants, and fee waivers, residency requirements, and other services; answers questions from students and parents.
8. Tracks students' progress through the matriculation process to ensure students are invited to the Connect 4 Early Registration event; coordinates with Admissions Department to identify any application issues.
9. Provides technical support and instruction regarding online registration process, portal access and navigation, and other technical issues.
10. Assists students with applications for various College programs, including ASPIRE, Bridge, Assessment, and Accessibility Resource Centers for Students (ACCESS).
11. Assists in major annual campus events; plans, organizes, and coordinates, and/or assists with, other on-campus activities, meetings, fairs, and special events for prospective students and parents to promote College programs.
12. Inputs into, maintains, and downloads data from a computer database; gathers, compiles, tracks, and analyzes pertinent data and statistics; prepares and maintains a variety of narrative and statistical records and reports related to program activities and effectiveness.
13. Develops and drafts correspondence and reports to students, parents, and community and high school contacts regarding assigned programs, activities, and events.
14. Maintains accurate and detailed spreadsheets, complex files, and records, verifies accuracy of information, researches discrepancies, and records information in compliance with applicable regulations, policies, and procedures. Prepares, copies, collates, and distributes a variety of documents; ensures proper filing of copies in departmental or central files.
15. Answers questions from and provides support services to students and visitors regarding admissions eligibility and requirements, registration, and other student services policies and procedures.
16. Verifies and reviews forms and reports for completeness and conformance with established policies and procedures; applies departmental and program policies and procedures in determining completeness of applications, records, and files.
17. Recruits volunteers and maintains volunteer database; gives work assignments; reviews and controls quality of work; trains student workers and volunteers in work principles, practices, methods, policies, and procedures.
18. Participates on committees, task forces, and special assignments, including, but not limited to Screening and Selection Committees and affiliated trainings. Prepares and delivers oral presentations related to assigned areas if needed.
19. Performs other related or lower classification duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles, practices, and service delivery needs related to the program area(s) to which assigned.
2. Procedures for planning, organizing, and coordinating a variety of community outreach activities and events.
3. Educational, cultural, age-specific, and social needs of the community as they relate to the programs to which assigned.
4. Applicable federal, state, local, and College policies, codes, regulations, technical processes, and procedures related to the program to which assigned.
5. Business letter writing and the standard format for presentations, basic reports, correspondence, and other written materials.
6. Research and reporting methods, techniques, and procedures.
7. Principles and practices of data collection and report preparation.

8. Record keeping principles and procedures.
9. Modern office practices, methods, computer equipment and computer applications related to work, including word processing, database, and spreadsheet applications.
10. English usage, spelling, vocabulary, grammar, and punctuation.
11. Techniques for effectively representing the College in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.

Skills & Abilities to:

1. Participate in the development of community outreach efforts for assigned program(s).
2. Coordinate assigned program activities, including outreach, brochures, flyers, and related program materials.
3. Understand the organization and operation of the College and of outside agencies as necessary to assume assigned responsibilities.
4. Participate in the development of goals, objectives, policies, procedures, and work standards for assigned programs.
5. Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
6. Prepare basic reports, correspondence, and other written materials.
7. Make accurate mathematical and basic statistical computations.
8. Enter and retrieve data from a computer with sufficient speed and accuracy to perform assigned work.
9. Establish and maintain a variety of filing, recordkeeping, and tracking systems.
10. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
11. Use English effectively to communicate in person, over the telephone, and in writing.
12. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
13. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
14. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Equivalent to graduation from a regionally accredited four-year college or university and at least one (1) full time equivalent year of experience in providing educational outreach and/or advising services in either a college setting or secondary educational setting, or recognized non-profit organization serving students enrolled in public/private high schools.

Licenses and Certifications:

The incumbent may periodically be required to travel to a variety of locations. If operating a vehicle, employees must have the ability to secure and maintain a valid California driver's license.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; operate a motor vehicle to visit various College and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, 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. Incumbents in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Incumbents work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbents may occasionally work outdoors for assigned events and be exposed to loud noise levels, cold and/or hot temperatures, and dust, fumes, and allergens. Incumbents may interact with staff, students, and/or the public in interpreting and enforcing departmental policies and procedures.

Amended: 3/2020