

ENGLISH AS A SECOND LANGUAGE (ESL) OUTREACH SPECIALIST

DEFINITION

Under general supervision, performs community outreach activities and functions related to the District's English as a Second Language (ESL) and Vocational English as a Second Language (VESL) Programs; promotes programs, educational opportunities, vocational careers, and related services to prospective students; identifies, collaborates, and partners with community agencies; meets with prospective students and determines their eligibility for placement into the programs; 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 Director, English as a Second Language (ESL) and Intercultural Programs. Exercises no supervision of staff. May provide technical and functional direction and training to student workers.

CLASS CHARACTERISTICS

This is a journey-level classification responsible for the planning, organizing, and coordinating a variety of community outreach activities, functions, and events to attract and inform prospective students for specialized ESL and VESL educational programs and opportunities at the District. 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, knowledge of departmental and District activities, and extensive staff, public, and organizational contact. This class is distinguished from the Director, ESL and Intercultural Programs in that the latter oversees the programming and administration of the District's entire ESL department.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

- Provides outreach services to the community to establish and encourage potential and continuing noncredit student participation in the ESL and VESL programs; identifies barriers and provides access for students to receive District resources and information regarding transition to credit; serves as an advocate for potential students and creates an environment of trust between them, school, and staff.
- Serves as liaison between noncredit and credit District staff, faculty, students, community agencies, and other key stakeholders and provides information on and support for District services.
- Performs recruitment and outreach activities to local community agencies; schedules meetings and classroom presentations to help recruit prospective students to campus; identifies and meets with community agencies to discuss programs and student eligibility requirements; prepares information materials to market programs and inform students of program requirements, how to qualify for financial aid, and other services; coordinates dates for student placement testing; answers questions from students and advocates.
- Coordinates ESL and VESL Open House to educate prospective students regarding required documentation, completion of application forms, and related information.
- Plans, organizes, and coordinates on-campus activities, meetings, fairs, and special events for prospective students and parents to promote the programs to which assigned.
- Answers, screens, and routes telephone calls and emails; takes and distributes messages; greets and directs visitors to the appropriate office or staff member as appropriate; responds to requests for information, questions and complaints and refers questions and complaints to appropriate staff when

necessary; provides general information regarding department and District policies and procedures to staff, students, parents, and the general public.

- Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
- Performs related duties as assigned.
- Assists in processing of student applications for admissions to ESL/CESL programs.
- Administers assessment tests in accordance with College policies, procedures and curriculum requirements.
- Maintains appropriate records and files for ESL and/or VESL students; maintains and updates records and data in accordance with Federal and State guidelines for reporting purposes.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and service delivery needs related to the program area(s) to which assigned.
- Procedures for planning, organizing, and coordinating a variety of community outreach activities and events.
- Educational, cultural, age-specific, and social needs of the community as they relate to the programs to which assigned.
- Applicable codes, regulations, policies, technical processes, and procedures related to the program to which assigned.
- Business letter writing and the standard format for basic reports and correspondence.
- Principles and practices of data collection.
- Business mathematics and basic statistical techniques.
- Recordkeeping principles and procedures.
- Modern office practices, methods, computer equipment and computer applications related to work, including word processing, database, and spreadsheet applications.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and District staff, including individuals of various ages, disabilities, socio-economic, and ethnic groups.

Skills & Abilities:

- Participate in the development of community outreach efforts for assigned programs.
- Interpret, apply, explain, and ensure compliance with applicable policies, procedures, and regulations.
- Coordinate assigned program activities, including outreach, brochures, flyers, and related program materials.
- Prepare basic reports, correspondence, and other written materials.
- Effectively represent the District in meetings with other schools, community groups, and various other organizations, and in meetings with individuals.
- Respond to and effectively prioritize multiple phone calls and other requests for service.
- Compose correspondence and reports independently or from brief instructions.
- Make accurate mathematical and basic statistical computations.
- Enter and retrieve data from a computer with sufficient speed and accuracy to perform assigned work.
- Establish and maintain a variety of filing, recordkeeping, and tracking systems.
- 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.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.

- Understand scope of authority in making independent decisions.
- Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience which would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to the completion of the twelfth (12th) grade supplemented by college-level coursework at a regionally accredited college or university or specialized training in education, social science, public relations, or a related field, and two (2) years of progressively responsible experience in community outreach to promote educational services. An Associate of Arts degree from a regionally accredited college in one of the fields mentioned above is desirable. Specialized training on second language acquisition theory and methodology and completion of a Sheltered Academy course is highly desirable.

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.
- Ability to pass District approved bilingual skills proficiency test.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle to visit various District 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 partially a sedentary office classification although standing in and walking between work areas is often 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. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 20 pounds.

ENVIRONMENTAL ELEMENTS

Incumbents work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.