Board Approved April 14, 2021
FLSA: EXEMPT

DIRECTOR, OUTREACH AND ENTRY SERVICES

DEFINITION

Under general supervision, develops, plans, directs, administers, participates in, the operations and activities of the College's outreach, Promise Plus+ Program, other assigned programs and onboarding efforts of new student entry services and programs to facilitate students' access and enrollment in the college, education and training; provides administrative support and program assistance to the Dean and the Vice President; fosters cooperative working relationships with community members, high school officials, state officials, students, staff, faculty and college administrators.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned manager. Exercises general direction and supervision over assigned staff.

CLASS CHARACTERISTICS

This is a full management level class in the student services outreach and entry services functional area that exercises independent judgment on diverse and specialized high school outreach programs and other student support services functions and has significant accountability and ongoing decision-making responsibility associated with the work. The incumbent organizes and oversees day-to-day outreach programs and activities and is responsible for providing professional-level support in a variety of areas. This position develops and maintains critical relationships with community agencies, organizations, and K-12 districts, organizes and conducts training and partnership efforts, collaborates with other outreach and marketing efforts, and oversees complex budgets and tracking and reporting requirements. This class is distinguished from the Dean, Counseling in that the latter oversees the programming and administration of the District's entire Counseling Department.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Directs, plans, and organizes, the work in the High School Outreach programs; trains in work procedures and policy; provides policy guidance and interpretation; evaluates employee performance and works with employees to correct deficiencies; recommends and implements disciplinary procedures; assists in selection and promotion.
2. Recommends and implements goals, objectives, policies and procedures, and tracks changes to applicable federal, state, local, and College regulations related to the outreach and enrollment of new students from high schools and as participants in the college's Promise Plus + Program; establishes schedules and methods for assigned outreach programs and functions.
3. Collaborate with K-12 districts to create and implement activities for the High School Outreach and entry services and programs for new students, including the Promise Plus + Program and Guided Pathways entry goals; act as liaison between the College and the K-12 districts on all service delivery methods and procedures; provides

recommendations concerning process changes; reviews with appropriate management staff; implements improvements; organizes and conducts partnership efforts, conferences, meetings, and trainings with K-12 and community partners, campus faculty, staff and administrators related to outreach efforts, entry services and programs.

4. Provides leadership in the planning and coordination of high school outreach and recruitment activities~~;~~ and services and initiatives targeting entry students and college entry efforts; participates in the formulation, development, and implementation of policies and procedures for assigned specialized student services.
5. Develop, prepare, and monitor budgets, coordinate expenditures, analyze and review budgetary and financial data, and maximize financial resources; ensure integrity in fiscal matters related to the program control and authorize expenditures related to program activities in accordance with established processes, guidelines, rules, and regulations.
6. Articulates and represents the educational needs and intervention strategies related to equity-based access practices designed to increase the successful enrollment of a diverse student population.
7. Assists in the development of systems to track and evaluate students' progress through the matriculation process, completion of financial aid applications, enrollment in summer programs, and successful enrollment in college.
8. Develops and implements complex outcomes tracking systems, researches and analyzes program data; prepares comprehensive technical records and reports; compiles and submits required documents and reports to official government agencies, implements findings and takes corrective action, as necessary; prepares and presents various reports and other necessary correspondence; supervises the preparation and maintenance of related reports, records, and files; ensures the proper documentation of activities.
9. Oversees the scheduling and/or conduct of workshops, informational sessions, and program orientations for new or prospective students and parents regarding District programs and services; develops and implements new initiatives or processes designed to address and meet equity goals.
10. Oversees the development of flyers, brochures, instructional and support program requirements and information and other promotional and outreach materials.
11. Provide technical information and assistance regarding High School Outreach, Promise Program, and Guided Pathways services, activities, needs and issues; assist in the formulation and development of policies, procedures, and programs.
12. Informs college administration of public perceptions and concerns related to District programs and services.
13. Establishes, implements, and fosters an environment of belonging as it relates to diversity, equity, inclusion, social justice, anti-racism, and accessibility (DEISAA).
14. Oversees, leads, and provides high-level customer service when interacting with the public, vendors, students, and College staff, including individuals from minoritized groups.
15. Utilizes critical thinking, decision-making, and problem-solving skills with tact, confidence, and diplomacy.
16. Implements, enforces, supports, and abides by federal, state, and local policies and Board Policies and Administrative Procedures.

17. Participates in and supports employee participation on committees, task forces, and special assignments, including, but not limited to, Screening and Selection Committees, mandated trainings, and DEISAA related trainings as required.
18. Prepares and delivers DEISAA-minded presentations related to assigned areas as required.
19. Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of supporting a DEISAA academic and work environment.
2. Equity-focused principles, practices, and strategies related to access efforts focused on the recruitment and enrollment of new students, especially marginalized student populations.
3. Intervention strategies, programmatic components, and service delivery related to the onboarding of new students to the college, matriculation standards and requirements, and specialized efforts designed to recruit and enroll a diverse student population, including under-served and under-represented student populations.
4. The needs of diverse, specialized and non-traditional student populations, their economic and social conditions and challenges, and strategies and methods to increase their successful enrollment and participation rates in post-secondary education.
5. Goals, requirements, principles, and regulations related to statewide Promise Program efforts.
6. Principles and practices of employee supervision, including work planning, assignment, review, and the training of staff in work procedures.
7. Principles, practices, and service delivery needs related to the program area(s) to which assigned.
8. Organization and management practices as applied to the development, analysis, and evaluation of high school policies, procedures, programs and operational needs of the assigned functions.
9. Procedures for planning, implementing, evaluating, and maintaining a variety of high school outreach activities and programs.
10. Budget development, administrative practices, and organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
11. Research and reporting methods, techniques, and procedures.
12. Modern office practices, methods, and computer equipment and applications related to the work.
13. Record keeping principles and procedures.
14. Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
15. Techniques for providing a high level of customer service by effectively dealing with the public, students, and District staff, including individuals of various ages, disabilities, various socio-economic and ethnic groups.

Skills & Abilities to:

1. Implement, advocate for, and communicate the College's vision and commitment to creating a DEISAA academic and work environment.
2. Oversee and address gaps in DEISAA in the recruitment and retention of faculty and staff.
3. Critical thinking and decision-making through observing, analyzing, inferring, communicating, and problem-solving in challenging situations with tact, confidence, and diplomacy.
4. Organize, coalesce, and focus individuals, groups, and initiatives designed to increase the equitable enrollment of new students to the college through high school outreach efforts and Promise Program components.
5. Organize, develop and implement diversity and equity training, principles, strategies, and approaches for staff under supervision and other college staff, faculty and managers involved in outreach efforts and interventions related to incoming, new students.
6. Initiate and sustain collaborative efforts on campus and in the community related to the successful onboarding of new students to the college, especially students from marginalized groups.
7. Collaborate with specialized support programs to integrate efforts and implement specialized efforts related to foster youth, undocumented, LGBTQ, disabled, low income, and first generation students.
8. Assist in developing and implementing goals, objectives, practices, policies, procedures, and work standards.
9. Supervise, train, plan, organize, schedule, assign, review, and evaluate the work of staff.
10. Organize, implement, and direct outreach programs, services, projects, and activities.
11. Interpret, apply, explain, and ensure compliance with applicable Federal, State, and local policies, procedures, laws, and regulations.
12. Identify problems, research and analyze relevant information, and develop and present recommendations and justification for solution.
13. Research, analyze, and evaluate new service delivery methods, procedures, and techniques; prepare clear and concise reports, correspondence, procedures, and other written materials.
14. Establish and maintain a variety of manual and computerized files, record keeping, and project management systems.
15. Make sound, independent decisions within established policy and procedural guidelines.
16. 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.
17. Operate modern office equipment including computer equipment and software applications programs.
18. Effectively ~~to~~ communicate in person, over the telephone, and in writing.
19. Understand scope of authority in making independent decisions.
20. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.

21. Receives, investigates, and responds to difficult and sensitive problems and complaints in a professional manner; identifies and reports findings and takes necessary corrective action.
22. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
23. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

1. Equivalent to graduation from a regionally accredited four-year college or university in education or a related students service field; and
2. Three (3) years of directly related experience with student outreach programs or related student services programs, including one (1) years of lead or supervisory experience.

Desirable Qualifications:

1. Proven track record of implementing or overseeing programs or policies relating to diversity, equity, inclusion, anti-racism, and accessibility, preferably in institutions serving minoritized populations such as Hispanic Serving Institutions (HSI) and Asian American and Native American Pacific Islander-Serving Institutions (AANAPISI); OR
2. Proven track record of participating in programs relating to diversity, equity, inclusion, anti-racism, and accessibility, preferably in institutions serving minoritized populations such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institutions (AANAPISI).

Licenses and Certifications:

Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

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 and 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 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. Positions 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 up to 20 pounds.

ENVIRONMENTAL ELEMENTS

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

Amended: 8/2023