

**San Jose/Evergreen Community College District
Classified Management Job Description**

Position: Director, Student Outreach and Recruitment

Department: Student Affairs

Location: EVC

Date: November 18, 2020

POSITION PURPOSE

Under general direction of the Dean of Enrollment Services or assigned administrator, the Director of Student Outreach and Recruitment supervises, assigns, and coordinates services related to student outreach, recruitment, enrollment and retention services. The Director is responsible for coordinating day-to-day operations, events and activities, overseeing classified staff within the department to improve overall student outreach and success through student access and retention. In collaboration with other programs contributing to closing the gaps of disproportionate impact and achieving student equity.

NATURE AND SCOPE

The Director of Outreach and Recruitment has primary responsibilities for the direct supervision of Outreach and Recruitment, Trio (Upward Bound and Talent Search) programs and the First Stop Center (Early Admissions Program). This position assists in planning and implementing student access, retention, and equity activities and ensure compliance with Title V and other applicable regulations. This position designs, monitors, implements student access and retention initiatives, and communicates with faculty and student services personnel concerning student outreach, recruitment, enrollment and retention efforts.

KEY DUTIES and RESPONSIBILITIES

1. Coordinate and oversee aspects of the Student Access and Success program, services, and its day-to-day activities, ensuring compliance with federal/state regulations, guidelines and policies.
2. Provide direction in coordinating student access through outreach, recruitment, enrollment and early admission strategies for the college through collaboration with faculty, staff and administrators.
3. Participate in the development and implementation of short-term and long-term student access, outreach, recruitment, enrollment, early admission, and retention plans for general, special populations and historically underrepresented students; make recommendations for changes and improvements leading to increased student enrollment, retention, degree completion and success.
4. Identify, review, advocate and secure resource needs related to student outreach and recruitment and make recommendations for changes and improvements.
5. Coordinate and align work with other complementary funds college-wide such as Student Equity Achievement (SEA) Plan.
6. Facilitate and provide workshops designed to deliver quality services in an efficient manner including but not limited to: new student outreach, recruitment, orientation, parent information sessions, and self-service technology tools.
7. Respond to internal and external inquiries related to Student Access, Success, and Equity operations and programs; resolve complaints in an efficient and timely manner.

8. Act as liaison between the college and other educational institutions (K-12, colleges and universities) and/or industry professionals to enhance services to the student access, outreach, recruitment, and enrollment programs and the participants.
9. Provide direction in marketing activities by developing, publishing, and disseminating student access, outreach, retention and early enrollment program materials such as web and portal content, social media, informational publications, press releases and correspondences, and other technology mediums.
10. Coordinate and collaborate with district staff to ensure the consistency of services provided and accuracy of data reported through the Management Information System (MIS).
11. Maintain records concerning operations and programs, prepare required reports, and respond to surveys as needed.
12. Supervise and evaluate the performance of assigned staff; interview and participate in selecting employees; train, counsel, and discipline personnel according to established policies and procedures.
13. Assist manager in the development and administration of annual budget for assigned area.
14. Establish and maintain communication and effective working relationships with campus and the district resources for various phases and operations of the Student Outreach and Recruitment processes including student outreach and recruitment educational planning, orientation, advisement, registration and follow up.
15. Work collaboratively with managers from various programs to coordinate and implement Student Outreach and Recruitment, Success and Equity activities and services.
16. Perform other duties as assigned.

EMPLOYMENT STANDARDS

Knowledge of:

1. Objectives of Student Outreach, Recruitment, Retention and Success program and Student Equity requirements.
2. Principles and procedures used in community college administration such as student outreach, recruitment, orientation, registration, follow-up, and research/evaluation.
3. Pertinent Federal, State and local laws, codes and regulations for higher education.
4. Principles and practices of success strategies for “at risk” populations.
5. Methods and techniques of marketing for a community college.
6. Basic principles and procedures of budget preparation, administration, and record keeping.
7. Business letter writing and basic report preparation.

8. Modern office practices and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.
9. Principles of supervision, training and performance evaluation.

Skills and Abilities to:

1. Direct and coordinate Student Access and Success programs for general and special population students.
2. Recommend and implement goals and objectives of the assigned programs.
3. Communicate effectively, both verbally and in writing, with faculty and staff, students, and community members.
4. Interpret and apply administrative policies and procedures as well as pertinent laws, regulations, and ordinances.
5. Work effectively with students, faculty, and staff from multi-cultural backgrounds and promote access, success, and equity.
6. Present a positive image of the College in the community.
7. Recruit, train, supervise, and evaluate personnel.
8. Plan and organize work to meet schedules and time lines.
9. Work independently with minimum of supervision.

Education and Experience:

1. Bachelor's degree in a related field from an accredited institution.
2. Three years of relevant experience in an academic setting and/or coordinating role, including supervisory or related leadership experience.
3. Experience working with community colleges and high school students and people from economically and educationally disadvantaged backgrounds.
4. Demonstrated sensitivity, knowledge, and understanding of the diverse academic, socioeconomic, gender identity, sexual orientation, cultural, disability, and ethnic backgrounds of the students we serve and sensitivity to and knowledge and understanding of groups historically underrepresented, and groups who may have experienced discrimination.

Working Conditions:

1. Typical office environment.

Approved: 11/17/2020

Salary Range: M-23

EEO Category: 2B1- Executive/Administrative/Managerial