

San Jose/Evergreen Community College District
Classified Management Job Description

Position: Director, Student Outreach and Recruitment

Department: Student Services

POSITION PURPOSE

Under general direction, the Director, Student Outreach and Recruitment plans, organizes, directs and integrates student outreach, recruitment, enrollment and retention services; coordinates day-to-day operations, events and activities, and oversees classified staff to improve overall student enrollment, equity, success and retention; develops, implements, and evaluates the Outreach program, First Stop Center, and TRIO program, and promotes transfer culture; provides pre-collegiate programs and services; delivers academic and student success pipeline programs through facilitating and supporting special outreach events and maintaining a presence at schools, community organizations and college fairs; and performs related duties as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below exemplify the work of the classification and assigned duties may include work that is similar, related or a logical assignment to this class.

1. Plans, directs, controls, integrates and evaluates the development and implementation of the Student Access and Success program, services, and day-to-day activities; ensures compliance with federal/state regulations, guidelines and policies; provides direction in coordinating student access through outreach, recruitment, enrollment and early admission strategies in collaboration with faculty, staff and administrators.
2. Directs, integrates and evaluates Outreach, TRIO and First Stop programs in support of the District's outreach, recruitment and onboarding goals and initiatives; establishes and evaluates program services against target outcomes, drives planning through data-driven assessment and improves service delivery to meet the needs of student participants; develops, implements and monitors procedures and processes to ensure quality programming and student success and retention; directs, plans and assigns program services, makes recommendations and applies changes to improve outcomes in alignment with the District's goals and vision.
3. Participates in developing and implementing short- and long-term student access, outreach, recruitment, enrollment, early admission, and retention plans for special populations and historically underrepresented students; recommends changes and improvements leading to increased student enrollment, retention, degree completion and transfer success.
4. Directs and manages the work assignments and performance of assigned staff, volunteers and student workers; interviews and participates in selecting employees; trains, counsels, and disciplines personnel according to established policies and procedures.
5. Participates in developing and administering the department budget; monitors performance against the annual department budget; forecasts funds needed for the department's staffing, equipment, materials and supplies and approves expenditures; directs and oversees the development, implementation and evaluation of grants and other assigned budgets; identifies, reviews, advocates and secures resources related to assigned student support programs and makes adjustments according to grant requirements.
6. With members of District management, participates in developing and implementing District and department strategic plans; prepares and ensures compliance with the Chancellor's Office, state-mandated reporting requirements and timelines including resource utilization reports, student and service outcomes reports; regularly monitors status and performance metrics for projects/initiatives to ensure results are consistent with budget and expectations.

7. Liaises between the college and other educational institutions including K-12, partner colleges, universities and industry professionals to enhance services in student access, outreach, recruitment, and enrollment; facilitates and provides workshops designed to efficiently deliver quality services; provides new student information sessions, recruitment events, student orientation, parent information sessions, and self-service technology tools.
8. Collaborates with faculty, staff and partner departments to support first-year students; ensures accurate understanding and knowledge of institutional programs, opportunities, resources, and activities of onboarding and retention; promotes transfer culture and strategizes methods to improve placement and progression for incoming students with particular attention to the underserved population; partners with stakeholders to facilitate student transfers and career opportunities.
9. Manages day-to-day operations of the First Stop Center including visitor services, identification, and transportation solutions; supervises and trains student staff; provides technical assistance to visitors and collaborates with other departments to provide first-tier response to student concerns and challenges; oversees planning, coordinating, and scheduling student orientation and college tours for individual students and District community high schools; supervises the onboarding and training of Student Ambassadors.
10. Designs and administers evaluation tools to assess service area outcomes; maintains records and prepares reports and statistics on participating students; researches and identifies trends in support services and modifies service model to meet student needs; performs annual program reviews and makes adjustments to program and services; provides input to improve institutional enrollment management efforts.
11. Responds to internal and external inquiries related to Student Access, Success, and Equity operations and programs; resolves complaints in an efficient and timely manner; coordinates assigned programs with Student Equity Achievement (SEA) Plan and other college-wide funded programs benefiting underserved and underrepresented student populations; collaborates with District staff to ensure the consistency of services provided and accuracy of data reported through the Management Information System (MIS).
12. Prepares and delivers presentations to the Board of Trustees and other board-level groups; maintains records concerning operations and programs, prepares required reports, and responds to surveys as needed.
13. Leads and serves on committees and represents the District at local, regional, state and national conferences, meetings, workshops and training seminars; participates in governance committees, processes and initiatives.
14. Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

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. Principles and practices of success strategies for at-risk populations.
4. Methods and techniques of marketing for a community college.
5. Basic principles and procedures of budget preparation, administration, and recordkeeping.

6. Modern office practices and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.
7. Federal, state and other applicable laws and regulations and District policies and procedures governing outreach and recruitment including applicable sections of the California Education Code, Title 5, Family Educational Rights and Privacy Act (FERPA).
8. Theories and techniques of negotiation, mediation and conflict resolution.
9. Principles and practices of effective management and supervision.
10. Principles and practices of strategic planning.
11. Principles and practices of organizational improvement and culture change.
12. Board Policies, Administrative Regulations, Accrediting Commission for Community & Junior Colleges Standards, Human Resources procedures and collective bargaining agreements.

Skills and Abilities to:

1. Plan, organize, direct and evaluate the programs and activities of 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. Conduct research, interpret data and present reports, proposals and recommendations clearly, logically and persuasively to diverse audiences.
7. Select, motivate and evaluate staff and provide for their training and professional development.
8. Effectively mediate disputes and resolve conflict.
9. Present solutions to management with confidence and effectiveness.
10. Direct, schedule, coordinate and evaluate the work of assigned employees.
11. Build and foster knowledgeable, cohesive and effective work teams.
12. Establish and maintain cooperative and effective working relationships with others.
13. Operate a computer, assigned office equipment and standard business applications.

Education and Experience:

1. Bachelor's degree from an accredited institution in education, counseling, human services, or a closely related field.
2. Five years of experience providing support services in an academic setting including two at a supervisory or manager level.
3. 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.

Desirable Qualifications:

1. A valid California driver's license and the ability to maintain insurability under the District's vehicle insurance program or the ability to travel to other District campuses and locations.
2. Experience working with community colleges and high school students and people from economically and educationally disadvantaged backgrounds.

WORKING ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential duties of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee works under typical office conditions, subject to frequent interruption and to intermittent exposure to individuals acting in a disagreeable fashion. The employee may be required to travel to locations other than assigned work site, and occasional evenings, holiday and/or weekend work may be required.

Physical Demands:

While performing the duties of this class, the employee is primarily in a stationary position and is required to move about the office to access office machinery, files, etc.; perform constant operation of a computer and other communication and office equipment; observe details at close range; and move or lift up to 10 pounds.

Mental Demands:

While performing the duties of this class, the employee is regularly required to accurately communicate information and other ideas so that others will understand using written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret situations; learn and apply new information or skills; perform highly detailed work; work on multiple, concurrent tasks; work with frequent interruptions; work independently and under intensive deadlines; and interact with District managers, staff, the public and others encountered in the course of work.

Board Approved: 12/9/2025

Salary Range: M-26

EEO Category: 2B1- Executive/Administrative/Managerial