



JOB TITLE: DIRECTOR OF OUTREACH AND SCHOOL RELATIONS

Classification: Classified Management

Retirement Type: PERS**

Salary Range: 8

Revised/Board Approved: January 16, 2018

BASIC FUNCTION:

Under the direction of the Dean of Enrollment Services, plan, organize, control and direct the operations and activities of the functions and programs within the Outreach and School Relations department; provide leadership to the campus in the areas of recruitment, outreach and the development of relationships with schools and community entities; evaluate the effectiveness of the department's and college's outreach activities, and recommend methods for continuous improvement.

REPRESENTATIVE DUTIES:

The duties of the Director of Outreach and School Relations may include, but not be limited to, the following:

Provide leadership to the college's outreach functions which may include, but not be limited to, recruitment, the development of relationships with K-12 districts, and the development of relationships with community entities from which potential students might be recruited.

Provide overall direction and guidance to department staff in the day-to-day operation of the outreach, recruitment and relations with schools activities.

Serve as an initial point of contact for members of the local community and local school districts desiring information about El Camino College.

Assist the Dean of Enrollment Services in the development of necessary programs and services designed to assure students' access, ease of entry and successful transition into college.

Assist the District in the development of college-community and college-school district partnerships.

Maintain effective communication with feeder school districts, community based organizations, business entities, and public agencies.

Manage the South Bay Promise. Work collaboratively with multiple student support programs and other campus resources to usher students through South Bay Promise eligibility and into student support cohorts.

Assist with the implementation of a system or software program used to track, communicate with, and evaluate the progress of, potential students through enrollment.

Participate in the development and delivery of orientation programs for new and/or returning students.

Assist in the hiring, training and scheduling of adjunct counselors assigned to feeder high schools.

Maintain an effective working relationship with other college departments that participate in the college's recruiting and outreach efforts.

Serve as the central clearinghouse for other college departments that participate in the college's recruiting and outreach efforts.

Stay abreast of general education/breadth requirements, degrees, certificates and majors offered by the college, and articulation agreements; answer inquiries from prospective students regarding these topics.

Assist in the development of materials for outreach and recruitment.

Hire, train and schedule Student Ambassadors to participate in presentations to feeder schools and community entities, staff the Welcome Center, and conduct tours and presentations on campus.

Prepare and monitor the department's annual budget, and prepare the department's annual report.

Represent El Camino College at off-campus functions and events.

Participate in meetings of college personnel and representatives from feeder school districts.

Maintain and encourage effective communication with department staff by holding regular staff meetings; provide information to staff about issues, programs and practices affecting the department.

Provide clearly written reports and analyses when requested or appropriate.

Demonstrate skill using technology and computer software appropriate to departmental functions, and provide leadership to department staff in the use of technology to assure the effectiveness and efficiency of departmental operations.

Performs other related duties as assigned or requested.

JOB QUALIFICATIONS:

Education and Experience:

Bachelor's degree or equivalent*, and three years' experience in the coordination of student services, outreach and recruitment or school relations activities.

Sensitivity to and understanding of multi-cultural, diverse environments and college students from diverse academic, socioeconomic, cultural, and ethnic backgrounds.

*Equivalency to be determined by the El Camino Community College District Board Policy 4119 – Equivalence to the Minimum Qualifications.

OTHER QUALIFICATIONS:

Knowledge/Areas of Expertise:

Functions, operations and activities associated with the outreach, recruitment, relations with schools, and student services environment.

Basic college curricula and requirements. Outreach methods and strategies.

District organization, operations, policies and objectives.

Development, implementation and monitoring of budget; resource development.

Oral and written communication skills.

Effective collaboration, communication and consensus-building techniques.

Principles and practices of management and supervision.

Interpersonal skills using tact, patience and courtesy. Operation of a computer and assigned software.

Record-keeping techniques.

Abilities/Skills:

Present a positive image of the College.

Communicate with a wide range of community members and prospective students.

Plan and work effectively and cooperatively with peers, faculty, administrators, staff, student and community members from multi-cultural, diverse backgrounds.

Analyze situations accurately and adopt an effective course of action. Meet schedules and time lines; plan and organize work effectively.

Organize multiple projects and carry out required project details.

Evaluate department programs and functions and make recommendations for continuous quality improvement.

Organize and chair meetings, lead workshops, facilitate group discussions and involve staff in idea generation, goal setting and decision-making.

Communicate well in writing and orally, develop written reports and deliver oral presentations.

Licenses or Other Requirements:

Valid California driver's license.

WORKING CONDITIONS:

Required to drive to offsite locations.

Move from one work area to another.

Some night and weekend work.

Lift up to 25 pounds.

Hand, wrist, and finger dexterity to operate various office machines.

** Previous employment performed in a different public retirement system may allow eligibility to continue in the same retirement system.