

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

OUTREACH SPECIALIST

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under general supervision, provide assistance in the coordination of student outreach activities to high schools and local communities; deliver oral presentations to community and high school groups; and provide individual assistance for recruitment purposes.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Assist with college outreach activities; coordinate outreach efforts with relevant committees, departments, divisions, and other campus programs.
2. Plan and coordinate college nights, informational meetings, orientations, tours, and other events targeted to junior high and high school students and their parents.
3. Conduct surveys of junior high, high school, and college/university counselors and administrators to determine specific school interests/needs related to student information and services; create instruments to collect information and feedback to improve communication, dissemination of information, and service to schools and students.
4. Deliver outreach presentations to elementary schools, various community agencies and, organizations and/or private businesses.
5. Assist with the development of presentation packages; proofread and edit correspondence, marketing/advertising and other related materials; write and/or collaborate on articles, letters, and other outreach-related correspondence and promotional materials for feeder school publications.
6. Develop partnerships and schedule routine visits to area junior high, high school, school districts, colleges, universities, and community based organizations, as appropriate; publicize and promote College programs and services in an effort to increase enrollment.
7. Assist with the training and organization of assignments of the student outreach team assigned to the program.
8. Assist with special program outreach efforts such as AmeriCorps, Puente, Daraja, DSPS, EOPS, VATEA and Cal works to increase the numbers of underrepresented students attending the college.
9. Assist with the development of college information for faculty and staff related to comprehensive presentation packages and outreach activities.
10. Respond to inquiries related to outreach and recruitment in a courteous manner; provide information within the area of assignment; resolve complaints in an efficient and timely manner.
11. Perform related duties as required.

MINIMUM QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

1. Principles and procedures used in community college outreach programs and services.
2. Student recruitment and retention strategies and techniques.
3. Basic public information, public speaking, community relations, and marketing principles and practices.
4. Pertinent federal, state, and local laws, codes, and regulations including Title V matriculation requirements.
5. Principles, practices, and procedures of business letter writing and report preparation.
6. Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.
7. English usage, grammar, spelling, punctuation, and vocabulary.
8. Previous experience, understanding, and sensitivity to the diverse academic socio-economic cultural and ethnic background comprising the local community.

Ability to:

1. Understand the organization and operation of the assigned program area as necessary to assume assigned responsibilities.
2. Participate in planning, developing, organizing and coordinating comprehensive outreach programs to attract, enroll, and retain community college students.
3. Assist in developing, implementing, and evaluating public relations and marketing goals, objectives, policies, and procedures related to outreach.
4. Maintain current knowledge of student outreach, enrollment and retention programs for a community college.
5. Effectively work with faculty, staff, the general public, and the community to assess and respond to their needs.
6. Prepare oral and written reports and recommendations.
7. Respond to requests and inquiries from students, staff, and the public.
8. Plan and organize work to meet schedules and changing deadlines.
9. Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.
10. Use correct English usage, grammar, spelling, punctuation, and vocabulary.
11. Communicate clearly and concisely, both orally and in writing.
12. Establish and maintain effective working relationships with those contacted in the course of work.
13. Work with and exhibit sensitivity to and understanding of the varied racial, ethnic, cultural, sexual orientation, academic, socio-economic, and disabled populations of community college students.

Minimum Education & Experience - *Any combination of the following would provide a typical way to obtain the required knowledge and abilities.*

Education/Training:

Equivalent to the completion of the twelfth grade supplemented by college level course work in business administration public administration, or a related field.

**Chabot-Las Positas Community College District
Outreach Specialist (Continued)**

Experience:

One year of responsible outreach or community relations experience.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting and at various locations that requires travel from site to site.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting and outside environment; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

4/20/99

Adopted by Board of Trustees on October 20, 2015

Effective: October 21, 2015

Job Family: Technical-Paraprofessional