OUTREACH AND RECRUITMENT COORDINATOR

DEFINITION

Under general direction from the dean of instructional development, plans, coordinates, performs and evaluates outreach and recruitment services and partnerships in support of enrollment management goals and plans; serves as primary liaison between Cabrillo departments and local community groups, as well as the general student populations.

CLASS CHARACTERISTICS

This single incumbent position is responsible for the annual planning and day-to-day coordination of Cabrillo's outreach efforts to the general high school, middle school and elementary school student population. This class is distinguished from specialized program specialists in that the position does not focus on special needs populations and works regularly with school administrators and faculty, although it does communicate with students and parents via letters and brochures and campus tours. Successful performance requires possession of program coordination skills and the professional written and oral communications skills required of a highly visibility position in the community.

EXAMPLES OF DUTIES (Illustrative Only)

- Coordinates, plans, develops, recommends and implements policies and procedures related to high school, middle school and elementary school outreach (E)
- Works closely with College programs that provide programs-specific outreach in order to develop comprehensive and coordinated outreach plans and recruitment activities that result in the reduction of duplicative efforts (E)
- Coordinates Cabrillo events and outreach activities with area high schools, middle schools and elementary schools which bring superintendents, principals and school staff together for dialog on mutual interests (E)
- Serves as primary liaison between the College and local high school faculty and administrative personnel (E)
- Collaborates with College’s Tech Prep and ROP Offices to identify, facilitate completion of, and annually update high school Tech Prep/ROP articulations (E)
- Provides updates to the college, High School and student information sites (E)
- Works closely with College’s Articulation Office to provide seamless transition among High School, two-year, and four-year articulations (E)
- Works with college staff, school administrators and faculty to plan, coordinate and implement the outreach program to general high school, middle school and elementary school populations, including events such as high school visitations, campus tours, career days and programs for specific disciplines (E)
- Surveys participants to obtain feedback, analyzes results and makes recommendations to improve or enhance future events (E)
- Interacts with College departments and programs in order to coordinate outreach efforts (E)
- Recruits faculty, staff and college students to represent College programs and services for outreach events and activities (E)
- Plans a master calendar of outreach activities to the general high school, middle school and elementary school population (E)
- Maintains a master calendar of all outreach activities, working in collaboration with programs that provide outreach to special populations, and publicizes calendar to campus personnel (E)
EXAMPLES OF DUTIES (continued)

- Manages high school articulation and outreach budget (E)
- Provides assistance to committees and councils (i.e. High School Articulation Council) (E)
- Designs and updates College’s High School-to-Career website (E)
- Provides direct services to students (i.e., application workshops) (E)
- Trains and directs the work of temporary and student workers (E)
- Develops and maintains databases (E)
- Prepares promotional materials, correspondence, reports, applications, minutes and other written materials related to high school outreach and high school articulation (E)
- Performs a variety of standardized office support work, including typing, word processing, filing, answering inquiries, arranging for meetings, maintaining forms and supplies, and operating standard office equipment (E)
- May attend conferences, meetings, and workshops, as appropriate
- Performs related duties as required or assigned

(E) = designates an essential function

QUALIFICATIONS

Knowledge of:

- Program planning, development, implementation, and coordination
- Basic goals and functions of an educational institution
- Outreach procedures and practices
- Budget management
- Computer applications related to the work, including development and maintenance of databases and websites
- Standard office practices and procedures, including filing and the operation of standard office equipment

Skill in:

- Planning, organizing and carrying out events and activities
- Representing the College in meetings with community groups and agencies serving the local high school, middle school and elementary school populations
- Making effective public presentations
- Establishing and maintaining effective working relationships with those contacted in the course of the work
- Organizing work, attending to details, setting priorities and meeting critical deadlines
- Maintaining detailed and accurate records and files
- Preparing reports, correspondence, and other written materials
- Preparing announcements and promotional materials
- Writing and communicating effectively
- Exercising initiative and sound judgment within established guidelines
- Designing and maintaining computer databases and websites
- Providing instruction to others in work procedures and directing the work of others on a project or day-to-day basis
QUALIFICATIONS (continued)

Other Requirements:

- Must possess a valid California driver's license
- Work evenings and weekends, based on activity scheduling
- Experience in effectively working with diverse populations

Desirable:

- Bachelor’s degree
- Bilingual Spanish language skills

Education and Experience:

A typical way of gaining the knowledge and skills outlined above is:

Associate degree or equivalent and three years of program support experience including one year in a lead or coordinating capacity.

Established: July 1, 2000
Revised: April 25, 2006