

OUTREACH SPECIALIST

BASIC FUNCTION

Provides specialized support in the development and implementation of outreach programs or targeted student development programs; serves as a liaison between the District and the community to provide up-to-date information pertaining to programs and services; facilitates outreach workshops; hosts community and K-12 activities and events; and coordinates and provides campus tours.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned area supervisor. May provide lead direction to temporary staff and/or student workers.

CLASS CHARACTERISTICS

This classification is responsible for independently performing specialized duties in support of outreach programs. Employees at this level exercise judgment and initiative in their assigned tasks, receive only occasional instruction or assistance as new or unusual situations arise, and are fully aware of the operating procedures and policies of the department.

EXAMPLES OF TYPICAL JOB FUNCTIONS

1. Performs specialized duties in support of outreach programs; facilitates outreach informational workshops and serves as the liaison between the District, local K-12 schools, and the community.
2. Collaborates with the development, coordination, and implementation of outreach program events and services for schools, adult schools, community organizations, and the public.
3. Develops and hosts application, matriculation, and registration presentations/workshops in high schools; collaborates with planning and logistics for events such as field experiences, family workshops, and other related student services events; hosts and participates in District career fairs, high school visitations and presentations.
4. Collaborates in the development and implementation of specific academic program services for K-12 schools, partner campuses, and the public.
5. Confirms that seniors and community members have completed college applications for eligibility, financial aid, scholarships, internships, and related services offered within the District.
6. Prepares and conducts recruitment activities such as outreach presentations and other materials related to onboarding; identifies and recruits eligible applicants for support programs; follows up and contacts new potential students, parents, and potential partners created during community outreach and events; schedules and conducts interviews with students and parents;
7. Receives and responds to inquiries from students, parents/guardians, high schools, community organizations, and the public.
8. Maintains and provides detailed information on admission requirements, class registration requirements, college rules, regulations, procedures, policies, academic programs, prerequisite courses, school/college programs, financial aid criteria, financial aid processes and educational opportunities; identifies and develops community and business partnerships and provides information on programs and procedures.
9. Assists in and provides coverage in the Welcome Center and/or engagement center.
10. Develops and maintains student databases including those for foster youth, disabled students, veterans, and other student populations and business/community entities.
11. Collaboratively works with college support and academic services to increase awareness and access

- of services to both interested and fully matriculated students.
12. Assists in the development, implementation, and coordination of specialized presentations/workshops designed to foster student-faculty/staff connections and to empower and motivate marginalized students to persist in college.
 13. May assist in proctoring high school assessment and other testing processes.
 14. Collaborates on marketing materials, websites, brochures, flyers, newsletters, social media, and other advertisements for District study programs and onboarding efforts.
 15. Performs a diverse range of business and administrative tasks; maintains files; composes and prepares letters, memos, minutes, correspondence, and other business documents.
 16. Attends committee meetings and/or conferences as assigned.
 17. Maintains a diverse range of records and files for the program.
 18. Participates in District-provided in-service training programs.
 19. Performs other related duties as assigned; specific duties not listed does not exclude them for this classification if the work is similar or related.

QUALIFICATIONS

Knowledge of:

1. Program information designed to attract a diverse range of students.
2. Methods and techniques of developing outreach programs for middle and high school students and adult learners.
3. Methods and techniques to create and maintain partnerships with personnel at middle and high schools, employers, community-based organizations, places of worship, government organizations, and members of the community.
4. Cultural, economic, and other factors impacting students within the community.
5. College onboarding requirements, processes, and timelines.
6. Barriers and obstacles to success encountered by college students.
7. Learning strategies and factors that contribute to student academic success.
8. Methods and techniques of implementing program services, policies, and procedures.
9. Methods and techniques of planning and implementing outreach events.
10. District and community resources available to students.
11. Public speaking methods and techniques.
12. Applicable federal, state, and local laws, rules, regulations, ordinances, and organizational policies and procedures relevant to assigned area of responsibility.
13. Recordkeeping principles and practices.

Ability to:

1. Provide specialized support to the District's outreach programs.
2. Work with a diverse range of individuals.
3. Work collaboratively with District faculty, staff, students, administrators, and the local community.
4. Develop and deliver program training materials and information such as flyers, media content, presentations, and other marketing materials.
5. Plan and implement career fairs, special events, and activities for a diverse range of students.
6. Implement effective student recruitment and retention strategies for middle and high school students and adults within the community.
7. Conduct meetings and presentations to the local business community, schools, and the public.
8. Generate and maintain accurate computerized records, databases, reports, and files.
9. Independently organize work, set priorities, meet deadlines, and follow up on assignments.
10. Exercise independent judgment within general policy and procedural guidelines.

11. Effectively use computer systems, software applications relevant to work performed, and business equipment to perform a variety of work tasks.
12. Communicate effectively in the course of performing work tasks.
13. Establish, maintain, and foster effective working relationships with those contacted in the course of work.
14. Demonstrate clear evidence of sensitivity and understanding of the diverse academic, socio-economic, disability, and ethnic backgrounds of students, staff, and the community.
15. Provide efficient, high-level customer service to the public, vendors, contractors, and District personnel.

Education and Experience:

An associate's degree and two (2) years of directly related experience in a community college or high school outreach program; or an equivalent combination of education, training, and/or experience.

Licenses and Certifications:

A valid driver's license and proof of insurability may be required to drive a District or personal vehicle.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This classification primarily works in an office and standing in and walking between work areas is occasionally required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator. Employees in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects averaging a weight of 25 pounds.

The essential functions of this classification must be performed by the incumbents with or without reasonable accommodations.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, with no direct exposure to hazardous physical or chemical substances. Employees may interact with upset individuals in interpreting and enforcing departmental policies and procedures.