

YUBA COMMUNITY COLLEGE DISTRICT

CLASS TITLE: COMMUNITY EDUCATION SPECIALIST

BASIC FUNCTION:

Under the direction of an assigned Dean, plan, organize and oversee the functions and operations of the community education program for the College including a variety of personal interest, employment, entrepreneurial, travel, penalty reduction and skills development courses; market the community education program.

REPRESENTATIVE DUTIES:

Plan, organize and oversee the functions and operations of the community education program for the College including California Motorcycle Training, Adult Travel Studies and Traffic Violator's School; develop strategies for operating and producing the program; select courses; develop and provide methods to market and promote programs. (E)

Implement and maintain a self-supporting community education program; prepare budgets and financial projections for classes, workshops and travel day trips; review financial performance of program; prepare various monthly status reports for the Dean and government agencies. (E)

Plan and provide for program development; initiate and conduct searches for instructors and class proposals; review and determine quality and appropriateness of proposals submitted; determine market approaches of classes; select courses and hire instructors as independent contractors; determine appropriate course fees. (E)

Develop, design, write and produce the bi-annual community education class schedule; plan and determine timelines and write course descriptions; schedule rooms and facilities; coordinate with graphic artists for printing. (E)

Market and publicize classes effectively; assess community needs; develop and maintain current mailing lists; produce flyers and brochures and other materials for newspapers, radio and television advertising. (E)

Process, calculate and oversee registration monies; prepare the daily registration money for the cashier including checks, cash and credit card charges; calculate daily reports and assure accuracy. (E)

Locate and coordinate facilities for classes; negotiate charges for reserving locations; support outreach campuses and centers within the District. (E)

Provide for instructor support; process instructor payments; provide for orientation and classroom coordination; maintain related records; evaluate classes. (E)

Produce daily money reports for the office and cashier; generate monthly status report and submit annual fiscal projects. (E)

Oversee the operation of the community education office; develop procedures; oversee the computerized registration process; order supplies and maintain stock levels. (E)

Review and resolve issues involving students, faculty and staff regarding community education programs; explain and interpret policies and procedures. (E)

Provide office services support for contract education, development and management, afford inter-program

contact and referral for clients.

Operate a computer and other office equipment as assigned.

Perform related duties as assigned

KNOWLEDGE OF:

Oral and written communication skills.

Desktop publishing and the printing process.

Interpersonal skills using tact, patience and courtesy.

Record-keeping techniques.

Operation of a computer terminal and data entry techniques.

Applicable sections of the State Education Code and other applicable laws.

Policies and objectives of community education programs.

Marketing skills.

District organization, operations, policies and objectives.

ABILITY TO:

Develop and operate community education programs in a self-supporting budget.

Prepare press releases, ads and brochures.

Prepare and maintain accurate records and reports.

Produce bi-annual community services publications.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

Operate a computer terminal.

Maintain current knowledge of program rules, regulations, requirements and restrictions.

Work independently with little direction.

Plan and organize work.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: associate degree in communications, journalism, public relations or a related field and three years experience participating in or promoting community education or related programs or services.

ENVIRONMENT:

Indoor environment.

Constant interruptions and distractions.

PHYSICAL ABILITIES:

Hearing and speaking to exchange information.

Seeing to read a variety of materials.

Dexterity of hands and fingers to operate a computer keyboard.