

YUBA COMMUNITY COLLEGE DISTRICT

CLASS TITLE: OUTREACH AND RECRUITMENT SPECIALIST

BASIC FUNCTION:

Under the direction of the Dean of Financial Aid, EOPS-CARE, TRIO and CalSOAP, perform specialized recruitment and outreach duties for Yuba College involving various aid programs directed toward increasing college attendance from high schools served by the college and the general community. Promote the college and its programs at community events.

REPRESENTATIVE DUTIES:

Perform outreach duties to increase community awareness of the college and its programs within the area of service. (E)

Assist with implementation and planning of the Yuba College Quick Registration (YC Quick Reg) outreach concept at specified high schools to meet objectives and deadlines. (E)

Assist with the development and carrying out of annual outreach activities. (E)

Assist with planning and implementation of on-campus outreach events, including family evenings and weekend open houses. (E)

Assist students with application process for financial aid and Yuba College admissions, as well as applications to different support services programs, such as Financial Aid, Extended Opportunity Programs and Services (EOPS), Cooperative Agencies Resources for Education (CARE), Student Support Services (SSS), Mathematics, Engineering, and Science Achievement (MESA) and Disabled Student Programs and Services (DSPS), based on potential eligibility determination. (E)

Assist with planning and implementing outreach services between college, departments and high schools and community groups. (E)

Collaborate with other departments and off-campus agencies in the development and implementation of outreach strategies, college and district-wide, to include outreach to public agencies, malls, and businesses. (E)

Serve as representative to the Enrollment Management Committee. (E)

Review student-workers timesheets for payment. (E)

Plan and implement the college recruitment program that includes outreach activities, high school relations, student recruitment and admissions to the college. (E)

Establish and maintain a system for tracking potential student enrollment, admissions applications, and high school visitation schedules. (E)

Analyze enrollment trends. (E)

Work with the marketing department to develop marketing materials to support recruitment activities. (E)

Develop and implement workshops and seminars on recruitment activities and evaluate data to determine recruitment program outcomes and effectiveness. (E)

Prepare reports, materials and formal presentations for program use and implementation. (E)

Represent the College at various outreach functions. (E)

Provide information about the college procedures, policies, goals and objectives, career assessment, and admissions. (E)

Establish and maintain system of follow-up, through personal contact and correspondence with students to encourage success. (E)

Document student visits and maintain appropriate files. (E)

Assist with the student satisfaction surveys related to Matriculation services. (E)

Attend training sessions and workshops. (E)

Assist with the on-campus tour services for prospective students and visitors. (E)

Assist with on-campus transfer events. (E)

Maintain outreach calendar on Web site. (E)

Assist with the distribution of marketing material, class schedules, and general program information. (E)

Assist in reconciliation of records and in compilation of data and statistics for reporting purposes. (E)

Perform related duties as assigned.

KNOWLEDGE OF:

Federal, State and Community College rules and regulations governing Financial Aid.

Personal and financial challenges faced by economically disadvantaged students.

Principles and techniques of outreach, recruitment, and marketing.

Electronic data processing systems for tracking purposes.

PowerPoint to develop outreach presentations.

Customer service delivery methods.

General community college admission and residency status requirements.

College educational programs and services.

Scholarship assistance programs available to students.

Advising and interviewing techniques.

Correct English usage, grammar, spelling, punctuation and vocabulary.

ABILITY TO:

Operate a computer and related software to process admissions applications, develop PowerPoint presentations and to operate internal computerized processes.

Communicate effectively both orally and in writing.

Use interpersonal techniques associated with tact, patience and courtesy.

Train and provide work direction to others.
Assign and review the work of student help.
Learn the eligibility criteria for Financial Aid, EOPS, CARE, DSPS, SSS and MESA.
Work independently with little direction.
Meet schedules and timelines.
Establish and maintain cooperative and effective working relationships with others.
Read, interpret, apply and explain rules, regulations, policies, and procedures related to assignment.
Plan, organize, and prioritize work.
Understand and follow oral and written instructions.
Prepare and deliver oral and written presentations.
Work with high school aged students.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: A Bachelor's degree and two years experience working in a community outreach program or student recruitment/retention program.

LICENSES AND OTHER REQUIREMENTS:

Valid drivers license, Class C, and a clean DMV record

ENVIRONMENT:

Typical office environment
Driving a vehicle to conduct work
Evening or variable hours

PHYSICAL ABILITIES:

Hearing and speaking to exchange information and make presentations
Seeing to read a variety of materials
Dexterity of hands and fingers to operate a computer keyboard
Sitting for extended periods of time
Lifting light objects