OUTREACH SPECIALIST

DEFINITION

Under direction of the Dean of Student Services, conducts outreach to prospective Cabrillo students; including the recruitment and retention of academically or financially disadvantaged students (e.g. EOPS eligible); serves as a liaison between College departments, local high schools, and the community; supports the Summer Migrant Program; and performs related duties as required or assigned.

CLASS CHARACTERISTICS

This classified staff position serves to increase student enrollment and is highly visible in the community. Successful performance of the work requires effective organizational, oral, and written communication skills.

EXAMPLES OF DUTIES (Illustrative only)

- Participates in recruitment and outreach to area high schools, including college and community fairs, high school visitations, campus tours, career days, financial aid activities, and orientations, which may require driving to offsite facilities (E)
- Works with college programs and departments to develop and provide program specific outreach activities as required (E)
- Provides information and assistance to students and the community (E)
- Identifies prospective students who meet education and income eligibility criteria to qualify for benefits and services provided by EOPS and Cabrillo’s Learning Communities (E)
- Provides intake and referral services for bilingual/bicultural students and the general public; refers students to campus and community programs and agencies (E)
- Supports the annual Summer Migrant Program, including planning, promotion, recruitment of students, arranging facilities, maintaining records, and preparing reports (E)
- Assists individuals and students who may possess limited-English skills with EOPS, financial aid, admissions and registration procedures (E)
- Maintains a master calendar of campus outreach activities for area high schools and community groups and updates outreach website (E)
- Attends high school articulation meetings, training sessions and other activities as required or assigned (E)
- Works with Cabrillo’s marketing department to assist in developing promotional materials and correspondence for prospective students and families; disseminates brochures and other materials promoting the college as required (E)
- Operates a computer to compile data, maintain records, and prepare correspondence, reports, and other written material using a variety of software such as word processing, spreadsheet, database, and website management (E)
- Trains and oversees student campus ambassadors and student assistants; leads campus tours for prospective students and their families (E)
- Attends in-service activities, meetings, conferences, and seminars to remain current in EOPS, college programs, and services (E)
EXAMPLES OF DUTIES (Cont’d)

- May provide bilingual services to the monolingual and limited English-speaking participants and their parents
- May monitor department budget
- Performs related duties as required or assigned

(E) = designates essential functions

QUALIFICATIONS

Knowledge of:

- College admissions policies and procedures
- Eligibility and administrative requirements for Title 5 and related programs
- Issues relating to ethnic minorities and persons with language, educational, social, or economic disadvantages
- Effective outreach, recruitment and retention tools, and strategies, including oral presentations to school and community groups
- Program planning, coordinating, record keeping, and budget monitoring
- College and community resources available to students
- Effective communication, advertising, promotional, and interviewing techniques
- Standard office practices and procedures, including filing and the operation of computer equipment and various software such as word processing, spreadsheet, database, and website management
- Correct English usage, including spelling, grammar, and punctuation

Skill in:

- Applying and explaining relevant laws, regulations, policies, and procedures
- Recruiting high-risk students
- Communicating effectively, orally and in writing, including strong public speaking skills, and communicating effectively to the bilingual/bicultural public
- Planning, organizing, coordinating, and implementing program activities
- Maintaining confidentiality of information
- Maintaining accurate records and files; preparing clear, concise, and complete records and other written material
- Establishing and maintaining effective working relationships with those contacted in the course of the work
- Operating a computer with sufficient skill to enter data and produce correspondence, reports or other written materials using a variety of software such as word processing, spreadsheet, databases, and website management

Other Requirements:

- Must possess and maintain a valid California driver’s license and safe driving record during the course of employment
- May be required to work evenings and weekends, based on activity scheduling
QUALIFICATIONS (Cont’d)

Desirable:

- Bilingual (Spanish/English)
- Experience with college or university admissions and recruitment processes
- Knowledge of or experience with community college education

Education and Experience:

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

Associate’s degree or equivalent and two years of experience working with student outreach and recruitment programs or working with low-income or disadvantaged target groups.

Established: July 1, 2001
Revised: May 8, 2013