



TITLE	CLASSIFICATION	SALARY GRADE/ASSIGNMENT
COORDINATOR, SCHOOLS RELATIONS AND OUTREACH	CLASSIFIED	GRADE: O MONTHS:
BOARD POLICY REFERENCE: 2008/2009 CLASSIFICATION STUDY		Board Approved: 08/11/09

**JOB DESCRIPTION:**

Under direction, oversee and coordinate outreach efforts for the College with the Counseling department and other Student Services programs; promote College services and programs to local area high schools, colleges, universities, and community agencies for student recruitment purposes; and perform related work as required.

**SCOPE:**

The School Relations Specialist serves as a liaison to high school administrators and counselors, college academic programs, and Student Services programs; conducts meetings regarding College outreach efforts; gathers data and prepares reports related to enrollment and outreach activities.

**KEY DUTIES AND RESPONSIBILITIES:**

*Examples of key duties are interpreted as being descriptive and not restrictive in nature.*

1. Develops and implements outreach activities and parameters for college programs related to student recruitment.
2. Represents the college at various outreach functions.
3. Recruits potential SRJC students from a variety of sources.
4. Assists Student Services programs in providing a coordinated approach to outreach activities on behalf of the College; collaborates with Academic Affairs.
5. Maintains liaison with various campus departments, area high schools, and other community agencies as required.
6. Gathers data and prepares reports related to enrollment and outreach activities.
7. Monitors the outreach budget; approves expenditures within established guidelines.
8. Makes presentations, leads workshops, and disseminates information regarding the college to on campus departments, high schools and other community agencies.
9. Coordinates and provides leadership to the On-Site Coordinators Program.
10. May serve as a lead worker to other classified staff in the area.
11. May supervise and train student and short-term, non-continuing (STNC) employees.

## **EMPLOYMENT STANDARDS**

### **ABILITY TO:**

Work independently with minimum supervision; develop effective outreach programs; establish priorities; organize and handle a variety of projects simultaneously; track and compile statistical information; plan and present lectures and give presentations to individuals and groups; effectively use personal computer and related software; prepare and present written and verbal reports; act as a lead worker to other classified staff in the area; supervise student assistants; follow and give oral and written directions; maintain cooperative working relationships; demonstrate sensitivity to, and respect for, a diverse population.

### **KNOWLEDGE OF:**

College recruitment and marketing techniques; College policies and procedures; matriculation guidelines; College programs and courses; financial aid and scholarship assistance programs available for students; counseling and interviewing techniques.

### **MINIMUM QUALIFICATIONS:**

*Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)*

#### *Education:*

Bachelor's degree in a related field.

#### *Experience:*

Experience working in community outreach programs. Work in an educational setting preferred.

### **LICENSE OR CERTIFICATE:**

This classification requires the use of a personal or District vehicle while conducting District business. Must possess a valid (Class C) California driver's license and an acceptable driving record.

### **SPECIAL REQUIREMENTS:**

Ability to lift up to 50 lbs. unassisted.