

DESERT COMMUNITY COLLEGE DISTRICT

OUTREACH SPECIALIST

BASIC FUNCTION

Under the direction of the Director/Coordinator, schedule and perform specialized duties related to outreach, recruitment, application, admissions, registration, financial aid, and other program services; provide work direction in related areas to assigned staff/student assistants. Provide general information and guidance to campus staff and general public regarding college policies procedures, and programs; prepare and maintain a variety of statistical records and reports related to assignment; communicate clearly and concisely, both orally and in writing in English and Spanish; and perform general clerical duties.

REPRESENTATIVE DUTIES

1. Provide detailed information and make appropriate referrals to current and potential students regarding College regulations, admissions, financial aid, residency requirements, and student support services available on campus and in the community.
2. Assist students in completing admissions and financial aid applications; and utilizing the College's electronic registration systems.
3. Provide general information to students and community members regarding the availability of specific majors, certificate programs, two- and four-year degree programs, and financial aid and scholarship opportunities.
4. Organize, schedule, and conduct outreach and recruitment activities at high schools, community agencies, and on and off campus sites, including conducting large and small group presentations. Arrange transportation, facilities, and refreshments as appropriate.
5. Represent the College and its related programs at various meetings, conferences, and community events as assigned.
6. Plan, schedule, and deliver orientation sessions and events, application and financial aid workshops, and campus tours.
7. Collect and gather data to prepare and maintain a variety of files and records related to services and activities. Compile, enter, update, and maintain student records, data, notes, documentation, and other pertinent information to ensure accurate tracking of progress. Prepare comprehensive reports for review.
8. Assist in designing, preparing, and distributing outreach materials; including using computer graphics software and maintaining Web pages and social media.
9. Establish and maintain cooperative working relationships and good customer service with students, staff, faculty, and the general public.
10. Perform general clerical work; prepare a variety of documents and forms; answer telephones; greet students, staff, faculty, and general public; and schedule appointments.
11. Assign, train, supervise, and review the work of assigned student workers.
12. Attend and participate in professional development activities as assigned.
13. Perform related duties as required.

KNOWLEDGE AND ABILITIES

Knowledge of: Mission, goals, and objectives of the college and its programs; district policies and procedures regarding outreach, recruitment, admissions, registration, financial aid and other program services; available institutional and community resources; public speaking and presentation techniques; applicable district, state and federal laws and regulations; confidentiality rules and procedures, especially with regard to FERPA; data collection and basic research principles and practices; record keeping techniques; telephone techniques and professional etiquette; diverse academic, socioeconomic, cultural,

disability, and ethnic backgrounds of community college students; modern office practices, procedures, and equipment including computers and applicable software applications such as word processing, spreadsheets, e-mail, and databases; interpersonal skills using tact, patience, and courtesy; principles and practices of providing training, work direction, and guidance to student workers; correct English and Spanish usage, grammar, spelling, punctuation, and vocabulary.

Ability to:

Perform a wide variety of specialized duties related to the outreach, recruitment, admissions, registration, financial aid and other related program services; prepare and give oral presentations to current and potential students and other members of the public at high schools and other community locations; understand, interpret, and follow direction related to administrative and office policies and procedures as well as pertinent laws, regulations, and ordinances; respond to requests and inquiries from students, staff, or the general public and provide appropriate referrals; develop and maintain appropriate outreach materials; maintain current knowledge of related fields; compile and analyze data related to assigned functions and prepare related reports; maintain filing and record-keeping systems; compose and prepare correspondence and memoranda; plan and organize work to meet schedules and changing deadlines; operate a variety of office machines and equipment including computers, typewriters, calculators, copiers and fax machine and related software such as word processing, spreadsheet, and e-mail, and database applications; work under pressure with frequent interruptions and a high degree of public contact by phone or in person; work independently and effectively in the absence of supervision; exhibit sensitivity and understanding of the varied racial, ethnic, cultural, sexual orientation, academic, socio-economic, and disabled populations of community college students; communicate clearly and concisely, both orally and in writing in English and Spanish; establish and maintain effective working relationships; bend at the waist, kneel or crouch to file materials; sit or stand for extended period of time; lift 25 pounds.

EDUCATION AND EXPERIENCE

Any combination equivalent to: two years of college-level coursework with a “C” or better; two (2) years of increasingly responsible work experience including marketing in an educational setting or student service area; communicate clearly and concisely, both orally and in writing in English and in Spanish.

WORKING CONDITIONS

Environment: Office, lab and classroom environments; frequent outreach activities at high schools, four year colleges and universities, and other locations; constant interruptions; some outdoor activities; travel to local and regional sites.

LICENSES AND OTHER REQUIREMENTS

Valid California driver's license and must have an acceptable driving record and qualify for insurability by the District's insurance carrier to drive District or personal vehicle to various locations.

EMPLOYMENT STATUS

Bargaining Unit Position

E: Essential Functions

Approved 7/2008, 9/2019

Revised 9/2019

Range 10