



Classification Title: Outreach Specialist

Department:	Multiple	EEO6 Code:	5
Employee Group:	Classified	Salary Grade:	21
Supervision Received From:	An Assigned Administrator or Supervisor	Date of Origin:	9/2016
Supervision Given:	General Supervision	Last Revision:	9/2016

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.

JOB SUMMARY.

Coordinates District and grant-funded program outreach activities and events at high schools and for at-risk/special populations and the community; liaises with high schools and community groups; schedules, proctors, processes and provides assessments for individuals and groups; advises students and provides referrals to appropriate resources identified as a result of students' assessment and placement.

DISTINGUISHING CHARACTERISTICS.

The Outreach Specialist is distinguished from other student support positions by its responsibility for recruiting and assessing students for Palomar College and for coordination with high schools, military and community groups required to perform these activities.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.

Essential Functions: Essential responsibilities and duties may include, but are not limited to, the following:

1. Implements outreach strategies to increase the number of students who apply and enroll in Palomar College; attends college fairs, high school, middle school and community events to promote Palomar College and specific programs targeted to promote college attendance including, but not limited, to Early Acceptance Program (EAP), Extended Opportunity Program & Services (EOP&S), Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) and other grant-funded programs; conducts group and individual campus tours and orientations.
2. Acts as a liaison to high schools and groups with targeted special populations to schedule and conduct presentations; provides information to administrators, teachers and counselors on District and program services and requirements; oversees student recruitment and participation in college readiness programs including in-class presentations and parent meetings; facilitates potential student interviews.
3. Develops and/or distributes District, program and department-specific outreach materials including flyers, brochures, posters, handbooks, reports and letters; maintains and updates marketing and program information on the District's website and social media accounts.
4. Screens, processes and assists in the completion of student applications or forms; evaluates transcripts, test scores and military credits; determines program eligibility for new students according to District and program guidelines; schedules or conducts interviews with students and parents; sends out eligibility letters of approval, denial or pending status into the assigned program.

5. Individually advises new, continuing or returning students; explains assessment results; reviews transcripts from other colleges and/or test scores to determine placement eligibility; identifies potential needs of incoming students and refers them to appropriate programs, financial aid or support services; assists in scheduling counseling appointments, tutoring and mentoring services; identifies students to be provided at-risk services; communicates deadlines and assists with application and class registration processes.
6. Prepares materials and presentations and conducts new student orientations; schedules and may conduct activities, courses or workshops to prepare students for college application processes including college admission requirements, financial aid processes and information, assessment preparation study guides and practice tests and college application completion.
7. Collects or obtains data and statistics from varying sources for program participants and grant reports, program reviews and other documents; verifies that reports and data meet grant requirements and makes recommendations for process improvements;

Marginal Functions:

1. Coordinates food, drinks and facilities for special events.
2. Provides clerical and administrative support for assigned program or department.
3. May oversee college-readiness program participants at events, workshops and other program activities.
4. May provide guidance and work direction to lower-level staff and student workers, including participating in scheduling and assigning the work of lower-level employees and ensuring completeness, accuracy and conformance with District standards.
5. Performs related duties and responsibilities as required.

QUALIFICATIONS.

Experience and Education/Training Guidelines: Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Three years of increasingly responsible outreach, public relations or student assessment and eligibility experience.

Education/Training: Equivalent to completion of the twelfth grade.

Licenses/Certificates:

Possession of, or ability to obtain, an appropriate, valid California driver's license by time of appointment.

Preferred Qualifications:

1. Outreach, public relations or student assessment and eligibility experience in a college or grant-funded program.
2. Completion of college-level coursework from an accredited college or university.

Knowledge of:

1. Principles, practices, concepts and techniques used in customer service, public relations and community outreach.
2. Principles, practices, concepts and techniques used in student academic assessment.
3. Needs and concerns of low-income and educationally disadvantaged students.
4. Academic, government and community resources available to students.
5. Office coordination practices and procedures.

6. Principles and practices of sound business communication; correct English usage, including spelling, grammar and punctuation.
7. Rules, policies and procedures applicable to assigned areas of responsibility.
8. Federal, state and local laws, regulations and court decisions governing area of assignment.
9. Modern office practices, procedures and equipment including computers and applicable software programs.
10. Basic practices and procedures of public administration for budgeting, purchasing and recordkeeping.

Skill in:

1. Implementing student outreach programs including public speaking and attending events.
2. Communicating information accurately and effectively to school administrators, students and the public.
3. Developing marketing materials and social media messaging.
4. Evaluating student applications for program eligibility accurately and effectively.
5. Administering and scoring routine and complex student assessments.
6. Interviewing, advising and assisting new, continuing and returning students.
7. Monitoring and developing student accountability systems.
8. Organizing, setting priorities and exercising sound independent judgment within assigned area of responsibility.
9. Preparing clear, concise and accurate reports, documents, data entries and other written materials.
10. Operating a computer and other standard office equipment and using spreadsheet, word processing and enterprise software.
11. Organizing and maintaining specialized files.
12. Maintaining confidentiality of student files and records.
13. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.
14. Exercising tact and diplomacy in dealing with sensitive, complex and confidential student issues and situations.
15. Establishing and maintaining effective working relationships with those encountered in the course of work.

WORKING CONDITIONS.

Environmental Conditions: The employee works under typical office conditions, and the noise level is usually quiet to moderate.

Physical Conditions: Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to sit, stand and walk for prolonged periods and to use hands to repetitively finger, handle and feel computers and standard business equipment. The employee is frequently required to lift up to 25 pounds unaided. Requires travel to District and other locations.

TERMS OF EMPLOYMENT.

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.