

**DIRECTOR OF OUTREACH AND RETENTION
CATEGORICALLY FUNDED POSITION**

DEFINITION

Under general administrative direction, plans, organizes and directs services, activities and operations that support student success and facilitate student learning across the spectrum of student engagement from pre-enrollment through attainment of educational goal(s) in coordination with Student Equity and Achievement initiatives.

SUPERVISION RECEIVED AND EXERCISED

Receives general administrative direction from a dean, vice president or designee

Provides direct supervision to technical staff, administrative support staff, as well as student employees and other staff as assigned.

ESSENTIAL DUTIES

- Plan, direct, manage and oversee the operations of assigned staff, offices, activities and programs which may include but are not limited to: pre-enrollment services, enrollment services, student information, records, evaluations, orientations, student engagement, follow-up/at risk student services, student success, commencement, campus tours, etc.
- Collaborate with staff, faculty, Councils, Committees, etc. to develop new strategies to support and facilitate student engagement and student success
- Act as liaison between the College and other educational institutions (K-12, colleges, and universities) and/or industry professionals
- Maintain communication with administrators, faculty members and classified staff to resolve conflicts and issues, exchange information and coordinate program activities
- Respond to student, staff, and faculty interest and concerns regarding processes, activities, policies, procedures, federal and state law pertaining to assigned services, operations and functions.
- Develop, supervise, and evaluate assigned staff.
- Establish and implement a process for systematic review and evaluation of assigned operations, offices, activities, programs, units, etc. Utilize data, outcomes and recommendations to improve, strengthen and enhance operations and services to cultivate a high quality, student focused, student experience
- Participate in the development, implementation and evaluation of plans, programs and initiatives related student success and equity.
- Assist with the creation, preparation and maintenance of detailed and comprehensive reports, records and files regarding programs, operations and activities
- Assist in budget planning and development, expenditure monitoring, and quarterly and year-end reports
- Works with Information Technology to coordinate and ensure the accuracy of the collection, processing and reporting of student data as directed.

- Apply emerging technologies and advances (e.g., computer software applications) as necessary to perform duties in an efficient, organized and timely manner
- Supervise the maintenance and storage of student academic records
- Provide college-wide leadership and guidance on matters pertaining to admissions, enrollment/registration, records, orientations, residency, etc.
- Liaison with California Community College Chancellor's Office
- Serve on college, district, regional and state-wide committees, work-groups, task-forces, etc.
- Perform other duties as assigned

TYPICAL WORKING CONDITIONS

- Work is generally performed in a standard office environment.
- Work may require evening and weekend hours.
- Travel to other District facilities required.

MINIMUM QUALIFICATIONS

Knowledge of:

- The diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students
- Practices and procedures necessary to administer effective and supportive student services.
- Applicable state, federal and District laws, regulations, policies and procedures relating to student engagement from pre-enrollment through attainment of educational goal(s)
- Federal and state student privacy laws
- Student assessment practices; statistical methods in assessment; assessment processes.
- Principles of human resource management and leadership including effective employee evaluation and staff development techniques.
- Educational programs and organizations
- Records management techniques
- Operation of computer, peripherals and software programs, including student information systems, database management, spreadsheet, word processing and specialized software related to area of assignment, including capabilities and limitations.
- Data analysis and processing, and word processing programs
- Marketing, promotion and public relations techniques

Ability to:

- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students
- Encourage professional excellence among the staff and promote an organizational culture of customer service innovation and quality services.
- Independently plan, organize and complete clearly defined assignments with minimal supervisory control or detailed instruction. Read, understand, analyze, and apply complex written materials and specialized technical and administrative principles, practices, and procedures related to assigned administrative related functions

- Communicate effectively with diverse constituencies, within and outside the district.
- Demonstrate strong interpersonal skills including tact, patience and diplomacy
- Exercise sound judgment in the performance of duties.
- Manage diverse groups of staff
- Motivate staff to achieve common goals and objectives; effectively making change, when necessary.
- Continually improve the efficiency and effectiveness of practices, procedures, etc.
- Demonstrate strong decision making and organizational skills
- Demonstrate effective oral and written communication skills to include public speaking
- Coordinate, plan and organize work effectively.
- Research, gather, analyze, interpret, compile, evaluate and verify a variety of data and information
- Work independently, use independent judgment and take initiative in developing an effective course of action to resolve conflicts, develop solutions and resolve problems
- Plan, organize and complete assignments with limited supervision, while meeting deadlines
- Manage assignments and projects under time pressure
- Astute at using good judgment in analyzing situations.
- Communicate effectively in both oral and written form to express difficult and complex concepts clearly and concisely

Licenses and Certificates:

Possession of a valid California Motor Vehicle Operator's License.

Physical and Mental Standards:

- **Mobility:** ability to sit for long periods, move about an office, stand occasionally, reach above and below desk level.
- **Dexterity:** fine manipulation sufficient to operate a keyboard, handle individual papers, write and take notes.
- **Lifting:** occasional lifting of papers, files, equipment and material weighing up to 25 pounds.
- **Visual Requirements:** close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently.
- **Hearing/Talking:** ability to hear normal speech, speak and hear on the telephone, and speak in person.
- **Emotional/Psychological Factors:** ability to make decisions and concentrate; frequent contact with others including some public contact; frequent deadlines and time-limited assignments.

Education and Experience:

Any combination of education, experience and/or training that would likely provide the above required knowledge, skills and abilities is qualifying. Typical background patterns that would provide the knowledge, skills and abilities are:

Pattern I

- Education: Possession of a Master's Degree in any field from an accredited institution.
- Experience: Three years of increasingly responsible administrative experience in a community college with one year of lead or supervisory experience preferred.

OR Pattern II

- Education: Possession of a Bachelor's Degree in any field from an accredited institution.
- Experience: Five years of increasingly responsible administrative experience in a community college with one year of lead or supervisory experience preferred.

Class Adopted: 07/08/15
Class Revised: 6/12/23