

Director, Outreach Services
Bakersfield College
Kern Community College District
JOB DESCRIPTION

Definition

Under the general direction of the Vice President of Student Affairs, the Director of Outreach Services provides the leadership and direction to establish a comprehensive outreach program for Bakersfield College.

The Director of Outreach Services develops, implements, and evaluates a college-wide outreach plan that including pre-collegiate student success programming; academic and student success pipeline programs; recruitment and communication materials; outreach and presence at schools and community organizations.

The Director of Outreach Services shall develop and facilitate the outreach efforts of the college including core component of outreach such as participation in special events and college fairs; providing pre-collegiate programs and services (including as on-site enrollment assistance at local high schools and community agencies); offering campus tours, organizing special registration events, and developing a campus Welcome Center.

Examples of Duties

1. Manages and provides vision and expertise for concurrent enrollment programs, course articulation agreements, and dual enrollment to the campus, local schools, and community groups.
2. Develops, schedules, and coordinates all outreach efforts conducted by the college. Included may be class presentations in high schools by individual faculty members, training exercises for elementary or junior high school students by athletic teams, performances by college musical groups at local schools or community agencies, joint meetings of faculty from the college and local schools in specific discipline and special events such as High School Principals Breakfast, Counselors' Conferences, etc. Organizes, creates, and distributes a college-wide schedule of outreach opportunities and events.

Example of Duties continued

3. Establishes and maintains relationships with the local independent school districts and community partners; develops relationships within and outside the college to develop and sustain student recruitment and outreach partnerships. Works with the administrators, teachers and counselors at schools in Kern County, collaborative units at the College, student organizations and departments to improve the quality of outreach and diversity efforts and to deepen stakeholder partnerships across sectors. Schedules and coordinates: "Going to College" activities with other local colleges and participation in college fairs, and special events such as the High School Principals Breakfast, the High School Counselors event in the fall, or College Night.
4. Develops and manages possible on-site programs including potential peer-mentoring programs, enrollment and academic advisement, etc. at local high schools or community agencies. Maintains a system and database for tracking prospective students beginning at the initial contact, through follow-up, until enrollment.
5. Develops and manages recruitment efforts with student services and academic departments. Assist with the planning and implementation of recruitment strategies to meet the College's enrollment goals. Travel to attend college fairs and other recruitment events; assist in planning receptions; implement an effective communication plan to attract students; conduct specialized campus visits for visitors; follow up with inquires, applicants, and admits to improve yield, conduct effective presentations and workshops; interpret existing policies and procedures and apply them for appropriate course of action. Produces comprehensive reports, summaries and evaluations related to all high school outreach and community partner outreach activities.
6. In collaboration with appropriate College departments, develops and distributes appropriate recruitment material such as the Career Path brochures and other materials to communicate with potential students, motivate them to attend college and encourage college preparation activities. Establish targeted recruitment possibilities for special or under-served populations, including migrant populations, veterans, etc.
7. Assists with public information and marketing activities for college departments.
8. Trains and supervises the work of staff and students.
9. Assists in formulating operational plans and budgets; administers approved budget.
10. Performs related duties as assigned.

Minimum Qualifications

- Master's degree from an accredited college/university, with major coursework in business administration, education, communication, or a related field.
- Five years of increasingly responsible professional/management level experience in an educational setting that demonstrates administrative prowess and the ability to work with a diverse student body, and the initiative to develop and create new programs and collaborative services.
- Some demonstrated experiences with public relations, marketing, event management and/or sales.

Desirable Qualifications

- Doctorate Degree.
- Bilingual Spanish/English writing and interpersonal communication skills.

Knowledge and Abilities

Knowledge of:

- Knowledge of procedures and operations of California Community Colleges.
- Knowledge of principles and practices of supervision, training, and evaluation.
- Knowledge of principles of public speaking, marketing, communications, or sales.
- Knowledge of interpersonal skills using tact, patience, and courtesy.
- Demonstrated ability to effectively interact with persons of diverse socioeconomic and ethnic backgrounds.

Ability to:

- Ability to envision and effectively organize and supervise the day-to-day operation of Outreach Services. Develop, implement, and assess outreach goals and outcomes.
- Ability to understand, communicate, and explain college programs and procedures.
- Ability to work independently and with initiative while creating new programs and opportunities.
- Ability to plan and organize work. Prioritize and schedule work; train and provide work directions to others.
- Ability to maintain records and prepare reports and procedural documentation.
- Ability to communicate effectively both orally and in writing.
- Ability to represent the college in a professional manner.
- Ability to establish and maintain collaborative and effective working relationships with a variety of college staff and community partners.

Working Conditions

Environment: Office

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Seldom—Less than 25 percent = 1
Occasional—25-50 percent = 2

Often—51-75 percent = 3
Very Frequent—76 percent and above = 4

Ratings	Essential Physical Requirements
3	Ability to work at a desk, conference table or in meetings of various configurations.
1	Ability to stand for extended periods of time.
4	Ability to sit for extended periods of time.
4	Ability to see for purposes of reading printed matter.
4	Ability to hear and understand speech at normal levels.
3	Ability to communicate so others will be able to clearly understand a normal conversation.
1 or 2	Ability to lift 10 pounds.
1 or 2	Ability to carry 10 pounds.
4	Ability to operate office equipment.

Status/Rationale

This is an educational administrator position.

Signatures/Approval

(Employee's Signature)

(Date)

(Supervisor's Signature)

(Date)