

**Director, Outreach and Student Life**  
**Cerro Coso Community College**  
**Kern Community College District**  
**JOB DESCRIPTION**

**Definition**

The Director, Outreach and Student Life, is an administrative position that reports directly to the Vice President, Student Services, and is responsible for: planning, directing, and coordinating the operations of outreach, and student activities on campus, including student activities and student government.

Under the direction of the Vice President, Student Services, the Director will be responsible for developing, coordinating and implementing a student outreach plan designed to increase enrollment and support retention at the college. The Director will be expected to develop and conduct and supervise outreach to enhance school relations with local high schools, supervise campus tour/host day activities and coordinate responses to visitation and information requests from schools, groups, and agencies in the community.

**Example of Duties**

1. In collaboration with Academic Affairs and Student Services divisions, coordinate campus recruitment and outreach events and programs to include campus showcase events, fairs, sites and PIO/marketing, Open Houses, and parent orientation programs.
2. Collaborate with Counseling on outreach for promotion of Student Success and Support Program services.
3. Participate in enrollment management activities and committees.
4. Recruit and enroll prospective students to Cerro Coso Community College.
5. Work with service area school districts and community public and private agencies to promote access to Cerro Coso Community College academic programs and support services with a focus equity and student success.
6. Work with UC, CSU, and independent colleges in order to promote inter-segmental recruitment efforts directed at equity and student success.

### Example of Duties (continued)

7. Provide campus tour and host programs for a wide variety of educational and community organizations, including K-12 schools, for the purpose of encouraging prospective students to apply to the college.
8. Work in conjunction with departments and programs to coordinate effective applicant follow-up, orientation, and other transition services that result in student enrollment and involvement.
9. Work with counseling to collect and analyze data to provide updates and information about that results in the modification of the strategic recruitment plan.
10. Plan, direct, and review the student activities programs, implement program goals and objectives; recommend and administer policies and procedures.
11. Prepare and distribute information related to activities sponsored by student organizations; develop and maintain a calendar of student events and coordinate with other campus events with a focus on access.
12. Recruit, organize, and advise a variety of student clubs
13. Recruit and facilitate student participation in student government; serves as the manager and advisor to student government
14. Participate in the development and administration of the student activities program budget, materials and supplies, and monitor and approve related expenditures.
15. Facilitate the application process and areas relating to the use of student development funds.
16. Develop and assess Administrative Unit and Student Learning Outcomes for areas of responsibility.
17. Participate in the college's institutional planning process through the development of Annual Unit and Section Plans and Program Reviews for areas of responsibility.
18. Prepare and administer annual program budgets including recommendations and justifications regarding budget requests, authorize other fund expenditures, receipts and disbursements according to District policies and applicable regulations.

### Example of Duties (continued)

19. This position will include assignments at off-campus sites, days, evenings, or weekends.
20. Perform other duties as assigned or necessary in the management of student activities programs and outreach.

### **Minimum Qualifications**

- Master's Degree from an accredited college, university, preferably in counseling, educational leadership, organizational development or a related field.
- Three years of full-time experience with progressively increasing responsibilities related to area of assignment.
- Demonstrated sensitivity to an understanding of the diverse academic socioeconomic culture, ethnic, and disability backgrounds of community college students and employees.

### Desirable Qualifications:

- Experience in a college educational setting.

### **Knowledge and Abilities**

- Excellent organizational, administrative, financial management, oral and written communication skills.
- Direct and supervise the work of others to maintain effective and cooperative working relationships.
- Demonstrate sensitivity to and willingness to work with students from diverse academic, socioeconomic, cultural, and ethnic backgrounds, and students with disabilities.

### **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.

Working Conditions (continued)

Seldom-Less than 25 percent = 1  
Occasional 2—25 percent = 2  
4

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

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

**Status/Rationale**

This is an educational administrator position. This position has direct responsibility for formulating and implementing policy regarding the instructional and student services program of the Colleges and the District.

**Signatures/Approval**

\_\_\_\_\_  
(Employee's Signature)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Supervisor's Signature)

\_\_\_\_\_  
Date