



DIRECTOR, OFFICE OF OUTREACH AND RELATIONS WITH SCHOOLS

DEPARTMENT: Admissions and Records

COLLEGE: De Anza

SALARY GRADE: [A2/A3 - G](#)

POSITION PURPOSE:

Reporting to the Dean of Admissions and Records, carries out the objectives of the college Strategic Plan via an Office of Outreach and Relations with Schools; creates and implements annual recruitment and marketing plans; evaluates campus enrollment goals and develop strategies for reaching target yields; collaborates with Instruction and Student Services to support student access and success; creates relationships with high school upper administration and district personnel to promote De Anza and create partnerships; hires and trains student and campus ambassadors to provide off-campus recruitment services; creates college reports and data collection capacity to ensure efficiencies, successful recruitment of target populations, and campus enrollment health; supervises the creation of marketing and collateral materials; supervises the development and implementation of campus-wide projects, such as target student conferences; researches trends in college recruitment and collaborate with campus constituencies to provide new outreach services.

NATURE and SCOPE:

The Director, Office of Outreach and Relations with Schools position is responsible for providing leadership for institutional outreach and recruitment efforts to meet enrollment targets. Monitor expenditure of strategic planning funds allocated to outreach. Review enrollment trends, demographic and labor market changes to develop targeted outreach and recruitment strategies. Develop and maintain a comprehensive database to track prospective students. In collaboration with Institutional Research, Admissions, and senior management develop annual enrollment goals and metrics.

KEY DUTIES and RESPONSIBILITIES:

The following duties and responsibilities are typical but not limited to the following:

1. Provide overall leadership and supervision of the day-to-day operation of the Office of Outreach and Relations with Schools and maintain collaborative working relationship with schools, community organizations, and divisions and departments on campus.
2. Develop annual enrollment targets, recruitment plan, measurable outcomes and benchmarks, in collaboration with Admission, Marketing, Institutional Research, and Instruction. Evaluate program goals and metrics; serve as a liaison with Institutional Research, deans, and senior staff. Develop effective in-reach strategies; chair regular meetings to coordinate, communicate and review program operations and objectives.
3. Create budget projections and monitor expenditures of special outreach funds to meet institutional goals. Seek additional funding where necessary, and collaborate with other offices to maximize resources.
4. Oversee the creation, content, and production of outreach materials, collateral and annual advertising campaign, coordination with Marketing and Instructional Divisions.
5. Develop and maintain of prospective student database. Evaluate yield and adjust recruitment plan. Follow up of prospective students and linkage to support service.
6. Support, implement, and promote compliance with the District's Diversity and Equal Opportunity Plan in all aspects of employment and education; encourages cultural and ethnic diversity in staffing, curriculum, programs, and services.

7. Assure compliance with the District's Injury and Illness Prevention Program by providing motivation, incentives, and discipline to assigned staff; maintains a safe work environment, enforcing safe work practices, reporting and investigating accidents, maintaining necessary documentation, and requiring employees to receive mandated training.
8. Perform other related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge:

1. Effective recruiting and marketing methods.
2. California Community College policies and procedures.
3. Admission and enrollment policies; college residency laws and requirements.
4. Title V Regulations and the California Education Code.
5. Federal Education Reporting Privacy Action (FERPA) guidelines.
6. Hiring and liability policies relating to student employees and bringing student on campus.
7. Principles of leadership, management, and supervision.
8. Principles and practices of higher education organization and structure.
9. Event and program promotion, material development, marketing and advertising.
10. Computers: commonly used software and communication mediums.

Skills and Abilities:

1. Understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Effective written and oral communication skills.
3. Experience working with underserved populations.
4. Experience working in a collaborative setting in a complex, large organization, preferably higher education.
5. Interpret and apply rules, regulations, policies and procedures.
6. Communicate effectively both orally and in writing.
7. Team leadership and decision-making.
8. Training, assign, supervise, evaluate and develop staff.
9. Handle difficult and sensitive issues and problems and resolve conflicts.

Education and Experience:

1. Bachelor's degree in a related field.
2. One year of administrative experience, formal training, internship or leadership in any related field.
3. Three years experience in high school and/or community outreach work.

WORKING CONDITIONS:

Environment:

1. Typical office environment.

Physical Abilities:

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Vision sufficient to read various materials.
4. Sitting for extending periods of time.
5. Bending at the waist.
6. Lifting and carrying objects up to 20 lbs.

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