

BUTTE-GLENN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: ASSOCIATE DEAN, RECRUITMENT, OUTREACH & ORIENTATION

L214.300

BASIC FUNCTION: Under the administrative direction of an assigned administrator, the Associate Dean, Recruitment, Outreach and Orientation directs assigned departments and programs by providing professional leadership. Departments and Programs include but are not limited to, Domestic and International Recruitment, Outreach, Orientation, Campus Information, School Relations and Reg2Go, etc. Domestic and international travel is required. Raises student awareness and promotes student programs. Ensures access and a smooth matriculation for international and domestic students.

REPRESENTATIVE DUTIES: *(The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related or a logical assignment to this class. The essential duties of the class are indicated with an asterisk *)*

1. Provides professional leadership, formulation, development and expansion ideologies as well as evaluations over assigned departments and programs, including but not limited to, Domestic and International Recruitment, Outreach, Orientation, Campus Information, School Relations, College Connection, Summer Bridge, Concurrent Enrollment, Dual Enrollment and Reg2Go, etc.
- *2. Assists with the development and preparation of the annual budget for assigned departments and programs. Recommends and monitors all expenditures for assigned departments and programs.
- *3. Provides leadership in the development of unit plans, student learning outcomes, program reviews and year-end reports for assigned departments and programs.
- *4. Assists with promoting and implementing programs and services to support diversity, inclusion and equity.
- *5. Develops, coordinates and participates in school relations events, such as Principal-Counselor Summit, Common Core Summit and Career Tech Program Tour which increase the understanding of programs and services offered by Butte College. Builds partnerships, locally and internationally, with educational advisers, K-12 administrators, educational institutions and other professional organizations that promote and support education. Partnerships include but are not limited to, Transfer Agreements, Student Pathways and Articulation Agreements.
- *6. Ensures compliance with the SSSP (Student Success and Support Program) mandates by providing quality orientations and increased student awareness and access that serve all new, continuing, returning and transfer students, including prioritized groups identified by the SSSP; works closely with faculty, staff and administrators to ensure access and a smooth matriculation for all students.
- *7. Provides leadership and oversees the creation of processes, documentation and reporting structures for the tracking, supporting and progress monitoring for international students, ensuring compliance with the Department of Homeland Security regulations. Develops and facilitates staff development opportunities to educate the campus community on topics related to international students and the promotion of global citizenship.
- *8. Coordinates the Summer Bridge Program and works closely with various departments and/or administrators to identify potential faculty and courses assigned to the program.
- *9. Travels to foreign countries to coordinate recruitment and outreach efforts for international students. Coordinates educational fairs to promote Butte College programs, services and instructional programs.
- *10. Directs the development, maintenance and distribution of promotional materials, to include but are not limited to websites and various social media associated with all assigned departments and programs.
- *11. Oversees the Concurrent Enrollment process to ensure participants and the campus are in compliance with guidelines and requirement from the California Education Code.
- *12. Supervises and supports departmental and program personnel in maintaining and improving standards; supervisory duties include instructing, planning and assigning work, maintaining standards, coordinating activities, acting on employee problems, assisting with new employee selection, recommending employee discipline, transfers, promotions

and discharge as appropriate. Reviews and evaluates the work of assigned personnel for effectiveness, completeness, accuracy and adherence to departmental policies and procedures; offers advice and assistance as needed.

- *13. Chairs the International Student Recruitment Team and the Reg2Go Committee, serving as the primary contact and spokesperson for each.
- *14. Works with staff and administration at over 35 high schools from 6 different counties and oversees the matriculation of all Reg2Go program participants each year which consists of on-and-off campus activities.
- *15. Represents Butte College at various domestic and international events related to and associated with assigned departments and programs.
- *16. Coordinates and works with the various departments and/or administrators and local school districts to develop and coordinate College and Career Access Pathways (CCAP) as described in Assembly Bill 288.
- *17. Assists with functions supporting the expansion of Dual Enrollment programs and offerings with the local school districts and District administration.
- *18. Works with various departments to develop and coordinate specialized recruitment strategies of targeted student populations identified within the SSSP and Student Equity grants. Oversees the mandated reporting and tracking activities.
- 19. Supervises and coordinates activities regarding student services programs provided to students within the Campus Information Cube. Works with Student Services Leadership to identify how the Campus Information Cube can support their areas.
- 20. Participates as an active member of the Diversity Committee and the Equal Employment Opportunity Advisory Committee, as well as serving on a variety of District committees as requested.
- 21. Performs related work as required.

MINIMUM QUALIFICATIONS:

- **EDUCATION AND EXPERIENCE:**
 - Bachelor's Degree; **AND**
 - Three (3) years of increasingly responsible experience directly related to the duties and responsibilities of this class, preferably in an academic setting.
- **CERTIFICATES, LICENSES, REGISTRATION AND OTHER REQUIREMENTS:**
 - Hold and maintain a valid driver's license throughout duration of employment with the District.
 - Hold and maintain a valid passport throughout duration of employment with the District.
 - Domestic and international travel.

DESIRED QUALIFICATIONS:

- Related experience in counseling, assessment, social services, program development or business management.
- Experience with activities related to the recruitment and outreach of international students.
- Experience in a community college student services department focused on matriculation.
- Professional experience in a higher educational setting.

KNOWLEDGE, SKILLS AND ABILITIES: (May be acquired through education, training and/or experience.)

Knowledge of: District policies, rules and procedures; laws and ordinances pertaining to the specific responsibilities of the position; California community colleges especially related to student success; international student laws, rules, regulations, policies, procedures, guidelines for admittance and exit and the Department of Homeland Security; supervisory and managerial concepts and principles; student services development theories and methods of implementation; student services systems and how they affect current and potential domestic and international students; modern office management methods and technology, including computers and a variety of software programs; website maintenance; use of social media; preparation and administration of budgets; organizational development and administration; staff and program management, community college counseling and assessment.

Ability to: apply District and departmental policies, procedures and regulations; ensure compliance with all laws, regulations and policies through effective program and department leadership; ensure procedures and guidelines for international students are being applied successfully; ensure the Department of Homeland Security rules and regulations are being met; motivate and provide supervision and leadership to a diverse staff; plan and coordinate the most effective use of staff, facilities and resources to achieve program goals; comprehend and stay current with laws, regulations and guidelines for community colleges; prepare complex schedules; accurately and effectively assess student needs; update department website; stay current on social media outlets; promote programs and keep program participants informed through the use of social media; communicate professionally and effectively at all times, including when in confrontational situations; represent Butte College in a professional and effective manner; comprehend and stay current with the theories of, and practices in, higher education; work effectively with diverse populations; exercise tact and diplomacy in dealing with sensitive and complex issues and situations; perform duties in a timely manner despite interruptions; meet established deadlines; utilize keyboarding skills commensurate with the required functions for this position; make required mathematical calculations rapidly and accurately; compose reports and correspondence; analyze administrative problems and prepare comprehensive, clear and concise reports and recommendations; make sound, educated decisions; work independently; establish and maintain cooperative working relationships with those contacted in the course of work; maintain records accurately and with confidentiality as required; compile, organize and use various financial information necessary in the preparation of budgets.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:

Provides direct supervision to assigned employees.

PHYSICAL EFFORT:

Normal office environment.

CONTACTS:

Faculty, staff, administrators, students and the general public.

WORKING CONDITIONS:

Normal office environment. International travel is required.

NOTE: THIS CLASS IS EXEMPT UNDER FLSA PROVISIONS

Butte-Glenn Community College District is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, Butte-Glenn Community College District will provide reasonable accommodation to qualified individuals. Butte-Glenn Community College District encourages both incumbents and individuals who have been offered employment to discuss potential accommodations with the employer.