

BUTTE-GLENN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: PROGRAM COORDINATOR–DOMESTIC STUDENT RECRUITMENT, OUTREACH & ORIENTATION L231.100

BASIC FUNCTION: Under the direction of an administrator, plans, coordinates and administers domestic student recruitment, outreach and orientation activities. Establishes and reviews internal policies and procedures pertaining to areas of assignment. Works closely with Student Services in recruiting, matriculating and supporting domestic students. Assesses the required needs of domestic students by collaborating with the campus community. Creates, develops and facilitates trainings, activities and events to ensure those needs are being heard and met. Performs the more technical and complex tasks relative to the assigned areas of responsibility. Outreach activities may require the ability to work a varied schedule.

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. Organizes, coordinates, oversees, implements, integrates and evaluates the events, activities and services related to the recruitment and retention of domestic students, ensuring access and a smooth matriculation.
- *2. Responsible to provide leadership, direction and oversight over assigned areas of responsibility, to include, but are not limited to, domestic recruitment, outreach and orientation, Reg2Go Program, Summer Bridge Program, and Summer Connection Program.
- *3. Participates in the development of goals and objectives for the assigned areas of responsibility; collects and analyzes data in order to generate reports for the identification of areas for potential improvement and/or changes.
- *4. Coordinates the District's attendance at high school college nights, transfer days, job fairs and other community events.
- *5. Travels to high schools to participate in recruitment and outreach activities to promote Butte College programs, services and instructional programs, locally and out-of-state.
- *6. Develops, oversees and maintains the creation and distribution of promotional materials and communications provided to domestic high schools and other community agencies, to include, but not limited to, informational brochures and flyers and the maintenance and monitoring of the domestic student recruitment and new student orientation website.
- *7. Develops a comprehensive process to facilitate and evaluate the District's in-state and out-of-state recruitment plan to attract prospective students to Butte College to increase student enrollment.
- *8. Works closely with student services in recruiting, matriculating and supporting students.
- *9. Coordinates the District's Orientation Program for new students, including the Summer, Winter and Reg2Go (early admissions program for local high schools) Programs. Participates in the selection, training and supervision of student orientation leaders who will also help facilitate the state mandated guidelines associated with orientation.
- *10. Coordinates the biennial Butte College Family Day event to target prospective students and their families.
- *11. Coordinates the Butte College Summer Bridge Program in conjunction with other representatives across Student Services and Instruction. Program will focus on students identified by the Student Equity Plan.
- *12. Coordinates the Butte College Summer Connection Program in conjunction with off-campus partners including Chico State and Migrant Education. Program is designed for local junior high and high school students.
- *13. Works with representatives from Migrant Education, Chico State and other community agencies to develop, coordinate and build successful partnerships.
- *14. Maintains fiscal control over assigned budget(s), including monitoring and controlling expenditures; prepares and submits required fiscal and accounting records and reports.
- *15. Performs advanced-level document production to prepare a wide variety of materials which include, but not limited to, correspondence, reports, surveys, forms, charts, spreadsheets and databases.
- *16. Assists in the supervision, training and evaluation of assigned staff which may include, but not be limited to, instructing, planning and assigning work, maintaining standards, coordinating activities, acting on employee problems, participating in new employee selection, recommending employee discipline and reviewing and evaluating the work of assigned staff for completeness and accuracy, offering advice and assistance as needed.
17. Assists in the development of Student Learning Outcomes; addresses outcomes which pertain to assigned areas of responsibility.
18. Chairs the Domestic Student Recruitment Advisory Committee consisting of a broad representation of campus constituency groups, community agencies and K-12 representation.
19. May serve on a variety of District committees as requested and/or required, to include, but not limited to, Reg2Go Committee, SEAP Committee, Enrollment Management, Student Leadership Academy and Student Equity Committee, etc.
20. May perform other related duties as assigned, within the scope of the position.

MINIMUM QUALIFICATIONS:

- **EDUCATION AND EXPERIENCE:**
 - Bachelor's degree in a Social Science area or a related field; (e.g. Counseling, Business, Program Development); **AND**
 - Two (2) years of increasingly responsible experience directly related to the responsibilities of this classification.
- **CERTIFICATES, LICENSES, REGISTRATION AND OTHER REQUIREMENTS:**
 - Hold and maintain a valid driver's license throughout duration of employment with the District.

DESIRED QUALIFICATIONS:

- Related experience in counseling, social services, program development or business management
- Experience working in a community college student services program
- Professional experience in an educational setting
- Sensitivity to and an understanding of the diverse academic, socioeconomic and ethnic backgrounds of staff, students and the public
- Bilingual
- Experience with public speaking and giving presentations

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

Knowledge of: District policies and procedures; Federal, state and local laws, rules and regulations pertaining to the responsibilities of the position; California community colleges, especially related to student services, including Student Equity and Achievement Program, Student Equity and new student Orientation; available student services and programs; student services development theories and methods of implementation; supervisory and managerial concepts and principles; modern office practices, management and technology, including computers and a variety of software programs; preparation and administration of budgets; organizational development and administration; principles and objectives related to public education operations, programs and services; statistics and research methodologies; data collection, analysis and reporting; the use of social media; working with data on websites; diverse staff and students at community colleges; methods and techniques to successfully provide services to students; and staff and program management.

Ability to: follow and implement District policies and procedures; ensure compliance with all laws, regulations and policies and procedures through effective program supervision; comprehend and stay current on the rules and regulations required of the position; motivate and provide effective supervision to a diverse group of individuals; plan and coordinate the most effective use of resources to achieve program goals; provide excellent written and verbal communication skills; conduct effective trainings, workshops, presentations and conferences; exhibit proper grammar usage, spelling, punctuation and vocabulary; effectively and fluently utilize computers and a variety of hardware and software programs to perform advanced-level document production including the complex formatting of documents, creating charts, establishing and maintaining databases and spreadsheets; develop and maintain effective record keeping systems; analyze data, research problems and prepare clear, concise reports and recommendations; make sound, educated decisions; work independently and within a team; plan, organize and direct the work of others; establish and maintain cooperative working relationships with those contacted in the course of work; work effectively with diverse populations; exercise tact and diplomacy in dealing with sensitive and complex issues and situations; make required mathematical calculations accurately; maintain records accurately and with a high level of confidentiality; remain calm and cooperative in confrontational situations; perform duties in a timely manner despite interruptions; utilize Keyboarding skills commensurate with the required functions for this position; and compile, organize and use various financial information necessary in the preparation of budgets.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:

Assists with providing direct supervision to assigned staff.

PHYSICAL EFFORT:

Normal office environment associated with student and community contact.

CONTACTS:

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

WORKING CONDITIONS:

Normal office environment. Domestic 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.