

Citrus College

Position Description

Position: Coordinator of School Relations	Position Number:
Department/Site:	FLSA: Non-exempt
Evaluated by:	Salary Range: 39

Summary

Under the direction of the Vice President of Student Services, is responsible for coordinating and evaluating the college's outreach and recruitment activities for local schools.

Distinguishing Career Features

The Coordinator of School Relations is a specialized technical position for recruiting local K-12 potential students; coordinating and evaluating the College's recruitment program to maximize student enrollment. Advancement to this position requires the ability to identify potential students and student populations, prepare and present formal presentations to local schools, principals, teachers, counselors, parents, prospective students and the community, and to design and implement full recruitment programs.

Essential Duties and Responsibilities

- Develops, coordinates and implements an extensive recruitment program for local K-12 school students.
- Schedules and participates in a variety of activities with, and visitations to, local schools, including meetings with principals, counselors, teachers, parents and students.
- Establishes and maintains liaisons with local school districts and programs.
- Coordinates specialized outreach efforts; including training and coordinating the work of designated outreach staff and student workers.
- Establishes and maintains a coordinated school outreach calendar for the college.
- Develops and maintains an electronic student database and tracking system.
- Organizes and conducts follow-up efforts with potential students.
- Coordinates events on campus for local school recruiting.
- Works closely with staff from external relations, instructional departments and student services to coordinate recruitment and enrollment efforts.
- Represents the college in the community and at local schools.
- Prepares reports on school outreach and related topics as needed.
- Performs other duties as assigned that support the overall objective of the position.

Qualifications

▪ Knowledge and Skills

The position requires working knowledge of outreach and recruitment principles, methods, and activities appropriate for K-12 schools. Requires knowledge of grant funding. Requires a working knowledge of, and skill at, the logistics involved in scheduling and participating in a variety of activities and visits to local schools. Requires well-developed human relations written and oral communication skills to maintain professional liaisons with local school district employees and to coordinate the work of outreach staff. Requires well-developed and professional human relations skills to conduct meetings with principals, teachers, counselors, parents, and prospective students. Requires a working knowledge of computer

database and tracking system software. Requires well-developed language and writing skills to prepare professional materials and edit text to be suitable for communications. Requires strong English language skill to edit technical and policy copy for grammar, syntax, clarity, and content to prepare and deliver formal presentations to diverse audiences, facilitate group processes, and interact and discuss technical information with a wide range of contacts throughout the community, and to prepare reports on the District's outreach program and related topics as needed.

- **Abilities**

Requires the ability to carry out the essential functions of the position. Requires the ability to interpret and apply recruitment strategies. Requires the ability to explain and train the District's staff and student workers to understand and promote the District's recruitment process and its functions. Requires the ability to evaluate a complex program. Requires strong communication and tact. Requires the ability to coordinate the work of the College's Educational Advisors in the K-12 schools. Requires the ability to organize events and conferences that promote the College and its outreach efforts. Requires the ability to develop and maintain databases and software tracking systems. Requires the ability to organize and conduct follow-up efforts with potential students. Requires the ability to develop promotional action plans to support grants and special programs. Requires the ability to work cooperatively with diverse populations.

- **Physical Abilities**

Requires ambulatory ability to sit for extended periods of time and stand and walk for intermittent periods of time. Requires the ability to lift and carry lightweight materials (under 20 pounds) on an occasional basis. Requires hand-arm-eye coordination to operate a personal computer keyboard. Requires visual acuity to arrange materials, observe movements of people, and read letters and numbers. Requires auditory ability to carry on conversations in person and over the phone. Requires ability to drive.

- **Education and Experience**

The position requires a Bachelor's degree. Experience in coordinating a complex program involving communication, tact and excellent organizational skills. Knowledge of, or experience in, California higher education systems, preferred. Knowledge of or experience in outreach programs, preferred.

- **Licenses and Certificates**

Requires a valid driver's license.

- **Working Conditions**

Work is performed primarily indoors where minimal safety considerations exist. Position may occasionally require a number of hours out-of-doors, sitting or standing and interacting with prospective students, parents, and community members.