

March 2014

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

**CLASSIFICATION: CLASSIFIED CLASS TITLE: CAREER TECHNICAL EDUCATION.
PROGRAMS OUTREACH
COORDINATOR**

SALARY TABLE: 29

SALARY RANGE: 33

BASIC FUNCTION:

Under the direction of an assigned administrator, develop, coordinate, oversee and provide a variety of outreach, recruitment and support functions for the Career Technical Education programs. Develop and implement a marketing plan, orientation program and various assigned support services to facilitate enrollment into Career Technical Education classes; coordinate student completion and retention initiatives.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Develop, coordinate, oversee and participate in a variety of outreach and recruitment functions for the Career Technical Education programs. Coordinate and implement recruitment fairs and other special events; prepare and conduct workshops and formal presentations on Career Technical Education programs as directed; conduct on-campus tours for potential students; attend job and college fairs and other outreach events to promote Career Technical Education programs.

Develop and implement Career Technical Education programs marketing plan, orientation programs and support functions; coordinate and participate in marketing activities to increase student enrollment; attend local promotional employment events, college fairs, open houses and other special events.

Facilitate the transition of non-credit Career Technical Education program students to credit programs, through outreach efforts, to increase enrollment. Develop and implement related goals, objectives, strategies, time lines, priorities and activities. Oversee advisement of students concerning enrollment, registration and transition to credit programs.

Create and maintain a database to record Career Technical Education program progress and completion; contact students to inform them of their program progress to improve program retention and completion. Assist and support students in the certificate and/or degree completion application process. Oversee and participate in the preparation and maintenance of records and reports related to prospective students, special events, and assigned activities.

Conduct surveys and compile data concerning student needs and enrollment in targeted classes; analyze enrollments and determine classes in need of promotion; prepare and maintain a variety of related records and reports.

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Provide consultation and assistance to prospective and current students concerning Career Technical Education non-credit and credit classes and related student services. Prepare, receive and respond to a variety of correspondence and contacts concerning Career Technical Education programs, educational planning, services, and admissions requirements; meet with prospective students.

Serve as a liaison and coordinate communications, information, programs and services between outside educational organizations and agencies, students, families, and the public in regards to Career Technical Education programs.

Prepare and submit a variety of official documents required by state agencies related to proof of enrollment, student information, and course of study. Coordinate and maintain Career Technical Education program information as required on state or federal third party sites.

For related programs, monitor the budget, student fees, conduct orientations, schedule and coordinate workshops, hire temporary staff, and provide all workshop and testing materials.

Serve as a member of the Outreach Committee to enhance and facilitate student enrollment. Participate in the development and implementation of enrollment goals related to the Career Technical Education program.

Attend and conduct a variety of meetings as assigned; develop, implement and conduct training related to Career Technical Education program enrollment, outreach, recruitment and transition functions.

Operate a variety of standard office equipment including a copier, fax machine, computer and assigned software; drive a vehicle to conduct work.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:**KNOWLEDGE OF:**

Standards, practices, goals, objectives and procedures of college outreach, recruitment, advisement, and pre-enrollment to diversity of students interested in Career Technical Education programs.

Marketing strategies, orientation and support services relevant to diversity of students interested in Career Technical Education programs.

Practices, policies, procedures, involved in effective recruitment of diversity of students interested in Career Technical Education programs.

Problems and concern of students with special needs.

Diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of students.

District wide knowledge of class/unit requirements for program completion.

College wide organization, operations, policies and objectives.

Current curriculum and employment opportunities related to each career technical program.

Career counseling methods and techniques.
Industry related licenses, credentials, or certifications specific to career technical programs.
Knowledge of State and Federal occupational classification systems, policies, and procedures.
Oral and written communication skills.
Public speaking techniques.
Interpersonal skills using tact, patience and courtesy.
Basic budget preparation and control.
Modern office practices, procedures and equipment.
Research methods and report preparation techniques.
Record-keeping techniques.
Correct English usage, grammar, spelling, punctuation and vocabulary.
Operation of a computer and assigned software.

ABILITY TO:

Provide a variety of College outreach, recruitment, advisement and support services for Career Technical Education programs.
Assist program participants with obtaining and maintaining program enrollment.
Monitor the attendance, goals and progress of program participants.
Provide program information to students, parents and the community.
Understand and relate to students with special needs.
Learn various state and federal operations, policies and requirements.
Provide counseling and advisement to students in regards to career technical program options and career paths, including transfer opportunities.
Learn department and program objectives and goals.
Interpret, apply and explain rules, regulations, policies and procedures.
Communicate effectively both orally and in writing and make presentations to diverse audiences.
Establish and maintain cooperative and effective working relationships with others.
Compile and verify data and prepare reports; maintain records.
Compose correspondence and written materials related to assigned activities.
Meet schedules and time lines.
Operate a computer and assigned software.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree with major coursework in marketing, sociology, social work, psychology or related field and one year experience working with secondary and post-secondary school aged students in an educational setting preferably doing career counseling.

LICENSES AND OTHER REQUIREMENTS:

Valid California State driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to conduct presentations, exchange information in person or on the telephone.

Mobility to attend outreach functions and on and off campus events.

Seeing to read a variety of materials.

Sitting or standing for extended periods of time.