

July 2013

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: CLASSIFIED CLASS TITLE: COORDINATOR – ENROLLMENT SERVICES

SALARY TABLE: 30 SALARY RANGE: 140

BASIC FUNCTION:

Under the direction of the Associate Dean, coordinate, oversee and participate in a variety of outreach, recruitment and new student orientation functions including program advisement, pre-enrollment, assistance and support services to facilitate, enhance and assure smooth student enrollment at the College; train and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Coordinate, oversee and participate in a variety of outreach, recruitment and new student orientation functions including program advisement, pre-enrollment, orientation and support services to facilitate, enhance and assure smooth student enrollment at the College; develop and implement related goals, objectives, strategies, time lines, priorities and activities.

Oversee and participate in providing consultation and assistance to prospective and current students, parents and the public concerning the College.

Train and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; assign employee duties and review work for accuracy, completeness and compliance with established standards and procedures; coordinate, train and oversee student and hourly workers.

Prepare, receive and respond to a variety of correspondence concerning College services, admissions, programs and activities; receive and respond to telephone calls; receive and meet with prospective students and their parents; advise students concerning College enrollment, registration and transition. Provide leadership and training to assure timely and accurate response to all general information telephone calls to the College.

Develop, implement and conduct recruitment and outreach activities at secondary schools; coordinate, arrange and participate in school visits and events to recruit students and promote the College; prepare and deliver oral presentations.

Serve as a liaison and coordinate communications, information, programs and services between personnel, schools, educational organizations, outside agencies, students, families and the public; resolve school relations and dual enrollment issues and conflicts in a proper and timely manner.

Oversee, train and evaluate in-person and telephone enrollment center; respond to inquiries and

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provide detailed and technical information concerning College admissions, enrollment, programs,

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services, classes and related standards, events, time lines, requirements, policies and procedures.

Serve as a member of the Enrollment Management Team to enhance and facilitate student enrollment and related pre-enrollment functions; attend and participate in related meetings; assist in the development and implementation of enrollment goals, objectives, policies and procedures.

Serve as a member of the college Matriculation Committee; review and make recommendations on areas of matriculation including admissions, registration, assessment, articulation, counseling, and research; monitor matriculation budget and expenditures.

Coordinate marketing activities to enhance student enrollment; oversee and participate in the preparation and distribution of newsletters and a variety of other promotional and informational materials; develop and implement college fairs, open house and other special events.

Oversee and participate in the development, coordination and conducting of individual and group campus tours and new student orientations for students, families and other visitors; notify faculty and departments of tour activities and time lines; reserve facilities and assure availability of tour guides.

Oversee and participate in the preparation and maintenance of a variety of records and reports related to prospective students, special events, budgets and assigned activities.

Assist in the preparation and development of the Student Outreach and Orientation budget; review and evaluate related budgetary data; control and authorize expenditures in accordance with established limitations.

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

Attend and conduct a variety of meetings as assigned; develop, implement and conduct in-services concerning enrollment, outreach and recruitment functions.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Standards, practices, goals, objectives and procedures of college outreach, recruitment, advisement, pre-enrollment, orientation and support services relating to student enrollment functions.

Practices, procedures, standards, requirements and techniques involved in college enrollment, admissions, new student orientation programs and transfers.

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

College organization, operations, policies and objectives.

Policies and objectives of assigned programs and activities.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Oral and written communication skills.

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Interpersonal skills using tact, patience and courtesy.
Principles and practices of supervision and training.
Operation of a computer and assigned software.
Record-keeping and report preparation techniques.
Public speaking techniques.
Basic budget preparation and control.
Public relations techniques.

ABILITY TO:

Coordinate, oversee and participate in a variety of outreach, recruitment and new student orientation functions including program advisement, pre-enrollment, orientation and support services to facilitate, enhance and assure smooth student enrollment at the College.
Oversee and participate in providing consultation and assistance to prospective and current students, parents and the public concerning College admissions, enrollment, programs and services.
Train and evaluate the performance of assigned personnel
Develop, implement and conduct recruitment and outreach activities at secondary schools.
Oversee and participate in the preparation and distribution of correspondence and a variety of promotional and informational materials.
Serve as a member of the Enrollment Management Team.
Communicate effectively both orally and in writing.
Establish and maintain cooperative and effective working relationships with others.
Prepare and deliver oral presentations.
Meet schedules and time lines.
Plan and organize work.
Work independently with little direction.
Operate a computer and assigned software
Oversee and participate in the preparation and maintenance of various records and reports.
Sensitivity to and understanding of the diverse academic, socio-economic, cultural, disability, and ethnic backgrounds of Community College Students.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree with major coursework in sociology, psychology, communication or related field and three years increasingly responsible experience working with College enrollment, recruitment or related functions including frequent public contact.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Indoor and outdoor work environment.
Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Seeing to read a variety of materials.

Sitting or standing for extended periods of time.

Hearing and speaking to exchange information and make presentations.

Walking to conduct tours.

Setting up and breaking down of tables, chairs, boxes, and display cases at events.