



## Job Description

**JOB TITLE:** ENROLLMENT SPECIALIST

**PAY GRADE:** CL 20

**LAST REVISED:** January 2016

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job. Additional or different duties from the ones set forth below may be required to address changing business needs/practices.*

### **SUMMARY DESCRIPTION**

Under direction of a Program Manager of Outreach, performs a variety of responsible and specialized duties related to participating in the planning, development, organization, coordination, and implementation of enrollment and retention programs, services, operations, and activities to assist, enroll and retain community college students; provides Student Success and Support Program (SSSP) services and guidance to current and potential college students; and ensures compliance with District and College policies and applicable state and federal laws and regulations related to College functions including outreach and matriculation.

**REPRESENTATIVE DUTIES** - *The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

1. Assists in coordinating enrollment efforts; develops and implements appropriate methods and procedures to optimize efficient and effective delivery of services to potential and enrolled students as well as in the retention of students.
2. Conducts surveys of junior high, high school, and college/university counselors and administrators to determine specific school interests/needs related to student information and services; creates instruments to collect information and feedback to improve communication, dissemination of information, and service to schools and students.
3. Develops individualized service plans to meet school and student needs; schedules appointments for on- and off-campus meetings, conferences, and workshops.
4. Provides onboarding assistance to students: verifies and reviews materials, records, files, and reports for completeness and conformance with established regulations and procedures; applies applicable policies and procedures in determining completeness of applications, records, files, and reports; collects and processes appropriate information.
5. Designs, implements, and oversees a Student Ambassador program to assist with student onboarding efforts; writes program guidelines; interviews, hires, trains, schedules, and evaluates student ambassadors.
6. Plans and coordinates college nights, informational meetings, orientations, tours, and other events targeted to junior high and high school students and their parents; Prepares event information materials; recruits Sierra College staff event volunteers; arranges for event speakers; assists with planning and implementation of high school counselor events.

## Job Description

7. Serves as liaison with other campus offices on a variety of issues and processes regarding marketing and advertising, student services, SSSP, financial aid, complaint resolution, budget, and other related program issues.
8. Coordinates enrollment services efforts with relevant committees, departments, divisions, and other campus programs; prioritizes, coordinates, and oversees outreach program activities to meet timelines.
9. Proofreads and edits correspondence, marketing/advertising and other related materials; writes and/or collaborate on articles, letters, and other outreach-related correspondence and promotional materials for feeder school publications.
10. Performs a variety of specialized duties involved in the SSSP processing of new, continuing, and returning students; works closely with other District departments and staff to ensure smooth implementation of SSSP component activities; communicates SSSP policies, procedures, regulations and other information.
11. Implements and maintains Early Alert retention support system, including deploying surveys, providing support to SSSP and academic support services staff, collecting and communicating retention and success data to District departments and staff.
12. Develops and maintains master Enrollment Services Calendar.
13. Provides information and referrals on college programs and procedures; explains program objectives and offerings; assists in the development and coordination of user-friendly application, registration and SSSP materials.
14. Develops recruitment and enrollment services content; develops, manages, and maintains databases and utilizes data to support efforts; tracks student contact to monitor services and enrollment support; collects and analyzes statistical, demographic, and other data for recruitment purposes.
15. Prepares, develops, and presents recommendations regarding enrollment services and SSSP efforts.
16. Responds to inquiries in a courteous manner; provides information within the area of assignment; resolves complaints in an efficient and timely manner.
17. Communicates with District and College administrators and support personnel, representatives of state and federal agencies, educational institutions, counselors, and others as directed to coordinate programs and activities.
18. Participate in the development and administration of outreach and recruitment program budgets; monitors and approves expenditures; recommends adjustments as necessary.
19. Schedules meetings, workshops, conferences, and other activities, including facilities and other arrangements; attends meetings and prepares recollections; composes correspondence; creates and maintains listings, labels, and forms; develops and maintains program files and filing systems; assembles data for records and reports.
20. Performs related duties as required.

**QUALIFICATIONS** - *The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

**Knowledge of:**

Principles and procedures used in community college enrollment and SSSP programs and services.



## Job Description

Student recruitment and retention strategies and techniques.

Basic public information, public speaking, community relations, and marketing principles and practices.

Methods and techniques used in conducting promotional and information sessions for current and prospective students.

Paraprofessional guidance techniques used to assist students.

SSSP requirements and procedures at a community college.

Pertinent federal, state, and local laws, codes, and regulations including Title V matriculation requirements.

Statistical procedures and mathematical concepts.

Principles, practices, and procedures of business letter writing and report preparation.

Recordkeeping methods and procedures.

Principles and practices used to establish and maintain files and information retrieval systems.

Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.

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

### **Ability to:**

Understand the organization and operation of the assigned program area as necessary to assume assigned responsibilities.

Understand and apply administrative and office policies and procedures as well as pertinent laws, regulations, and ordinances.

Participate in planning, developing, organizing, coordinating, implementing, directing, and evaluating comprehensive outreach programs to attract, enroll, orient, assist, and retain community college students.

Assist in developing, implementing, and evaluating public relations and marketing goals, objectives, policies, and procedures related to outreach.

Maintain current knowledge of student outreach, enrollment, matriculation, and retention programs for a community college.

Participate in the preparation and administration of budgets for assigned program areas.

Work a flexible schedule, including occasional night and weekend hours.

Effectively work with faculty, staff, the general public, and the community to assess and respond to their needs.

Recruit, select, hire, train, mentor, supervise and evaluate the performance of assigned personnel.

Collect, compile, and analyze detailed data related to assigned functions.

Prepare oral and written reports and recommendations.

Respond to requests and inquiries from students, staff, and the public.

Implement and maintain filing and record-keeping systems.

Plan and organize work to meet schedules and changing deadlines.

Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.

Adapt to changing technologies and learn functionality of new equipment and systems.

Use correct English usage, grammar, spelling, punctuation, and vocabulary.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.



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**Education and Experience Guidelines** - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. Examples of ways to obtain the knowledge and abilities would be:*

**Education/Training:**

Bachelor's degree from an accredited college or university with major course work in social sciences, liberal studies, communications, education, counseling, or a closely related field.

**Experience:**

Five years of increasingly responsible administrative and programmatic experience including three years of responsible matriculation, outreach, or other directly related work experience, preferably in an institution of higher education

**License or Certificate:**

Possession of a valid California drivers license.



## Job Description

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT** - *The conditions herein are representative of those*

*that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed in a standard office setting. settings. Some duties are performed at a desk or computer terminal; subject to noise from office equipment operation; frequent interruptions and contact in person and on the telephone with students, academic and classified staff, and others..

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens

and printed documents; and to operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction.