

Executive Director
Outreach and Dual Enrollment
Bakersfield College
Kern Community College District

Definition

Under the general direction of the Vice Presidents, the Executive Director of Outreach and Dual Enrollment provides leadership and oversight to administer, enhance and expand the high school recruitment and dual enrollment program in accord with established guidelines.

The Executive Director shall build relationships with area high schools and rural areas to increase dual enrollment by assessing the needs of dual enrolled students and school districts and partner with deans, department chairs and faculty to provide courses in response to those needs; implementing marketing and promotion strategies to ensure participation; providing admission and registration support services at off-campus sites and overseeing orientation and administrative support for students and faculty.

The Executive Director also provides leadership and direction to enhance the college's outreach plan including core component of outreach such as participation in special events and college fairs; providing pre-collegiate programs and services (such as on-site enrollment assistance at local high schools and community agencies); offering campus tours, organizing special registration events, and developing a campus Welcome Center.

Examples of Duties

1. Manage and provide vision and expertise for concurrent and dual enrollment programs, course articulation agreements, and dual enrollment to the campus, local schools, and community groups. Conduct needs assessment specific to dual enrollment, concurrent enrollment, and early college programs in collaboration with local educational and governmental agencies, businesses and community service groups
2. Develop, implement, and assess processes and strategies to support, at all levels, dual enrolled students to promote the growth, development, marketing, and administration of the Dual Enrollment, Early College and Outreach Services including the development and dissemination of guidelines for instructors, schools, students and academic departments, making presentations at schools, initiating formal agreements with schools, recommending policy and procedural changes, overseeing orientation activities for students and instructors, coordinating with academic departments at the College, solving problems, and responding to constituencies in a timely manner.

Examples of Duties (continued)

3. Establish and maintain relationships with the local independent school districts and community partners; develops relationships within and outside the college to develop and sustain student recruitment and outreach partnerships. Work with the administrators, teachers and counselors at schools in Kern County, collaborative units at the College, student organizations and departments to deepen stakeholder partnerships across sectors.
4. Develop and manage recruitment efforts with student services and academic departments. Ensure planning and implementation of recruitment strategies to meet the College's enrollment goals. Travel to attend college fairs, and other recruitment events; assist in planning receptions; implement an effective communication plan to attract students; conduct specialized campus visits for visitors; follow up with inquires, applicants, and admits to improve yield, conduct effective presentations and workshops; interpret existing policies and procedures and apply them for appropriate course of action. Produces comprehensive reports summaries and evaluations related to all high school outreach and community partner outreach activities.
5. Coordinate with other campus department to meet the instructional and student support needs of dual enrollment, concurrent enrollment and early college programs, within a participatory governance environment, and ensure that special registration assistance is provided for dual credit students, including visits to area high schools in a timely manner to collect admissions and registration materials to meet specified registration deadlines.
6. Works cooperatively with Marketing and Promotions staff to develop and implement effective recruitment marketing strategies related to college and Dual Enrollment Program, publications, distribution of brochures and catalogs, etc.
7. Seek additional funding sources, and initiate and administer grants as appropriate.

Minimum Qualifications

- a. Master's degree from an accredited college/university
- b. Six years of increasingly responsible professional/management level experience in an educational setting that demonstrates administrative prowess, the ability to work with a diverse student body, and the initiative to develop and create new programs and collaborative services.
- c. Some demonstrated experiences with public relations, marketing, event management and/or sales.
- d. Demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, ethnic, and disability backgrounds of community college students and employees.

Desirable Qualifications

- e. Doctorate Degree.
- f. Five years of supervisory experience at a college in administration of outreach programs or Dual Enrollment services
- g. Bilingual Spanish/English writing and interpersonal communication skills.

Knowledge and Abilities

Knowledge of:

- i. Knowledge of pertinent State and Federal laws, codes, statutes, and regulations.
- ii. Knowledge of the mission, procedures and operations of California Community Colleges.
- iii. Knowledge of principles and practices of supervision, training, and evaluation.
- iv. Knowledge of principles of public speaking, marketing, communications, or sales.
- v. Knowledge of budgeting and fiscal reporting.
- vi. Knowledge of interpersonal skills using tact, patience, and courtesy.

Ability to:

- i. Demonstrated leadership abilities.
- ii. Ability to envision and effectively organize and supervise the day-to-day operation of assigned area. Develop, implement, and assess program goals and outcomes.
- iii. Ability to understand, communicate, and explain college programs and procedures.
- iv. Ability to work independently and with initiative while creating new programs and opportunities.
- v. Ability to plan and organize work. Prioritize and schedule work; train and provide work directions to others.
- vi. Ability to maintain records and prepare reports and procedural documentation.
- vii. Ability to communicate effectively both orally and in writing.
- viii. Ability to represent the college in a professional manner.
- ix. Ability to demonstrate sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic background of community college students and personnel, including those with physical or learning disabilities.
- x. Ability to establish and maintain collaborative and effective working relationships with a variety of college staff and community partners.

Working Conditions

Environment: Office

Physical Demands: Incorporated within one (1) or more of the previously mentioned essential functions of this job description are essential physical requirements. The ratings in the chart below indicate the percentage of time spent on each of the essential physical requirements.

Seldom—Less than 25 percent = 1

Often—51-75 percent = 3

Occasional—25-50 percent = 2

Very Frequent—76 percent and above = 4

Ratings	Essential Physical Requirements
3	Ability to work at a desk, conference table or in meetings of various configurations.
1	Ability to stand for extended periods of time.
4	Ability to sit for extended periods of time.
4	Ability to see for purposes of reading printed matter.
4	Ability to hear and understand speech at normal levels.
3	Ability to communicate so others will be able to clearly understand a normal conversation.
1 or 2	Ability to lift 10 pounds.
1 or 2	Ability to carry 10 pounds.
4	Ability to operate office equipment.

Status/Rationale

This is an educational administrator position that replaces the existing Director of Outreach Services position at Bakersfield College and reflects considerable program growth and expansion in both the number of schools and students served and complexity of program.

Signatures/Approval

(Employee's Signature)

(Date)

(Supervisor's Signature)

(Date)