

CT STATE COMMUNITY COLLEGE

Central Office
Job Description
Campus Director of College Access & Outreach

Salary Level:
CCP 18 (Subject to Willis)

Date Approved/Revised:
1/18/24

POSITION PURPOSE:

The Campus Director of College Access & Outreach is responsible for the recruitment of various student populations to support the campus and CT State in meeting enrollment goals. This position provides oversight of campus-based recruitment and outreach activities, dual enrollment programs, and the coordination of grant funded programs such as summer bridge or TRIO programs. The Campus Director of Outreach & Engagement will work in collaboration with campus and central office leadership under Enrollment Management & Retention Services, Marketing, and Academic & Student Affairs to develop and implement recruitment and outreach strategies necessary to meet program and enrollment goals.

The incumbent is also responsible for developing and maintaining relationships within the community that support enrollment growth. The Campus Director of Outreach & Engagement will serve as a liaison to school administrators, counselors, college & career advisors, teachers/staff, corporate partners, and community-based organizations to increase brand awareness, enhance their understanding of CT State programs, and attract new students. The Campus Director of College Access & Outreach will collect and analyze data to support the establishment of benchmarks and identify areas for improvement. This includes adherence to state and federal compliance including FERPA and all institutional policies and procedures.

SUPERVISORY AND OTHER RELATIONSHIPS:

The Campus Director of College Access & Outreach reports to the Dean of Students & Faculty or the Dean of Student Affairs or a designee. The position will provide supervision for professional staff, classified staff, technical/support, and/or student staff as deemed necessary to carry out the duties of the position.

EXAMPLES OF DUTIES:

The following examples of duties illustrate the general range of tasks assigned to the position, but are not intended to define the limits of required duties. Other essential duties may be assigned consistent within the general scope of the position.

Leadership & Relationship Management

- a. Provides campus level operational leadership and accountability for administrative procedures, systems and practices related to recruitment, dual enrollment and other college access programs.
- b. Builds and maintains collaborative and productive partnerships across Enrollment Management & Retention Services and Academic & Student Affairs as well as areas that provide holistic student support.
- c. Evaluates, supports, and provides professional development and training for staff in assigned areas of responsibility in accordance with CT State practices and policies.
- d. Fosters relationships with K-12 partners, community-based organizations, businesses, local and state agencies.
- e. Serve on internal and external councils/committees on behalf of the campus on matters related to position duties and responsibilities.
- f. Establish and maintain effective relationships with other states, federal agencies, national organizations, related professional associations and community members.

Data Analysis & Reporting

- a. Manages grant funded programs in assigned areas of responsibility, which includes the collection of data to execute the completion of internal and external reports.
- b. Conducts ongoing needs assessment and gap analysis related to student access to identify and forecast student needs for continuous process and outcome improvement.
- c. Analyze and assess student enrollment data to contribute to the development of enrollment projections.
- d. Implement and develop targeted recruitment strategies to grow enrollment and address the needs of diverse student population (first-generation, traditional students, non-traditional students, dual enrollment, culturally/ethnically diverse, military/veterans, etc.).
- e. Engage in ongoing training and professional development that support performance in role and awareness of higher education best practices and current trends.
- f. Planning, coordinating, and assessing recruitment programs and yield rates.
- g. Collecting and analyzing data to establish benchmarks and lead continuous improvement efforts for recruitment and enrollment efforts.
- h. Accountable for evaluating statistical performance on an on-going basis.
- i. Making data-driven decisions to positively impact enrollment.
- j. Working in collaboration with admissions, advising, enrollment services and other student support services to attract prospective students by developing and implementing recruitment strategies.

Recruitment & Outreach

- a. Develop culturally responsive and inclusive outreach activities that engage historically underserved and marginalized communities to support access and equitable student outcomes.
- b. Foster relationships with K-12 partners, parents, community-based organizations, businesses, local and state agencies.
- c. Organize and plan on-site and off-site recruitment events such as open houses, acceptance days, college fairs, and information sessions. Will also be required to participate in other enrollment and registration events.
- d. Assist with statewide recruitment events and CT State convenings.
- e. Create and facilitate presentations to inform prospective students and stakeholders about CT State programs and services.

Dual Enrollment & College Access Program Administration

- a. Coordinate dual enrollment and summer bridge programs for participating high schools.
- b. Collaborating with academic affairs to support the administration of dual enrollment and grant funded college access programs.
- c. Plan and facilitate student orientation programs for dual enrollment and college access programs.
- d. Develop and deliver presentations to attract and enroll dual enrollment students.
- e. Prepare reports and data summaries for use with program assessment and strategic planning.
- f. Assist with the enrollment and tracking of dual enrollment students.
- g. Evaluate and improve dual enrollment processes to ensure efficiency and ease of navigation.
- h. Collaborate with the Director of Admissions Operations to build a comprehensive communication plan in support of the recruitment and enrollment of dual enrollment students.
- i. Assist with the management of *Memorandums of Understanding* (MOUs) with partner school districts that guide dual enrollment programs.
- j. Creating presentations and statistical reports for internal and external stakeholders focused on student success, enrollment data and other program relevant concepts.
- k. Preparing purchase requisitions and ordering supplies and materials as needed.
- l. Managing a budget and maintaining accurate records of program expenditures.

PROFESSIONAL PARTICIPATION AND DEVELOPMENT

In addition to the accountabilities listed above, the incumbent is required to carry out the essential duties of:

- Attendance and participation at convocation, commencement and honors ceremonies;
- Service on assigned committees and task forces;
- Attendance and participation at committee, staff, informational and professional meetings.

QUALIFICATIONS:

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.).

Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Experience partnering with high school counselors, parents, adult education programs, community-based organizations, as well as other related local and state agencies.
- Experience with software and databases such as but not limited to Ellucian Banner, CRM Recruit, Sales Force
- Two to Four years of experience with supervision and effective staff management
- One year of experience managing dual enrollment and/or college access programs
- Experience assessing and analyzing data to develop and implement recruitment strategies, establish best practices, and recommend enrollment goals and benchmarks.
- Experience maintaining compliance in adherence with grants, policies, laws, and regulations set forth by local and federal agencies and/or higher education governing bodies.
- Experience working collaboratively with various levels of stakeholders across multiple departments.
- Experience with data-driven decision making, identifying enrollment trends, strategic planning, and managing budgets.
- Experience with programs and strategies to support equitable outcomes for diverse students from first-generation, low-income, non-traditional, minoritized, and marginalized communities.
- Experience leading teams in the area of recruitment and delivering high quality customer service.
- Understanding of federal and state laws and regulations related to higher education preferred and maintaining compliance.

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Master's degree in education, counseling, student development, social work, enrollment management or an appropriately related field together with one to four years of related experience and up to two years of supervisory experience; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position's essential duties.

WORK ENVIRONMENT

The incumbent typically performs work in offices, conference rooms and in locations where groups of students, faculty and staff gather. The work does not, normally, involve any significant physical effort. The incumbent may travel to public sites to make presentations as well as travel to regional or central meetings and conferences.