

WEST VALLEY-MISSION COMMUNITY COLLEGE DISTRICT

**TITLE: STUDENT ENROLLMENT & FINANCIAL SERVICES
RECRUITMENT SUPERVISOR**

DEFINITION: Under the direction of a the Director of Student Enrollment and Financial Services or other designated Student Services Administrator, supervise, coordinate, and perform specialized duties related to the recruitment of high school, re-entry and non-traditional students as assigned; work with appropriate sources (e.g. schools, businesses and community agencies) to establish an effective network that facilitates entry of prospective students into the college; consult with College departments and programs to establish outreach and in-reach strategies and initiatives; initiate and coordinate activities and events on and off campus to promote a college-going culture, successful enrollments, and participation in appropriate educational programs and services; increasing and promoting awareness and participation in student financial aid programs; develop and provide financial aid information to students, parents, staff, and the general public; assist in determining financial aid eligibility according to federal and state regulations and requirements; work collaboratively with the staff of both the Admissions & Records and Financial Aid Offices in order to provide and coordinate activities and functions.

EXAMPLES OF ESSENTIAL DUTIES: (Any one position may not include all of the duties listed nor do listed examples include all tasks which may be found in positions of this class.) To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for the position.

- Work with College leadership, departments and programs to develop and coordinate a recruitment plan that is in alignment with college, matriculation, and equity goals and other mandates from the state or federal level.
- Work collaboratively with the Student Enrollment & Financial Services staff to coordinate and assist with activities and processes that provides quality and effective workflow and service to students.
- Train, supervise and evaluate the performance of assigned program staff and student ambassadors.
- Collaborate with schools and community partners to develop and maintain effective relationships supporting pathway programs emphasizing K-16 partnerships, in alignment with statewide student success goals focusing on common standards for college and career readiness.
- Initiate and coordinate comprehensive recruitment outreach services to prospective students and high school partnership programs using both on-site and progressive digital delivery methods.
- Provide leadership and act as liaison to develop and coordinate activities with the K-16 Bridge Program, Cal-SOAP and other community and educational service providers.

- Initiate and support recruitment outreach initiatives with Veteran's and other special populations with unique service needs.
- Participate in the planning of print and web-based materials that enhance enrollment options.
- Prepare and present information sessions to prospective and current students regarding assistance provided by Student Enrollment and Financial Services team.
- Provide data and reports related to recruitment/outreach activities, student follow-up, and outreach outcomes. Use appropriate technology and systems to enhance outreach, and the delivery of admissions and other pathway services.
- Work with all Student Services areas, in particular, the Admissions, Financial Aid, Assessment, and Counseling Departments to coordinate the delivery of pre-entry services to prospective students.
- Assist students with educational plan worksheet development.
- Work with budget administrator to plan and implement the budget allocated for comprehensive recruitment activities.
- Perform financial aid outreach and follow-up activities to targeted populations; present financial aid information to students, parents, staff, and the general public in a variety of settings, including high schools, on-campus, businesses and community organizations.
- Develop and organize outreach materials, strategies and programs targeted towards increasing participation in financial aid programs and services.
- Assist Financial Aid staff in formulating and implementing outreach strategies geared to increasing awareness of and participation in diverse financial aid programs.
- Provide information and technical assistance to students regarding eligibility, regulations and requirements of various federal, state and district financial aid programs such as grants, loans, work-study, fee waivers, scholarships, and contingency funds.
- Instruct students in correct procedures for completion of financial aid & scholarship forms and applications both paper and on-line; inform applicants of requirements and restrictions for receiving financial aid; review forms and data files for accuracy and completeness; verify consistency of information with application.
- Assist financial aid applicants by accepting forms and documents, interpret dependent or independent status, and explain eligibility and other factors necessary for successfully completing financial aid process.

- Provide assistance, information and training to faculty, other campus staff and the public as requested or assigned.
- Review and determine status of financial aid applications and forms; refer difficult issues for assistance and resolution; notify students of need for additional information; need analysis and awarding of eligible funds.
- Collect, compile, verify and record information for the preparation of various reports and/or reporting processes. Prepare and maintain databases of prospective contacts, financial aid recipient numbers, and financial aid outreach activities.
- Attend professional association training sessions and workshops to remain current on admissions and financial aid regulations and procedures.
- Serve on various campus committees as requested.
- Perform related duties as assigned.

QUALIFICATIONS:

Education and Experience: Any combination equivalent to a four year college degree with major course work in a field related to assignment or four or more years of increasingly responsible student services work involving extensive public contact, including at least one year of experience in a similar assignment. Eligibility for, or in receipt of, a valid California driver's license.

Knowledge of:

- Student system enterprise systems, in particular those areas related to Admissions, Financial Aid, Assessment, & Recruitment
- California Community College admissions applications processes and supporting requirements
- Federal, State, and institutional financial aid regulations, rules, and policies
- Title 5 Ed Code as related to Admissions and Instruction
- Effective recruitment/outreach tools and techniques.
- Principles of training and supervision.
- Planning and organizational skills.
- Needs or special concerns of high school students and adult learners enrolling in community college.
- Academic and vocational programs available at a community college.
- Athletic programs and special programs and services available to students.
- Enrollment procedures and requirements including on-line and web-based methods.
- Personal, educational, and financial barriers encountered by college students and parents.
- Public benefits and entitlement programs.
- Educational trends and issues impacting the college-going experience.
- Financial Aid needs-analysis and packaging methodology.
- College and community resources available to students.

- Advising and information dissemination processes both in-person and online
- Technology skills to effectively present and coordinate an effective outreach program to various audiences.
- Oral and written communication skills.
- Interpersonal skills including tact, patience and diplomacy.
- Current and appropriate office practices, procedures and equipment

Ability to:

- Communicate effectively with a diverse customer base
- Plan, organize, and coordinate effective student recruitment outreach activities that address all phases of the enrollment and financial services process.
- Train, supervise and evaluate performance of assigned staff.
- Coordinate a team approach to plan and develop new enrollment strategies and initiatives.
- Establish and monitor recruitment baselines and goals.
- Develop budget recommendations and monitor expenditures of funds.
- Establish and maintain collaborative working relationships internally and externally with the community.
- Participate in a variety of teams to accomplish mutual goals.
- Communicate effectively both orally and in writing.
- Make oral presentations before large and small groups.
- Effectively interact with persons of diverse socioeconomic and ethnic backgrounds.
- Interpret and apply Federal, State, and District policies and pertinent regulations.
- Keep current with state and federal legislative (e.g., Federal Title IV, State Title 5, Ed Code) mandates and regulations as they pertain to this position.
- Learn and implement technology skills that complement recruitment plans and strategies.
- Travel, when appropriate, to both local and out-of-state events.
- Utilize appropriate technology and materials in presentations.
- Maintain accurate records and prepare reports, summaries and evaluations on outreach activities and enrollment outcomes.
- Work independently with little direction and represent the College's admissions, enrollment and financial aid programs in public settings.
- Meet schedules, goals, and time lines.
- Maintain confidentiality of sensitive information.
- Work a flexible schedule and meet stringent timelines.
- Work in an integrated database environment.

OTHER REQUIREMENTS: Valid California driver's license.

WORKING CONDITIONS: Duties are primarily performed in an office environment while sitting at a desk and at various locations on campus and in the community to make oral presentations and attend meetings and events. Incumbents are required to work a flexible schedule, which includes evening and weekend hours. Some travel may be required.

The working conditions described here are representative of those an individual encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS: Must sit or stand for long periods of time, operate an electronic keyboard or other office machines, reach, stoop, kneel or crouch to file, answer telephones to provide information, regularly lift, carry and/or move objects weighing up to 25 pounds.

The physical demands described here are representative of those that must be met by an individual to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Approved by Human Resources (in collaboration with Teamsters): June 7, 2013