



## OUTREACH ASSISTANT

**SALARY GRADE:** [C1-41](#)

**DEFINITION:**

Under the direction of an assigned supervisor, perform a variety of general and targeted outreach duties to promote awareness of college programs and services and increase enrollment of underserved student populations; provide information to students, parents, staff, and the general public; and assist in planning and implementing outreach events both on and off campus.

**EXAMPLE OF DUTIES AND RESPONSIBILITIES:**

Depending upon assignment, duties may include, but are not limited to, the following:

1. Provide information about enrollment, degree programs transfer options, financial aid, and general college information to students, parents, and the general public.
2. Work with local high schools to schedule regular visits for on-site outreach activities, including information tables, classroom presentations, and one-on-one time with individual students.
3. Provide outreach materials, including college catalogs, schedules, program flyers and brochures to local high school career centers and other community centers.
4. Participate in college fairs, student and parent nights, and other related outreach events to promote college programs and services.
5. Assist in organizing and leading college campus tours.
6. Follow up with prospective students as needed by phone or email.
7. Assist prospective students with the application and enrollment process.
8. Train and provide work direction and guidance to student assistants; assist in the hiring process of student employees; monitor time card for respective student assistants.
9. Assist in developing current outreach materials and flyers as needed.
10. Answer telephone and email and provide information and assistance as needed.
11. Respond to requests for information from other educational institutions, agencies, and prospective students.
12. Keep a current database of local schools and contacts for outreach.
13. Collect, compile, verify and record information for the preparation of various reports and/or reporting processes.
14. Maintain complex electronic records and prepare electronic reports according to established guidelines and procedures.
15. Operate a variety of office equipment including a word processor, computer terminal, copy and adding machine, and other peripherals.
16. Perform related duties as assigned.

## **EMPLOYMENT STANDARDS:**

### **Knowledge of:**

1. Rules, regulations and policies of the college.
2. Principles and techniques of presenting in an environment with a diverse audience.
3. Operation of a computer and related software.
4. Oral and written communication skills.
5. Record-keeping techniques.
6. Interpersonal techniques using tact, patience and courtesy.

### **Ability to:**

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Perform specialized outreach and retention duties to increase community awareness of college.
3. Provide assistance and information to students, staff and the public.
4. Interpret and apply laws, rules and policies of the college.
5. Communicate effectively both orally and in writing.
6. Continually upgrade knowledge of hardware and software provided as tools to perform duties.
7. Establish and maintain cooperative and effective working relationships with others.
8. Maintain accurate records and prepare reports.
9. Assign and review the work of student employees.
10. Analyze situations accurately and adopt an effective course of action.
11. Work independently with little direction and represent the entire college in public settings.
12. Meet schedules and time lines.

### **Education and Experience**

Any combination equivalent to:

1. College level coursework.
2. Three (3) years of general clerical office experience involving public contact.

## **WORKING CONDITIONS:**

### **Environment:**

1. Office environment.
2. Constant interruptions.

### **Physical Abilities:**

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate computer keyboard.
3. Seeing to read various materials.
4. Standing for extended periods of time.
5. Reaching overhead, above the shoulders and horizontally.
6. Bending at the waist, kneeling or crouching.
7. Lifting, carrying, pushing or pulling heavy objects up to 30 lbs.

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