

PERALTA COMMUNITY COLLEGE DISTRICT - March 13, 2019

CLASSIFIED JOB DESCRIPTION

COORDINATOR/ENROLLMENT SERVICES

(SEIU Local 1021 Salary Range 95)

Job Code: 001

CLASS PURPOSE

Under general direction of the Dean of Student Services, coordinates the day-to-day operations of college enrollment services, placement and orientation activities. Directs and coordinates efforts, resources, and services to engage, recruit, and assist prospective students with the enrollment process.

DISTINGUISHING CHARACTERISTICS

This class differs from other instructional support and student service classes in its emphasis on enrollment, recruitment, outreach activities, placement, and orientation. An incumbent of this class helps direct students to the appropriate services and plans and develops the customer service delivery and execution of the one-stop enrollment services.

WORK SCHEDULE

This is normally a full-time position with a work schedule of five days and 40 hours/week. Duties are performed 12 months a year. May be required to work some evenings and Saturdays during peak periods, such as registration, audits, fiscal year end, graduation, etc.

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.

- Provides assistance and coordinates the activities in the day to day operation of the Enrollment Service area
- Serves as primary contact for the one stop service center
- Coordinates, schedule and administer all intake orientations to inform students of the college's programs, services, academic regulations, expectations, and campus life with a focus on student success
- Provides registration and orientation information to new and returning students including prerequisite and transcript information to assist with the enrollment process.
- Performs recruitment and outreach activities, informing students about the degrees offered and developing a positive student interest. Helps create outreach material and disseminate material.
- Establishes and follows yearly schedule of routine notifications to the community, high school, faculty, staff and student's regarding SSSP related activities (e.g., enrollment, and community

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outreach activities); refer students to the counseling department for drop-in or scheduled appointments for student education plans (SEP) or general education advisement.

- Develops, coordinates and identifies potential recruitment sources and develops appropriate strategies directed toward increasing financial aid recipients and college enrollment.
- Initiates, coordinates and makes public presentations promoting the college to high school students, faculty, parents, the community and professional organizations.
- Acts as a liaison to collaborate with high schools and community agencies to inform and disseminate college information about support services, resources, classes, degrees offered, and college procedures. Develop recruitment strategies and maintains extensive contacts for potential recruitment sources.
- Recommends appropriate courses of action to enhance, develop, organize and implement various presentations for on and off campus outreach activities to promote and recruit for the programs and services at the college
- Serves as a member and attends all of the college and districtwide related student success, SSSP, graduation committee and leadership meetings.
- Recruits, interviews, hires, trains and supervise student ambassadors, prepares employment documents, student time sheets, student evaluations, coordinates and prepares work schedules for staffing coverage.
- Create and submit Hourly Staff/Student Personnel Actions Forms and ePAFs for funding approval for student personnel cost. Submit and electronically forward documentation to the Dean of Enrollment for approval and continued process. Follow up with appointed campus department administration to address any discrepancies.
- Collaborates with the campus IT Department and Dean regarding the equipment, repair needs, software upgrades, warranties and maintenance of the department equipment for operational purpose.
- Develops and administers the preparation of annual and biannual reports to meet college, District and State requirements and compliance (e.g. APU, Unit Plans, and Annual Program Reviews).
- Performs routine office duties utilizing data management programs (e.g. Microsoft Office Suite, CRM tools, Q-less, SARS, and PeopleSoft).
- Performs other related duties as required.

MINIMUM QUALIFICATIONS

1. Bachelor's Degree from accredited college or university in one of the social sciences, business or a directly related field and four (4) years of experience in performing professional-level work involving planning, directing, budgeting, supervising and evaluating in relation to the coordination of enrollment services; or an equivalent combination of education and qualifying professional experience that could provide the knowledge and abilities need to perform the duties of the position.

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2. Two years of experience in advising or working with young adults and adults in an educational or social work setting; or an equivalent combination of training, education, and/or experience that could likely provide the desired knowledge and abilities.
3. Knowledge of and proficiency in the operation and use of personal computers utilizing word processing, spreadsheets and database management software programs (e.g., MS Office Suite, MS Word, MS Excel, MS Access and MS PowerPoint, CRM tools) and Digital: the Internet browser, websites and e-mail.
4. Understanding of, sensitivity to and respect for the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of Peralta Colleges' students, faculty, staff and community.

DESIRABLE QUALIFICATIONS

Knowledge of:

- Basic practices and experience working in a community college or related field.
- Principles and techniques of interviewing student personnel and resolving work related issues.
- Policies, procedures, regulations, and guidelines related to federal, state, and local job training programs.
- Demonstrates sensitivity in working with personal/confidential records and information, adhering to FERPA and other related practices and policies.
- Provides accurate, succinct, and timely individual, family, and small group advisement and customer service in and near the front lobby, around campus, and on the road, while traveling on behalf of the college.
- Modern office practices, basic budgeting experience and record keeping procedures.
- Laws, rules and regulations related to the college and district assigned activities.

- Principles of training students and staff and providing clear and concise work direction.
- Principles and practices of effective supervision and communication of student workers and other individuals.
- Program evaluation techniques and tactics.
- Knowledge of State, Federal, and PCCD laws, regulations and guidelines that govern administration of assignment.

Ability to:

- Read, interpret, speak, write and apply applicable state and or federal provisions effectively.
- Analyze situations accurately and adopt an effective course of action, prepare clear and concise reports for the college, state and district.
- Establish and maintain cooperative working relationships with those contacted in the course of work.
- Interpret, apply and explain PCCD Policies, Procedures and mandates.
- Maintain current knowledge and documentation of program rules, regulations, requirements and restrictions.
- Establish and maintain cooperative working relationships with faculty, staff, campus programs and resource services.

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- Work independently with little direction. Plan, organize, supervise and direct the work of students and others assigned to the department.
- Prepare and maintain accurate and concise records and reports for the district and state.
- Communicate effectively in oral and written structure.
- Develop train and evaluate assigned staff/student workers.
- Able to accurately and efficiently use related computer software, databases and technology to track and engage students and work effectively and professionally with colleagues and all constituents.
- Demonstrate effective, professional oral and written communication skills and interpersonal skills and abilities with all constituents.
- Ability to communicate and exchange information, collect, compile, compare, and prepare work documents, set-up and maintain work files and records in any/all formats (digital/electronic and physical).

ENVIRONMENTAL DEMANDS

- Occasional work performed alone
- Constant work around and with people

PHYSICAL REQUIREMENTS

- Occasional standing, walking, stooping, kneeling, squatting, and climbing stairs
- Occasional lifting and carrying up to 15 lbs.
- Occasional pushing and pulling up to 20 lbs.
- Occasional twisting of body
- Occasional use of manual dexterity
- Occasional use of tactile acuity
- Occasional use of visual acuity from a distance, with depth, and for color
- Frequent work at a rapid pace
- Frequent reaching, high, low, and level
- Frequent audio acuity at all ranges, including speech
- Frequent visual acuity for reading
- Constant sitting
- Constant use of clear oral communication

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TOOLS AND EQUIPMENT USED

- Standard Office Equipment.

Revised: N/A