

**Desert Community College District**  
**DIRECTOR, STUDENT SUCCESS AND OUTREACH**

**Basic Function**

Under the supervision of the assigned area Administrator, provides leadership, direction, coordination, and oversight of comprehensive Student Success and Outreach Programs that promote academic retention and success, student support, student and community engagement, learning, and leadership development for a diverse student body. This position is responsible for overall implementation and coordination of outreach, retention and academic support programs for incoming students at College of the Desert (COD).

**Representative Duties**

***Essential Duties:***

1. Provides leadership to the college's outreach function, including student recruitment; develops relationships with K-12 districts and community entities; ensures a favorable image of the college through organized outreach campaigns and information dissemination.
2. Provides guidance and leads the design and coordination of district-wide recruitment and on boarding efforts including orientations, college success workshops, presentations and other outreach programs.
3. Manages and provides critical and direct oversight for assigned program, outreach, retention initiatives, early alert systems, and various other academic and student support services.
4. Selects, trains, supervises, and evaluates the performance of assigned staff; sets goals and priorities for assigned staff; recommend

transfers, reassignments, discipline, terminations, promotions and other personnel actions as appropriate.

5. Develops, administers, and oversees the program budget; monitors program expenditures to ensure compliance with established laws and regulations, as well as funding agency requirements.
6. Assist with grant monitoring and reporting for all agencies involved, including grant reapplication. Documents program objectives and performance outcomes to ensure grant compliance.
7. Coordinate the bridge program and supervise assigned faculty.
8. Collaborates with internal and external stakeholders to establish community service hours.
9. Administers book loan program and collaborate with the college bookstore.
10. Implements and monitors the peer-mentoring program within cohort of students.
11. Collaborates with faculty, with the development of basic skills courses, to determine tutoring learning assistance, interventions, and/or academic coaching needs.
12. In collaboration with Institutional Research, tracks student enrollment and retention statistics, gathers data, and writes reports; evaluates progress of new student programs to ensure continuous improvement and growth; conducts complex program data analysis, generates analytical reports, and interprets dashboards for managerial decision-making; prepares and delivers presentations on

issues pertaining to assigned programs.

13. Collaboratively develops, and implement administrative policies and procedures to maintain appropriate record keeping and ensure that projects meet accurate reporting requirements; researches best practices and make recommendations for improvements and changes to programs in an effort to increase student achievement; meets schedules and time lines; organizes multiple projects effectively and carries out required project details throughout the year.
14. Coordinate and articulate program needs and curriculum identified by faculty, students or the community.
15. Participates in committees, communicates with external stakeholders, and contributes to the strategic planning and evaluation processes of the district; conducts and attends meetings as necessary; represent the District at functions and events as appropriate.

***Other Duties:***

16. Perform other duties and responsibilities as assigned.

**REQUIRED PROFICIENCIES**

Knowledge, experience and abilities to perform the above listed responsibilities and functions in an efficient, effective, and harmonious manner.

**Knowledge and Abilities**

**Knowledge of:**

Effective project coordination techniques; new student program approaches, principles and theories that strengthen resiliency factors for new students and develop academic support structures; student development theory and

best practices; effective principles used in developing an academic plan; student success strategies and retention techniques; operating a computer and various supporting software packages; strong interpersonal skills; principles and practices of general management and supervision; local, state and federal laws and regulations governing California Community Colleges; district policies and procedures; budgeting; the mission and student population of California Community Colleges and the Coachella Valley.

**Ability to:**

Exercise honesty, consistency, and sound judgment in the performance of duties; work in the interests of the college as a whole; ability to establish and maintain effective, harmonious, and collaborative relationships with a diverse population of students, staff and community; serve as an effective leadership team member; prepare and submit reports to supervisors and reporting agencies; ability to design and create publications that attract and engage new students; utilize computer technology and appropriate software programs; communicate effectively both orally and in writing; demonstrate an understanding and sensitivity to the needs of diverse students; prepare comprehensive reports; communicate policies, guidelines, regulations and laws to staff, students and public; prioritize and schedule work; meet schedules and timelines; maintain confidentiality of student and other records; work independently and confidentially with little direction; exercise tact and diplomacy in dealing with sensitive or confidential matters; effectively plan and organize events.

**Education and Experience**

The Desert Community College District has established the following required criteria:

- Master's Degree in Organization, Business, Higher Education, Counseling or related field.

- Three (3) years of direct experience in student services, tutoring, supplemental instruction, outreach, or counseling in a post-secondary environment, including at least two (2) years of supervisory/management experience.

**Working Conditions:**

**Environment:**

Office, library, and learning environment. Constant interruptions. Sit or stand for extended periods of time, pushing and pulling, and visual acuity. The ability to type, use phone, stand intermittently, walk, bend and stoop, occasionally lift, carry, push, pull or otherwise move objects of light to moderate weight, work at a computer, including sitting and viewing a monitor for various lengths of time, repetitive use of keyboard, mouse or other information to others. Driving a vehicle to conduct work as necessary between district sites.

**Employment Status**

Educational Administrator

Board Approved: September 20, 2019, April 22, 2022

Leadership IX