

ENGLISH AS A SECOND LANGUAGE (ESL) OUTREACH SPECIALIST

DEFINITION

Under general supervision, performs community outreach activities and functions related to the College's English as a Second Language (ESL) and Vocational English as a Second Language (VESL) Programs; promotes programs, educational opportunities, vocational careers, and related services to prospective students; identifies, collaborates, and partners with community agencies; meets with prospective students and determines their eligibility for placement into the programs; plans, organizes, and coordinates on-campus community outreach events to attract and inform prospective students about programs.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the assigned managerial personnel. Exercises no supervision of staff. May provide technical and functional direction and training to temporary employees.

CLASS CHARACTERISTICS

This is an entry-level classification responsible for the planning, organizing, and coordinating of a variety of community outreach activities, functions, and events to attract and inform prospective students for specialized ESL and VESL educational programs and opportunities at the College. Incumbents at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the procedures and policies of the assigned function. Successful performance of the work requires the frequent use of tact, discretion, and independent judgment, knowledge of departmental and College activities, and extensive staff, public, and organizational contact.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Provides outreach services to the community to establish and encourage potential and continuing noncredit student participation in the ESL and VESL programs; identifies barriers and provides access for students to receive College resources and information regarding transition to credit; serves as an advocate for potential students and creates an environment of trust between them, school, and staff.
2. Serves as liaison between noncredit and credit College staff, faculty, students, community agencies, and other key stakeholders and provides information on and support for College services.
3. Performs recruitment and outreach activities to local community agencies; schedules meetings and classroom presentations to help recruit prospective students to campus; identifies and meets with community agencies to discuss programs and student eligibility requirements; prepares information materials to market programs and inform students of program requirements, how to qualify for financial aid, and other services; coordinates dates for student placement testing; answers questions from students and advocates.

4. Coordinates ESL and VESL Open House to educate prospective students regarding required documentation, completion of application forms, and related information.
5. Plans, organizes, and coordinates on-campus activities, meetings, fairs, and special events for prospective students and parents to promote the programs to which assigned.
6. Answers, screens, and routes telephone calls and emails; takes and distributes messages; greets and directs visitors to the appropriate office or staff member as appropriate; responds to requests for information, questions and complaints and refers questions and complaints to appropriate staff when necessary; provides general information regarding department and College policies and procedures to staff, students, parents, and the general public.
7. Assists in processing of student applications for admissions to ESL/CESL programs.
8. Administers assessment tests in accordance with College policies, procedures, and curriculum requirements.
9. Maintains appropriate records and files for ESL and/or VESL students; maintains and updates records and data in accordance with Federal and State guidelines for reporting purposes.
10. Promotes an environment of belonging as it relates to diversity, equity, inclusion, social justice, anti-racism, and accessibility.
11. Provides quality customer service when interacting with the public, vendors, students, and College staff, including individuals from minoritized groups.
12. Supports and abides by federal, state, local policies, and Board Policies and Administrative Procedures.
13. Participates on committees, task forces, and special assignments, including, but not limited to Screening and Selection Committees and mandated trainings as required.
14. Prepares and delivers oral presentations related to assigned areas as required.
15. Performs other related or lower classification duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of supporting a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
2. Principles and practices of supporting a diverse, equitable, inclusive, and anti-racist academic and work environment.
3. Principles, practices, and service delivery needs related to the program area(s) to which assigned.
4. Procedures for planning, organizing, and coordinating a variety of community outreach activities and events.
5. Educational, cultural, age-specific, and social needs of the community as they relate to the programs to which assigned.
6. Applicable codes, regulations, policies, technical processes, and procedures related to the program to which assigned.
7. Business letter writing and the standard format for basic reports and correspondence.
8. Principles and practices of data collection.
9. Business mathematics and basic statistical techniques.

10. Recordkeeping principles and procedures.
11. Modern office practices, methods, computer equipment, and computer applications related to the work.
12. Techniques for providing a high level of customer service by effectively interacting with the public, vendors, students, and College staff, including individuals of various ages, disabilities, socio-economic, and ethnic groups.

Skills & Abilities:

1. Advocate for and communicate the College's vision and commitment to creating a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
2. Participate in addressing gaps in diversity, equity, inclusion, social justice, anti-racism, and accessibility in the recruitment and retention of staff.
3. Participate in providing resources and support towards the goal of a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
4. Participate in the development of community outreach efforts for assigned programs.
5. Interpret, apply, explain, and ensure compliance with applicable policies, procedures, and regulations.
6. Coordinate assigned program activities, including outreach, brochures, flyers, and related program materials.
7. Enter and retrieve data from a computer with sufficient speed and accuracy to perform assigned work.
8. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
9. Communicate effectively through various modalities.
10. Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
11. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
12. Effectively represent the College in meetings with other schools, community groups, and various other organizations, and in meetings with individuals.

Education and Experience:

1. Equivalent to the completion of the twelfth (12th) grade supplemented by college-level coursework at a regionally accredited college or university; or
2. Specialized training in education, social science, public relations, or a related field.
3. An Associate of Arts degree from a regionally accredited college in one of the fields mentioned above is desirable.

Desirable Qualifications:

1. Experience working with policies and procedures relating to diversity, equity, inclusion, social justice, anti-racism, and accessibility preferably in a minority serving institution such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI); OR

2. Experience with participation in programs relating to diversity, equity, inclusion, social justice, anti-racism, and accessibility preferably in a minority serving institution such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI).

Licenses and Certifications:

1. The incumbent may periodically be required to travel to a variety of locations. If operating a vehicle, employees must have the ability to secure and maintain a valid California driver's license.
2. Ability to pass College approved bilingual skills proficiency test.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle to visit various College and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is partially a sedentary office classification although standing in and walking between work areas is often required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Incumbents in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects weighing up to 20 pounds.

ENVIRONMENTAL ELEMENTS

Incumbents work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbents may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

Amended: 6/2022; 7/2023