

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

FINANCIAL AID OUTREACH SPECIALIST

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under general supervision of Financial Aid Director, provide coordination of financial aid outreach activities to campus, high schools and local communities to increase numbers of students applying for and receiving Federal and State financial aid, contributing to college efforts to increase college enrollment, course and program completion. Communicate and promote College financial aid programs and services, specifically early and accurate application and verification, new and changes to financial aid programs, and provide financial literacy tools to strengthen low-income, disadvantaged student participation in post-secondary education.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Develop and implement year-round financial aid campaigns, addressing the full financial aid cycle including application, verification, disbursement, maintaining eligibility, satisfactory academic progress and transfer/graduation issues.
2. Coordinate and/or deliver financial aid presentations, workshops and orientations to college cohorts and classes, local high schools, and various community agencies and organizations, to inform students and parents of various financial aid program requirements and deadlines; provide financial aid outreach efforts on campus for Athletics, Learning Communities and Special Programs (including but not limited to EOPS, DSPS, CalWorks, Puente, Umoja) and Equity Program student populations, to increase the numbers of underrepresented students applying for and receiving financial aid.
3. Coordinate financial aid outreach efforts with relevant committees, departments, divisions, and other campus programs, as well as local high schools and community organizations, to provide financial aid information and assistance to campus and community. Actively participate in annual admissions and financial aid outreach campaigns in community. Incorporate financial aid into new or existing college outreach and early intervention initiatives on campus.
4. Conduct surveys of high school and campus students, staff, faculty and administrators to determine specific interests/needs related to financial aid information and services to best serve low-income, disadvantaged students.
5. Collect information and feedback to improve communication, dissemination of financial aid information, and service to campus, schools and students; develop strategies for tracking efforts with disadvantaged student populations.
6. Maintain variety of files, records and database of financial aid outreach efforts, contacts, and results for office and campus reports, and to meet specific State reporting and oversight requirements.
7. Attend and participate in professional group meetings, trainings and development opportunities to stay current with financial aid regulations. Assist with the development and dissemination of financial aid information for students, staff, faculty and administrators related to changes in State and Federal financial aid programs, regulations and eligibility criteria.

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8. Create, proof and edit correspondence, marketing/advertising and other related materials; write and/or collaborate on articles, letters, and other outreach-related correspondence and promotional materials for campus and feeder school publications.
9. Maintain electronic communication with website, outgoing and incoming email and phone messages, and social media opportunities as appropriate.
10. Assist with the financial aid training of the college student outreach team; oversee the work of student outreach staff.
11. Identify resources and refer special population students to appropriate campus support services and programs to assist students to achieve educational success.
12. Coordinate financial literacy initiatives and programs with external agencies and California Community Colleges Chancellor's Office (CCCCO) initiatives, etc. Incorporate financial literacy activities into communications and outreach with current students, including athletic and academic cohorts, special programs, and identified Equity student populations;
13. Utilize a variety of college, State and Federal financial aid computer applications to view, update or modify student financial aid reports and status.
14. Respond to inquiries related to financial aid outreach in a courteous and professional manner; provide information within the area of assignment; resolve complaints in an efficient and timely manner.
15. Perform related duties as required.

MINIMUM QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

1. Federal and State financial aid programs, policies, regulations and best practices; pertinent Federal, State and local Admission & Records laws, codes and regulations.
2. Principles, procedures, strategies and techniques used in effective community college financial aid outreach programs and services.
3. Basic public information, public speaking, community relations, and marketing principles and practices.
4. Modern office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, desktop publishing and databases.
5. Correct English usage, grammar, spelling, punctuation, and vocabulary; business letter writing and basic report preparation.
6. Previous experience, understanding, and sensitivity to the diverse academic socio-economic cultural and ethnic background comprising the local community; accessibility and financial obstacles faced by economically and educationally disadvantaged students.

Ability to:

1. Understand the organization and operation of the assigned program area as necessary to assume assigned responsibilities. Work independently within clearly defined guidelines.
2. Identify campus and community needs; monitor outreach program services and activities and make recommendations for improvement. Collect appropriate data relating to outreach efforts and outcomes; prepare oral and written reports and recommendations.
3. Assist College team in developing, implementing, and evaluating public relations and marketing goals, objectives, policies, and procedures related to outreach. Develop or utilize appropriate and

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effective informational materials of financial aid options and opportunities for wide spectrum of students, especially low-income, disadvantaged populations and those for whom English is a second language.

4. Plan, organize and balance multiple priorities to meet schedules and changing deadlines.
5. Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.
6. Use correct English usage, grammar, spelling, punctuation, and vocabulary.
7. Communicate clearly and concisely, both orally and in writing; present information to a wide variety of audiences.
8. Establish and maintain effective working relationships with students, staff, faculty, administrators, the general public, and the community to assess and respond to their needs.
9. Respond to requests and inquiries from students, staff, and the public.
10. Maintain strict confidentiality and discretion with sensitive student and family records and information in accordance with FERPA regulations.
11. Work with and exhibit sensitivity to and understanding of the varied racial, ethnic, cultural, sexual orientation, academic, socio-economic, and disabled populations of community college students.

Minimum Education & Experience - *Any combination of the following would provide a typical way to obtain the required knowledge and abilities.*

Education/Training:

Equivalent to the completion of the twelfth grade supplemented by college level course work in marketing, communications, public administration, or a related field.

Experience:

Two years of increasingly responsible financial aid experience required.

Prior experience with outreach or public speaking required.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting and at various locations that requires travel from site to site, with some evening or weekend hours during peak outreach campaigns.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting and outside environment; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

License: Possession of, or ability to obtain, an appropriate, valid driver's license.

Adopted by Board of Trustees on: December 4, 2018

Effective: December 5, 2018

Job Family: Technical-Paraprofessional