



Non-Instructional Position Request Form  
2014-2015

Informational only

Division/ Unit: Student Services

Position Classification Requested: Outreach Specialist

Please indicate if this is a request for / to:

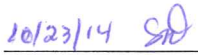
- Fill a currently vacant position (Must attach District job description; see Sharon Davidson for assistance)
- Increase of an existing position (Must attach District job description; see Sharon Davidson for assistance):
  - from:  9,  10,  11 month                      to:  10,  11,  12 month
  - from: \_\_\_\_\_ %    to: \_\_\_\_\_ %
- New position (Must attach proposed job description):
  - # of 40 hours per week, # of 12 months per year

For accurate figures in the box below, requestor must see Sharon Davidson (ext. 1632).

|  |                  |  |
|--|------------------|--|
| Estimate Increase/ Proposed Annual Salary Cost:<br>(assume step 1 for vacant position) | \$ 45,107        | <b>**NOTE**</b><br><b>Full time</b> – 20 (50%) to 40<br>(1.00%) hours per week<br><b>Regular Hourly</b> – 18 (50%)<br>hours or less per week |
| Estimate Benefits Cost:<br>(50% of salary)   | \$ 22,554        |  |
| <b>Total Cost for Position:</b>  | <b>\$ 67,661</b> |  |

Justification:

Why is this position necessary?

  
 SD Review / Date

This position is necessary in order to maximize the college's chances of meeting enrollment targets; to help project demand for campus resources for future incoming students; as well as to mitigate the effects of disproportional impact with regard to access to college for disadvantaged populations.

Las Positas College has been without dedicated outreach staff for over five years. During difficult budget times, enrollment demand was high as students who were denied access to UC, CSU, and employment opportunities sought to enroll at community colleges (including Las Positas College). As a result, outreach was less of a focus as colleges struggled to meet increased student demand with fewer resources. As the statewide economy began to improve, potential incoming students gained increased access to other options. In the current environment, Las Positas College (and community colleges in general) are increasing attention to the outreach function in order meet student growth targets upon which the college's funding is based, as well as to help plan for anticipated student demand.

The most recent draft of the Las Positas College Student Equity Report concluded that historically disadvantaged groups (including African American, Asian, and Native American) are less likely to attend Las Positas College when compared to other racial and/or ethnic groups from cities within the college's local service area. A centralized outreach position would help fill a critical need to level the playing field to ensure equitable college access for disadvantaged populations.

**What educational programs or institutional purposes does this position support? How does the request relate specifically to your Program Review, the College's Strategic Plan, and Accreditation Recommendations?**

The outreach specialist position would provide dedicated staff support for the outreach function of the college. The position would participate in college outreach activities in the local high schools as well as the community at large. The position would collaborate with a large cross-section of departments on campus, including (but not limited to) Admissions, Counseling, Academic Services, EOPS, DSPS, Puente, CalWORKs, Financial Aid, and Student Life.

Program Review

As this position would serve a cross-section of programs across campus, multiple program reviews were accessed to determine the need for outreach. Examples include:

- EOPS: "Research existing EOPS student diversity for baseline and address deficits through methodical outreach" (p. 7);
- Admissions and Records: "Promoting the use of existing online services" (development section);
- Counseling "enhance the delivery of basic counseling functions and disseminate information of services to students" (p. 2);
- DSPS: "Engage high school resource programs" (development section);
- Financial Aid: "Ability to resume outreach efforts" (p. 7);

- *CalWORKs: "Develop outreach activities by identifying and targeting outreach connections and working with an Outreach Assistant to educate the community on CalWORKs services available at the college. (p. 2).*

Source: <http://grapevine.laspositascollege.edu/student-services/ProgramReview.php>

In addition, when preparing the Student Equity Report, one of the authors interviewed representatives from a cross section of academic departments on campus, including English, ESL, and Math. Each specifically mentioned outreach as an important way to address disproportionate impact with respect to access.

### Strategic Plan

The 2010-2015 Strategic Plan for Las Positas College identifies the following as a strategic goal:

"Serve as a catalyst for enhanced community life through outreach, partnerships, services, and significant contributions to quality arts, cultural, wellness, and vitality experiences and activities in the Tri-Valley." (p. 33)

Source: <http://www.laspositascollege.edu/about/StrategicPlanning.php>

### Accreditation

The most recent accreditation self-study report strongly advocates for a dedicated outreach professional in the following passage:

#### *Outreach and Recruitment (For Students, Faculty, Staff and Administrators)*

"In order to better educate the community about the educational opportunities at Las Positas College, it is important to develop diverse media, and deliver this information in a collaborative fashion. Las Positas College staff and faculty provide outreach in numerous ways; however, sometimes they are not aware of the work that their colleagues are involved in. **Thus, it is critical to consider an Outreach Coordinator to help the college build upon and coordinate current efforts. This individual would be the campus point person for outreach in the community and could and assist staff with the coordination and implementation of efforts/events.**" (p. 85, emphasis added)

#### ***Where will the individual work? To whom will the person report? Are there any special equipment/ facilities needs not already budgeted?***

This individual will have an office (Room 1669A) within the Office of the Vice President of Student Services. This position will report to the VPSS. Facilities were included in the plan for the Student Services and Administration Building.

#### ***What is the consequence of not funding the position?***

If this position is not funded, the outreach efforts of Las Positas College will remain uncoordinated. Potential consequences include continued disproportionate access to college among disadvantaged local populations; missing or duplication of outreach efforts across various campus departments; increased difficulty in planning for required resources to serve incoming students; and loss of institutional funding if enrollment growth targets are not met.

#### ***What alternative approaches have been considered in meeting the programmatic demands of this request?***

The current approach is that individual departments handle the outreach functions in an uncoordinated manner. This is a highly inefficient approach and (in the authors' opinions) contributes to issues related to disproportionate access, as there is no dedicated personnel to leverage outreach resources to help mitigate these effects. A dedicated outreach specialist would improve efficiency while also potentially increasing access for populations who may not otherwise consider Las Positas College to be a viable option.

#### ***How will the campus community (students, staff, faculty, and community) be positively impacted by filling this position?***

The campus will benefit as enrollment growth targets will be more likely to be met or exceeded, resulting in increased funding for Las Positas College. Faculty and staff will benefit by having access to a centralized staff member dedicated who supports the outreach function of the College. The community will benefit as this position will work toward the goal of equity in the representativeness of our student population when compared to that of our local community. Increasing access of disproportionately impacted groups will help level the playing field for all. Finally, students will benefit in many ways, including increased access to courses if enrollment growth targets are met, as well as the ability to participate in a campus community that better represents the diversity that exists in the Tri Valley area.


#### ***What other personnel currently provide support to this program and these students?***

There is currently no dedicated outreach staff at Las Positas College.

Signatures:

  
Requestor

\_\_\_\_\_  
Dean/ Unit Administrator

  
Vice President

Completed requests are due to your division Dean by the end of business on October 13. After review at the Division meeting on October 15, please forward to your respective Vice President. Completed requests are due to the Administrative Services Office by October 22; requests will be presented by your Dean at the Resource Allocation Committee (RAC) meeting on November 6.

# **CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT**

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## **Class Specification**

### **OUTREACH SPECIALIST**

#### **DEFINITION**

This is a full paraprofessional level position under the supervision of the Vice President of Student Services with responsibilities for assisting with the coordination of student outreach activities in the high schools and local communities. Under general supervision, responsibilities include giving oral presentations to community and high school groups and providing individual assistance for recruitment purposes; and supervising student recruiters. This is a categorically funded position with continuance based on availability of funds.

#### **REPRESENTATIVE DUTIES**

1. assists with college outreach activities including collaboration and coordination with other departments including admissions, counseling, and the Early Admission Program, EOPS, DSPS, Puente, CalWORKs, MESA, financial aid, student activities, and academic services for purposes of avoiding duplication and maximizing teamwork toward effective outreach efforts;
2. assists with the planning and organization of outreach events, e.g., Early Admission Program, High School Day, College Night, college tours, etc.;
3. give outreach presentations to K-12 schools, agencies, community organizations and/or businesses;
4. assists with the development of presentation packages, including fliers, brochures, newsletters, press releases and multi-media presentations;
5. assist with the training and organization of assignments of the student outreach team assigned to the program;
6. assists with special program outreach efforts i.e., Puente, DSPS, EOPS, MESA, and CalWORKs to increase the numbers of underrepresented students attending the college;
7. assists with the development of college information for faculty and staff related to comprehensive presentation packages and outreach activities;
8. performs other duties as assigned.

## **MINIMUM QUALIFICATIONS**

### Knowledge and Skills

1. interpersonal skills for advising and informing students;
2. strong communication skills including ability to give oral presentations to large groups;
3. previous experience, understanding, and sensitivity to the diverse academic socio-economic cultural and ethnic background comprising the local community.

### Education and Experience:

Equivalent to the completion of second year of community college AND one year of full-time successful work experience in a closely related community activity OR an equivalent combination of education and experience which indicates possession of the knowledge and skills required. Bilingual proficiency desirable.

Note: This class specification is not necessarily all-inclusive in terms of work detail.

Adopted by the Board of Trustees on 4/20/99  
Effective: 4/12/99  
Job Family: Tech Paraprofessional  
(outreachspecial.doc)