

## College of the Redwoods

## Position Description

Position: Manager of Outreach and Enrollment Services	Position Number:
Department: Student Services	FSLA: Exempt
Reports to: Director of Admissions & Financial Aid	Salary Grade: 124

### **Summary**

Under the direction of the Director of Admissions & Financial Aid (or designee), the incumbent is responsible for the management and coordination of college-wide outreach, dual enrollment partnerships, and registration services. The manager provides leadership in connecting K-12 and community partnerships to college access and oversees the operational functions of student registration, admissions processes, and compliance with state and federal regulations. The position serves as a bridge between external engagement and internal enrollment services, with a focus on equity and student success.

### **Essential Duties and Responsibilities**

This position serves district-wide and extends to all campuses and instructional sites within the College's service area. Some travel is expected. Responsibilities include but are not limited to:

- Provide leadership and supervision of dual enrollment planning, outreach, and enrollment processes.
- Manage the development and execution of a comprehensive outreach strategy for high school students, adult learners, and underrepresented populations.
- Oversee the registration and enrollment processes, including maintenance of student data systems (SIS), California residency determination, and records compliance.
- Coordinate admissions operations in collaboration with Financial Aid, IT, and Student Services.
- Ensure compliance with Title 5, FERPA, California Education Code, and federal regulations governing student records, data security, and apportionment reporting.
- Build and maintain partnerships with K-12 school districts, community-based organizations, and external education stakeholders.
- Supervise, train, and evaluate assigned staff supporting outreach and enrollment functions.
- Direct continuous quality improvement initiatives within admissions and registration, including the use of technology and data to support service delivery.
- Represent the College at local and regional meetings, conferences, and outreach events.
- Participate in strategic enrollment planning and equity-focused access initiatives.
- Collaborate with institutional leadership to align outreach and registration efforts with institutional goals.

- Prepare and monitor department budgets; ensure responsible use of resources in accordance with District policy.
- Maintain and report accurate enrollment, student services, and outreach data.
- Serve on college committees and workgroups as assigned.
- Perform other duties as assigned to support the overall objective of the position.

## **Qualifications**

### **Knowledge and Skills**

- Student services operations in California Community Colleges
- Registration systems, dual enrollment policy, and K-12 partnership models
- Admissions and records processes, including compliance with FERPA, Title 5, and the Education Code
- Outreach program design, community engagement, and equity-focused service models
- Student Information Systems (SIS) and data reporting tools
- Budget development, contract administration, and program planning
- Principles of effective supervision, leadership, and evaluation

### **Abilities**

- Lead and integrate outreach and enrollment functions to support student access and success
- Supervise and evaluate staff with fairness and clarity
- Interpret, apply, and train others on federal, state, and local regulations
- Develop and execute strategic plans and measurable outcomes
- Communicate effectively with internal departments and external stakeholders
- Represent the College in professional, community, and inter-agency settings
- Handle sensitive data and decisions with discretion and compliance

**Physical Abilities**

Requires sufficient visual acuity to recognize words and numbers; speech and auditory ability to carry on conversations in large audience, personal, and phone conversations.

**Education and Experience**

Bachelor's degree with a minimum of five years of progressively responsible experience in student services within higher education, including direct experience in admissions, financial aid, outreach, and working with high school students. Extensive experience using interactive database management systems is required. Additional years of relevant experience may be considered in lieu of the degree.

**Licenses and Certificates**

Requires a valid driver's license.