



- x Works closely with high school counselors, adult school personnel, community-based organization staff, and one-stop school and employment specialists, to train prospective students on how to navigate the Hartnell College orientation processes, including the online orientation;
- x Develops, analyzes, and assesses Student Learning Outcomes (SLOs) and Service Area Outcomes (SAOs), to ensure the measurement and improvement of program effectiveness, and implements program modifications as necessary;
- x Works closely with deans and directors to create a service calendar for the implementation of core student services programs and activities, including application workshops, financial aid workshops, implementation of the intera

**KNOWLEDGE OF:**

- x Event planning, workshop organization, and meeting facilitation practices
- x K-12, college, and university systems and requirements
- x Public relations principles and practices
- x Correct English usage, grammar, spelling, punctuation and vocabulary
- x Office practices, procedures, and equipment, including computers
- x Outreach and recruitment techniques
- x Record-keeping techniques
- x Public speaking techniques

**SKILLS AND ABILITY TO:**

- x Perform a variety of specialized professional-level public relations activities related to the development, implementation, and promotion of District programs and services related to school-to-college pathways;
- x Contact students, employers, educational institutions, community groups, one-stop career center staff, and others in person, in writing and by telephone to develop partnerships focused on enhancing student postsecondary preparation and success;
- x Become knowledgeable on SB 1456: Student Success Act Program requirements;
- x Utilize interpersonal skills using tact, patience, and courtesy;
- x Learn to create effective recruitment and promotional materials, including website content, using Drupal;
- x Establish and maintain cooperative and effective working relationships with others;
- x Work independently with little direction;
- x Plan and organize work involving multiple stakeholders;
- x Prepare comprehensive reports and records;
- x Perform simple data analysis;
- x Maintain confidential information;
- x Maintain accurate records.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to a bachelor's degree with emphasis in education, public relations, or a closely related field, and five years of experience in program coordination or administration.

Desirable: Experience in an educational setting, including university transfer preparation or curriculum design and development. IENCE: o 12..04 0 TD .00046 0,c; x o 128>Tj /T78>4lv21 TjTJ /TT

**PHYSICAL EFFORT/WORK ENVIRONMENT:**

Office environment; Driving a vehicle to conduct work; constant interruptions; dexterity of hands and fingers to operate a computer keyboard, or adaptive equivalent; sitting or standing for extended periods of time.