



### New Classified Hiring/Position Justification

**Hiring Division/Department:** Outreach, Financial Aid & SparkPoint      **Position Title:** Program Services Coordinator

#### Classification

Position type:    Permanent   X                        Full Time   X                        # of months   12    
                                 Part Time \_\_\_\_\_                      % of Full Time \_\_\_\_\_                      # of months \_\_\_\_\_

Position:            General Funds \_\_\_\_\_  
Allocation:        External Funds\* \_\_\_\_\_                      Expiration Date \_\_\_\_\_

#### Budget Information

Grade              27                        Step              1                        Annual Salary              \$58,092  

### Justification

Please respond to the following questions in electronic format to the appropriate Dean, Manager or Vice President. Additional information may be provided as relevant for position justification.

**1. Describe the specific needs for the position requested and the duties of this position in a brief statement.**

The current staffing levels in Outreach, Financial Aid & SparkPoint (OFS) departments are insufficient to meet the increasing demands for informing students of timely services, providing both on-campus and off-campus outreach, coordinating OFS events and strengthening student services across departments.

Over the past 24 months, the College’s outreach presence within the community has been very well received. With the strengthening of old partnerships and the development of many new ones, so also has come the need for additional professional Outreach staff to represent the College and take on various levels of responsibility. These duties include coordinating, planning and executing a broad range of on-campus, high school and community events, and actively participating on advisory bodies and stakeholder groups on campus and within our community.

A Program Services Coordinator (PSC) would provide the necessary department oversight to effectively coordinate the numerous requests that come through “Outreach”, assist the Financial Aid Department and SparkPoint in coordinating, participating and delivering timely expert content to various target groups and become a single point of contact for both on-campus and off-campus

requests designed build capacity to provide more concise and tailored information that supports higher educational access for students and families disproportionately impacted by socio-economic and other factors. (Student Equity)

Some of the responsibilities of this position include the ability to:

- Serve as primary Cañada College outreach contact for community agencies and partners seeking information & resources for the community.
- Work with Retention Specialists and others to connect student interests and needs with program supports.
- Conduct Outreach, Financial Aid & SparkPoint presentations at high schools and the greater community
- Conduct targeted presentations that serve special populations including foster youth, veterans, AB540/DACA, migrant families (elementary and high school partnership), parent groups and others
- Conduct application workshops at high schools and the greater community
- Conduct concurrent enrollment presentations at high schools and greater community
- Serve on various workgroups, advisory and stakeholder groups as required
- Coordinate with multiple departments as required to fulfill requests for information, presentations, workshops, and other etc.

Additionally, the PSC will help in the planning of the following outreach events:

<b>Fall</b>	CTE On Campus Event
	Financial Aid & Community College Information Nights (multiple)
<b>Spring</b>	Fiesta Cañada
	Connect to College Night
	Priority Enrollment Program (PEP) Events
	Cash for College
<b>Year round</b>	Promote Outreach Events
	SparkPoint Financial Literacy Workshops (multiple)
	Program Meetings (monthly, advisory and steering committee meetings)
	Ongoing Campus Tours (large and small group)

The PSC will also assist in the training and supervision of campus ambassadors. Duties include:

- Monitoring campus ambassadors during Outreach events (campus tours, high school visits, college fairs, community festivals, etc.)
- Scheduling hours, verifying time worked and approving timesheets
- Reporting expenditures (petty cash reimbursements and mileage)
- Delivering ongoing campus student service trainings (professional development, leadership, public speaking, outreach, etc)

**2. Explain how this position aligns with and supports the mission and strategic goals of the college.**

The PSC position is grounded on four pillars:

No.	Pillar
1	Providing accurate and timely <b>information</b> that is understandable for our diverse community; in particular underserved and at-risk students
2	Delivering <b>outreach</b> efforts for both on and off-campus activities
3	<b>Coordinating</b> informational events across multiple campus departments
4	Strengthening <b>student service</b> connections across departments

This position is uniquely aligned with both the Cañada College’s Mission Statement which states that we provide our community with an environment that ensures that students from diverse backgrounds have the opportunity to achieve their educational goals, and with the College Vision Statement which commits to delivering “innovative programs” through, “personal support and development.”

By building upon and developing new relationships that support our overall outreach efforts, this position is an integral component in connecting high need and underserved students and communities with programs, services and resources that align with the access goals articulated in our Strategic Plan’s Goals and Objectives.

1. By working to develop plans that reflect the equity goals of the college in order address retention issues, this position is aligned with **Objective 1.4** (*Create and implement a student engagement plan to integrate the college experience inside and outside the classroom, enhance the college experience, and promote retention and success.*)
2. In developing an outreach plan and content, conducting activities to improve outreach, establishing relationships with middle schools and conducting activities /events designed to promote higher education, this position would be meeting **Objective 2.1**: (*Improve connections by linking Outreach activities with the instructional programs to increase in interest in Cañada College, to include conducting outreach to middle schools, and community based agencies to promote higher education.*)
3. This person would be well versed in Outreach, Financial Aid and SparkPoint. They would work collaboratively with the Welcome Team in delivering appropriate content and support services information to high school seniors, Priority Enrollment Program (PEP) and special Pep designed for at-risk high school seniors and therefore aligns with **Objective 2.3** (*Improve connections with potential students by conducting an engaging, well thought out orientation program that provides students with a thorough understanding of college requirements and financial aid.*)
4. **Objective 2.4**, (*Improve entry by identifying clear student pathways for basic skills, career / technical, general transfer, specific majors, honors, and course programs*), is also met since the PSC would identify pathways and assesses the success of student completion and persistence.

5. With its focus on Outreach, Financial Aid and SparkPoint this PSC position perfectly aligns itself with **Objective 2.5** (*Increase entry by conducting a 100% FAFSA campaign for eligible students, working on to provide financial support for non-FAFSA eligible students and implementing a financial literacy campaign*). This individual would be instrumental in building upon the plan to coordinate financial literacy activities and events including achieving 100% of students applying for FAFSA.
  
6. With the demand for increased Outreach services, this individual would also meet **Objective 3.1** (*Establish a campus Community Outreach Advisory Group to address communication and collaboration with the community*) by assisting in identifying an Outreach Advisory Group who would work collaboratively to strengthen the Cañada College brand and increase strengthen community connections.

**3. Explain how adding this position will strengthen the department or division.**

Adding this position will strengthen the Outreach, Financial Aid and SparkPoint departments, along with the campus at large. In Section 2 we identified that the justification for this PSC position was based on the following pillars:

No.	Pillar
1	Providing accurate and timely <b>information</b> that is understandable for our diverse community; in particular underserved and at-risk students
2	Delivering <b>outreach</b> efforts for both on and off-campus activities
3	<b>Coordinating</b> informational events across multiple campus departments
4	Strengthening <b>student service</b> connections across departments

Specifically, the following is a listing of how this PSC position will have departmental and campus-wide impacts. The numbers at the beginning of each row indicate how they relate to the pillars listed in the table above.

Pillars	Departmental and Campus-wide Impacts
1, 2, 3, 4	Creation of a primary point of contact for external partners and agencies seeking to collaborate with Cañada College. Once contacted, the PSC would make the necessary referrals and hand off to the proper departments or campus resources.
2, 3, 4	Elimination of duplicated efforts. This will lead towards increased efficiency and cost savings along with the leveraging of existing but limited staffing and physical resources.
1, 2, 3, 4	Expansion of the Marketing, Communications & Public Relation’s ability to connect with the community through the Outreach department’s efforts.
1, 2, 3, 4	Increased Outreach presence on and off campus. Currently, the College Recruiter can only attend one event at a time. This position would allow for the Outreach team to meet the increasing demand for Outreach both on and off campus by having a qualified individual who can promote the college, make programmatic decisions and representing the college and office at a variety of forums.
1, 2, 3, 4	Strengthened college branding and messaging. Internally and externally, this will lead towards uniformity and accuracy of information being delivered to our community, as well as, increased efficiency in event planning.
2, 3, 4	Increased cost savings. Currently, most programs primarily work in financial silos. By improving coordination between events, programs will leverage limited resources and expand their ability to cross-utilize physical resources and staffing.
1, 2, 3, 4	Improved Equity. The PSC’s Outreach efforts will serve previously underserved populations in an effort to close the achievement gap and mitigate the social and educational imbalances found within San Mateo County.
1, 2, 3, 4	Improved networking. The Outreach PSC will be integral in bringing the right internal and external decision makers and coordinators to the table to support campus and community events

**4. Explain how this work will be accomplished if the position is not filled.**

There is an ongoing lost opportunity cost associated with having only one professional staff member at or above the PSC level supporting Outreach and SparkPoint endeavors. If the College Recruiter or SparkPoint Director are in meetings or off-campus, then they are effectively unavailable to participate in potentially beneficial meetings/events for their respective programs. Although the Financial Aid Director has support staff, the Financial Aid office lacks the staffing to accommodate the growing demands for financial Aid Outreach due to increased workloads.

The strengths a PSC will bring to the College are numerous and well-articulated above. The alternatives for accomplishing the work do not exist and will remain status-quo. High level participation and critical networking activities cannot be delegated to current support staff or student employees.

The following chart highlights the challenges that will continue to undermine the College as a whole if this essential staffing gap cannot be filled:

<b>Departmental and Campus-wide Consequences</b>
Because there is not a <b>primary point of contact for external partners</b> and agencies seeking to collaborate with Cañada College, they often become frustrated in trying to identify and be connected with the proper departments or campus resources. This reflects negatively on the College.
<b>Duplication of efforts</b> will continue due to communication and coordination gaps which results in decreased efficiency and increased staffing and physical resource costs.
The Outreach Department will be <b>limited in its ability to effectively</b> support efforts to expand Marketing, Communications & Public Relation's ability to <b>connect with the community</b> .
Currently, the College Recruiter and SparkPoint Director can <b>only attend one event at a time</b> . Their ability to provide a qualified individual who can promote the college, make programmatic decisions and represent the college and office at a variety of forums will continue to be limited.
<b>Currently, many programs primarily work in financial silos</b> and without improved coordination between events, activities and new initiatives, they often are unable to identify ways in which to partner and leverage resources to accomplish common objectives.
The capacity to <b>serve previously underserved populations</b> in an effort to close the achievement gap and mitigate the social and educational imbalances found within San Mateo County will not improve without additional professional staff to support this endeavor.
The Outreach Department is integral in bringing the right internal and external decision makers and coordinators to the table to support campus and community events but is <b>unable to expand its reach and networking capacity</b> .

## Cañada College Outreach

High Schools Outreach		Type of High School Visit			
		Bi-Weekly	Monthly	Semester	Other
Traditional High Schools	Woodside High	x			
	Sequoia High	x			
	Carlmont High	x			
	Redwood High	x			
	Aragon high		x		
	Hillsdale High			x	
	Sequoia Adult School			x	
	Pescadero High			x	
	Half-Moon Bay High		x		
	San Mateo High		x		
M-A High	x				
New High Schools	Burlingame High - Burlingame			x	
	Capuchino High - San Bruno			x	
	El Camino High - South San Francisco		x		
	EPA Charter High - East Palo Alto			x	
	EPA Phoenix Acad-High - East Palo Alto			x	
	Everest Charter High - Redwood City			x	
	Los Altos High - Los Altos			x	
	Mills High - Millbrae		x		
	Oceana High - Pacifica			x	
	S.San Fran High - South San Francisco		x		
	Summit Charter High - Redwood City			x	
	Terra Nova High - Pacifica			x	
<b>Community Outreach</b>					
Traditional Events	North Fair Oaks Community Festival				x
	Sequoia College Night				x
	M-A College Night				x
	Redwood High School College Night				x
	RWC -North Fair Oaks OYE -Youth Conferene				x
	South San Francisco College Day				x
	Half Moon Bay High School College Day				x
New Events	Los Altos High School Latino Informational Day				x
	RWC Downtown Fiestas Patrias				x
	RWC Downtown Salsa Festival				x
	RWC Downtown Library Cañada College Presentation				x
	SUHSD Migrant Education Program Cañada College Presentation				x
	SUHSD ELD Program Cañada College Presentation				x
	RWC Boys & Girls Club Cañada College Presentation			x	
	RWC Build Program Cañada College Presentation				x
	Sequoia High AVID Program Cañada College Presentation			x	
	Sequoia High ELD Program Cañada College Presentation			x	
	Sequoia High School Dreamers Conference				x
	RWC - Sunday Church Resource Table PENDING				x
	EPA - Sunday Church Resource Table PENDING				x
	EPA-Community Festival PENDING				x
Palo Alto -Community Festival PENDING				x	
<b>On Campus Outreach</b>					
Traditional Events	FALL-CTE Career Day (replaces Preview Day)				x
	SPRING- Regular PEP (one week)				x
	On-GoIn High School Tours (large groups/small groups)			x	
New Events	SPRING-Connect to College Night				x
	SPRING-Special PEP (SUHSD - 4 high schools)				x
	SPRING-Fiesta Cañada				x
	FALL-Noche de Familia				x

Respectfully submitted: Maggie Baez, Interim College Recruiter, Margie Carrington, Director, Financial Aid Services & Adolfo Leiva, Director, SparkPoint at Cañada College

Please submit completed Classified Position Hiring/ Position Justification electronically to the responsible administrator in your division or department.

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**This position has been reviewed by the department or division and is recommended for hiring.**

\_\_\_\_\_  
**Dean / Director / Hiring Supervisor**

\_\_\_\_\_  
**Date**