INTER-OFFICE CORRESPONDENCE
Los Angeles Community Colleges

To: Deputy Chancellor
From: [Signature of President/Division Head]

Date: 3/27/14
L.A. Mission
College/District Office

Subject: REQUEST FOR AUTHORIZATION TO FILL A PERMANENT POSITION (ACADEMIC OR CLASSIFIED)

Restricted Hiring Policy:
Effective January 14, 2008, submittal of this document to the Deputy Chancellor is required before any selection activity may occur for any permanent academic or classified position. The policy aims to achieve an appropriate level of cost containment to the extent possible during a period of fiscal exigency. Selection processes already underway prior to this date may be completed but this form is still required and should be forwarded to the Deputy Chancellor.

1. POSITION INFORMATION (check appropriate box)
   - [ ] Academic (Faculty and Administrative)- Attach NOI
   - [x] New Classified Position – Attach C1121 Form
   - [ ] Existing Classified Position (complete the following information):
     Class Code: __________ Class Title __________ Position Number __________
     Assignment Basis (PSA): __________ Shift: __________ FTE: __________
     GL: __________ Cost Center/WBS: __________ Fund: __________
     Prior Incumbent’s Personnel ID#: __________

2. RATIONALE FOR PRIORITY HIRING REQUEST (attach additional sheet if necessary)

   TO CREATE A NEW POSITION THAT WILL ORGANIZE COLLEGE RECRUITMENT CAMPAIGNS AND ACTIVITIES TO ATTRACT STUDENTS TO COLLEGE PROGRAMS.

DEPUTY CHANCELLOR’S OFFICE USE ONLY

   - [ ] Approved
     (If approved, proceed with regular District academic hiring or Personnel Commission classified hiring procedures)
     Statement of any special conditions, if applicable:

   - [ ] Not Approved

[Signature of Deputy Chancellor] [Date]

LACCD Restricted Hiring Procedure Approval Form 1/24/08
STUDENT RECRUITMENT COORDINATOR

DEFINITION

Develops, coordinates, implements and evaluates a comprehensive and innovative recruitment program to attract students to a variety of programs at a college.

TYPICAL DUTIES

Develops and coordinates innovative approaches to recruitment based on concepts and goals established by campus administration.
Establishes recruitment program standards, goals, and strategies to achieve those objectives.
Provides program administration and serves as the technical expert to college administrators and program managers on recruitment activities, planning, and development.
Promotes the recruitment program among faculty and staff to elicit their ideas, support, and participation in the program.
Interfaces with representatives of educational institutions, business organizations community groups and District student service programs to encourage participation, stimulate interest, and coordinate recruitment strategies.
Conducts oral presentations for high school groups, college fairs, and other events to encourage school enrollment.
Analyzes, evaluates, and reports on the effectiveness of recruitment activities to college administrators.
Effectively utilizes standard office software applications to compile data and prepare correspondence, presentations, and descriptive, statistical, evaluative, and detailed reports related to recruitment.
Personally performs all levels of recruitment duties, on an as needed basis.
Develops and conducts in-service training for staff assigned to perform recruitment activities.
Prepares a wide variety of student recruitment and college promotional materials such as new releases, brochures, public service announcements, and exhibits.
Attends and participates in professional conferences and meetings concerned with recruitment.
Prepares recruiting budgets, monitors the expenditure of moneys for recruitment efforts, and maintains budget balances, records, and statements.
Participates in long range planning meetings to provide the recruitment program perspective on proposed changes in college goals and objectives.
Recruits, trains, and supervises assigned staff.
Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

A Student Recruitment Coordinator develops, coordinates, implements, and evaluates a comprehensive and innovative student program at a college.
A Student Recruiter locates qualified individuals through community, college, high school, and personal contacts and encourages their enrollment in general and/or specially funded programs of a college.
SUPERVISION

General supervision is received from an academic or classified administrator. Immediate supervision is exercised over lower-level recruitment and clerical staff.

CLASS QUALIFICATIONS

Knowledge of:

- Recruitment techniques
- Educational institutions, business associations, news media, and community groups in the college’s service area
- Fundamentals of budgetary preparation and control
- Principles of public relations, publicity, and marketing
- Principles and techniques of research
- Proper business English, punctuation, spelling, and grammatical usage
- Admissions requirements and enrollment procedures of the college
- Eligibility requirements and application procedures related to Financial Aids, EOPS, and other special programs and services
- Social, ethnic, and cultural characteristics of the population served by the college
- Student activities and services at the college
- Principles of supervision and training
- Organization and management of records
- Capabilities of computer applications, systems, and hardware common to the management of student recruitment activities

Ability to:

- Independently plan and implement a comprehensive and innovative recruitment program
- Coordinate complex and diverse recruitment activities
- Gather pertinent facts and data related to a recruitment program, make thorough analyses, and arrive at sound conclusions
- Interface effectively with individuals from various ethnic and socio-economic backgrounds and different levels of academic achievements
- Communicate effectively orally and in writing
- Effectively utilize computer equipment and software in the performance of duties
- Establish and maintain effective working relationships with administrators, staff, and representatives of a wide variety of organizations and groups
- Supervise, train, and coordinate assigned staff
- Prepare clear and comprehensive reports, correspondence, and publicity materials
- Prepare clear, comprehensive, effective, and persuasive written and oral presentations
- Learn general and specialized computer applications
ENTRANCE QUALIFICATIONS

Education and Experience:

A. Graduation from a recognized four-year college or university preferably with a degree in public relations, marketing, student counseling, communications, or a related field.

AND

Two years of full-time paid experience in recruitment, promotion of student services programs or community services programs, or a closely related field. Supervisory experience within these fields is desirable.

OR

B. An associate degree or its equivalent from a recognized college or university preferably with coursework in public relations, marketing, student counseling, communications, or a related field.

AND

Four years of full-time paid experience in recruitment, promotion of student services programs or community services programs, or a closely related field. Supervisory experience within these fields is desirable.

Special:

A valid Class “C” California driver's license.
Travel to locations throughout the District may be required.

Reasonable Accommodation

Our class specification generally describes the duties, responsibilities, and requirements characteristic of the position(s) within this job class. The duties, responsibilities, and requirements of a particular position within this class may vary from the duties of other positions within the class.

In accordance with the Americans with Disabilities Act (ADA), the Los Angeles Community College District provides reasonable accommodation to qualified individuals with covered disabilities on a case-by-case basis throughout the application, examination, and hiring processes and throughout employment. If an individual is in doubt about his or her ability to perform the duties and responsibilities of a position or possession of any other requirement noted in a class specification or job announcement, he or she should always apply for a position and request reasonable accommodation at the appropriate time.