



# Wharton County Junior College

## Proposed Agenda Item Board of Trustees Meeting

Complete this form and submit it to the Office of the President by 5:00 pm on the eleventh day before the following Tuesday meeting of the Board of Trustees. If this form does not provide enough space, you may use an expanded version *as long as you follow the format specified below.*

Date of Board Meeting: 6/15/2021

Date of This Proposal: 5/17/2021

**SUBJECT (item as it will appear on agenda):** Financial Aid Recruitment and Outreach Coordinator Position

**RECOMMENDATION:** Approve new position of Financial Aid Recruitment and Outreach Coordinator

**BACKGROUND/RATIONALE:** The request is to approve the addition of a new position, Financial Aid Recruitment and Outreach Coordinator. This position will work under the direction of the Director of Financial Aid.

The goal of the establishment of the Financial Aid Recruitment and Outreach Coordinator position is to increase the number of students, both prospective and enrolled, who submit the FAFSA or TASFA and complete requirements to establish eligibility for federal, state, and institutional financial aid awards at WCJC. The growth in WCJC's service area, as well as the diversity of the population of students served, necessitates the availability of a dedicated Financial Aid Recruitment and Outreach Coordinator to maintain frequent contact with and point-of-need assistance for students, parents, high school staff, and community members. This position is vital in helping students from low-income, underserved, and first-generation-in-college populations identify and secure financial resources that will ensure their enrollment at WCJC and allow them to persist to completion of a certificate or degree.

This position will meet the goal of increasing WCJC students' participation in federal, state, and institutional financial aid programs by facilitating financial aid presentations and FAFSA/TASFA completion events at high schools, community locations, and WCJC campuses; representing the WCJC Office of Financial Aid at general recruitment events, such as college fairs and school recruiting visits; producing marketing materials and communication campaigns, including social media initiatives; providing information about veteran benefits at high schools and community events; and conducting financial literacy, informed borrower, and consumer literacy presentations. Students' increased exposure to and participation in financial aid programs will result in increased enrollment and retention rates.

**Estimated Cost and Budgetary Support (how will this be paid for?):** \$34,525 to \$41,195; funded through current operating budget

**RESOURCE PERSON(S) [name(s) and title(s)]:** Leslie Kolojaco, WCJC Director of Financial Aid



**Wharton County  
Junior College**

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**SIGNATURES:**

*Kelley Koljars*  
Originator

6-8-21  
Date

*Byron Okonai*  
Cabinet-Level Supervisor

6/8/2021  
Date

**PRESIDENT'S APPROVAL:**

*Betty A. McCreel*

6-9-21



**Wharton County  
Junior College**

**JOB DESCRIPTION  
Human Resources Department**

<b>JOB TITLE:</b> Financial Aid Recruitment and Outreach Coordinator	<b>FLSA:</b> Non-Exempt <b>GRADE:</b> A-01 <b>NBAPOSN:</b>
<b>LOCATION:</b> Wharton Campus	<b>EFFECTIVE DATE:</b> July 1, 2021 <b>REVISION DATE:</b>
<b>REPORTS TO:</b> Director of Financial Aid	

**PURPOSE AND SCOPE:**

The Financial Aid Recruitment and Outreach Coordinator coordinates and presents financial aid outreach presentations to area schools, WCJC students, parents, and community organizations, with emphasis on recruitment of low-income and/or underserved populations of students for participation in federal, state, and institutional financial aid programs.

**ESSENTIAL JOB FUNCTIONS:**

1. Develops and implements outreach activities for potential financial aid applicants.
2. Provides presentations, workshops, and information regarding WCJC and financial aid in schools and other community agencies, both in-person and through electronic channels.
3. Advises and assists prospective, continuing, and reentering students, including special populations and high risk students and parents, on the availability of various financial aid programs, Satisfactory Academic Progress standards and the application processes; assists students and parents in the completion of the FAFSA or TASFA.
4. Maintains current knowledge of changes in federal and state regulations related to student financial aid programs; attends workshops and training programs.
5. Coordinates and maintains relationships with campus departments, high schools, and other community agencies as required; collaborates with other departments, including Recruiting and Marketing, to provide accurate financial aid information at general outreach events.

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Initials



6. Creates marketing materials for financial aid programs; develops and maintains social media communication platforms for the WCJC Financial Aid Office.
7. Uses data to identify populations of potential financial aid applicants and works collaboratively with WCJC Financial Aid staff to organize communication activities, including call-outs, email communications, and mail campaigns, to facilitate students' completion of the FAFSA or TASFA and the verification process.
8. Coordinates and conducts financial literacy, informed borrower, and consumer literacy presentations.
9. Provides information about veteran benefits at outreach events.
10. Gathers data and prepares reports related to financial aid eligibility and outreach activities; maintains appropriate records, contact logs, and files.

**KNOWLEDGE, SKILLS, EXPERIENCE:**

This position requires a bachelor's degree and one year of experience working in a college or high school in a student services role. This position requires experience with the development and delivery of group presentations and requires demonstration of exceptional verbal and written communication skills. Background check is required.

**SUPERVISION OF OTHERS**

The Financial Aid Recruitment and Outreach Coordinator does not have supervisory duties.

**SUPERVISION AND DIRECTION RECEIVED**

The Financial Aid Recruitment and Outreach Coordinator is responsible and accountable to the Director of Financial Aid for fulfilling the objectives, standards and duties listed in this document. Guidance for the performance of duties outlined in this job description comes from the policies and regulations of the college and any other applicable federal, state, and local statutes, ordinances, codes, rules, regulations, or directives.

**EQUIPMENT USED:**

PC workstation running in a Microsoft Windows environment; general office equipment, including phone; presentation devices and software

**CONTACTS:**

External contacts with high school professionals, parents, potential students, community and local organizations, and state and federal agencies.

Internal contacts with administrators, faculty, staff, and students.

**COMPLEXITY/EFFORT:**

This position requires attention to detail. This position requires punctuality and superior organization of time. The person in this position exhibits superior communication, presentation, and customer service skills. This position requires a working knowledge of general office procedures and practices and the ability to articulately interpret established federal, state, and institutional guidelines for students and other personnel. Ability to utilize computer technology to access data, maintain records, generate reports, and communicate with others is required. Problem-solving skills are required, as resolutions often require extensive knowledge of federal, state, and institutional policies and regulations. Effective, cooperative relationships exist with the Director of Financial Aid, other administrative and professional staff, faculty, support staff, high school professionals, community organization leaders, and clientele from the community. Confidential aspects of the position must be strictly maintained. Functioning in the role is related to college goals, mission statement, and strategic plan.

**WORKING CONDITIONS:**

This position requires frequent travel to high schools, organizations, community events, and all WCJC campuses. This position works varied hours, established in coordination with a supervisor. After-hours and weekend work is required at scheduled events. This position interacts heavily with students, parents, and the general public. Office work is completed in an environment accessible to the general public. This position is exposed to natural atmospheric conditions such as dirt and dust, etc. This position requires work characteristics supportive of collaborative work efforts in a collegial atmosphere. Sitting, standing, and lifting of up to 25 pounds is required. This position must be able to drive a vehicle and possess a valid drivers' license.

**LAST MODIFIED:** May 10, 2021

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Employee's Signature

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Date

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Supervisor's Signature

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Date

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