

OUTREACH COORDINATOR

Florida A&M University
School of Architecture Engineering Technology

Job Description

OVERVIEW

The primary function of the Outreach Coordinator will be to promote the vision, mission, and goals of FAMU and the SAET to prospective students. The Outreach Coordinator promotes the Florida A&M University (FAMU) School of Architecture & Engineering Technology (SAET) academic programs to high school and community college students to encourage application into the B.S. in Architectural Studies, B.S. in Construction Engineering Technology, and the B.S. in Electronic Engineering Technology. The Outreach Coordinator maybe asked to support recruitment activities targeting professional and graduate students. The Outreach Coordinator reports to the Associate Dean.

Primary responsibilities are giving presentations and explaining college programs to prospective applicants. The Outreach Coordinator creates marketing materials for this outreach. This person establishes relationships with local students that are best qualified for the SAET.

DUTIES

1. **“Recruitment to Enrollment Tactical Officer”** assisting incoming first-year students in addressing admission, financial aid, housing, enrollment/registration, and other related FTIC matriculation issues.
 - a. Scholarship coordinator. Process OCR scholarship awards and send recommendation to the Dean by July 31.
 - b. Notify FTIC recipients.
2. **Implement Innovative Strategies.** Develop best practices to recruit undergraduate Architectural Studies, Construction Engineering Technology & Electronic Engineering Technology/Robotics majors. This includes, but is not limited to, the following:
 - a. With the directors, design and disseminate curricula information. Serve as the SAET Single Source of printed information on undergraduate programs.
 - b. Primary outreach officer, responding to phone, email questions, or in-person inquiries.
 - c. Coordinate scheduled visitors with SAET Student Success team. Host all walk-in visitors and collaborate with program directors, as necessary.
 - d. Serve as the SAET representative for university recruitment programs (New Student Orientation, Spring Preview, etc.).
 - e. Develop, schedule, and provide “hands-on” presentations for local middle schools, local high schools, magnet high schools in Florida, and magnet sites in the US (with a strong FAMU National Alumni Association presence).
 - f. Develop, schedule, and provide instruction for SAET Summer Camps.
 - g. Develop, schedule, and provide presentations for State College Feeder Schools. This includes working with the Florida Advanced Technological Education FLATE network, AA 2+2-year programs, AS 2 +3-year programs, and current and future Ignite Programs.
3. **Design and Development.** Develop and maintain marketing and promotional materials for B.S. programs with Directors and Associate Dean. Directors are responsible for developing materials for their units.
4. **Tracking.** Develop a tool to record and report on student contacts/inquiries and track students from initial interest to enrollment.

5. **Financial Management of Recruitment Program.**
 - a. Develop an annual recruitment budget and visitation schedule with the Associate Dean.
 - b. Develop an annual budget for promotional materials and activities.
 - c. Identify high achieving Florida First Time in College Students for the SAET Early Admit Award (confirmed acceptance by 12/1).
6. **Manage the LLC program.** This includes recruiting students and scheduling the LLC enrichment.
7. **Public Information.** Review and provide revisions for the SAET's website and social media.
8. **Provide SAET & University Service.**
 - a. Serve as the SAET liaison for the office of Alumni Relations & Annual Giving, such as Day of Giving, Alumni Industry Day, and SAET Career Day.
 - b. Maintain and update the SAET Alumni database.
 - c. Serve on SAET and University committees, such as the FAMU Recruitment Data Council, Communications Network, and New Student Orientation.
 - d. Support fundraising efforts for the School of Architecture & Engineering Technology (SAET) through personal contacts and facilitation of annual giving programs, special events, and communications with alumni and friends.