



## New Classified Hiring/Position Justification

**Hiring Division/Department:** Business, Design, and Workforce Division      **Position Title:** Retention Specialist

**Classification**

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

Fund 1. In the short term Perkins and Strong workforce can assist with funding - this position aligns with the college mission of student success, retention and completion and should be funded out of fund 1.

Position: General Funds  
Allocation: External Funds\* See above.      Expiration Date See above.

**Budget Information**

Grade 24      Step C6163      Annual Salary \$58,536.00

### **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 Business, Design, and Workforce Division has many exciting programmatic changes on the horizon:

- 100% Online Programs:
  - Business Online Academy (12-month completion sequence)
  - Paralegal
- New Certificates & Degrees:
  - Business Assistant Associate Degree
  - Business Assistant Certificate
  - Business Information Worker (BIW) Certificate
  - Business Management Associate Degree
  - Business Management Certificate
  - Civil Litigation Certificate

- Education: Youth & After School Certificate
- Human Relations in the Workplace Certificate
- Human Services Associate Degree for Transfer (AD-T)
- Legal Secretary Certificate
- Marketing Associate Degree
- Marketing Certificate
- Video Game Development & Design Certificate

The Career Education (CE) Retention Specialist will focus on outreach and retention of students in our CE programs in alignment with the new State budget allocation model. The CE Retention Specialist will focus on program recruitment, course sequence enrollment and program completion. This position will focus on student-facing initiatives.

#### Career Education Retention Specialist Job Description:

1. Assists with outreach and retention of students into our career education programs, including developing strategies to enhance student completion and success for our unique variety of degree and certificate options in the business, design, and workforce division.
2. Participates in Career Education division and department planning activities.
3. Attends Counseling Division meetings and acts as a bridge between the Business, Design, and Workforce Division and Counseling Division.
4. Coordinates with Counseling Division and the Career Education designated counselor to ensure student success in career education programs.
5. Tracks career education student involvement in on-campus support resources, including academic counseling and the development of student educational plans, as well as support services related to financial aid, scholarships, internships, transfer, including completion of transfer admission guarantees.
6. Proactively meets with students in career education programs to monitor their progress.
7. Develops an early alert system to identify students who are under-performing in specific coursework and collaborates with instructional aides and tutors to intervene.
8. Helps the college understand the challenges in student success in career education, and develops strategies for the campus community to help address these challenges.
9. Provides encouragement and support to students who are undecided about a major by providing information regarding specific majors within career education.
10. Confers with faculty regarding curriculum, computer hardware, software and other learning tools, student assignments and progress, tests, student test scores, alternate learning methods, and other technical information related to the services and programs provided.
11. Attends meetings, conferences, and workshops to obtain current subject-matter, procedural, and other information.
12. Makes presentations to small and large groups to publicize the services and career education programs as assigned.
13. Manages cohort-creation efforts in Career Education programs.
14. Assists in the data collection and record keeping on online program cohorts within career education.

15. Assists in the planning and implementation of career education program alumni groups.
16. Assists in planning an academic support structure to include workshops, study groups, tutoring, program activities, accompanying students to off-campus events, and other support services to enhance student retention and success.
17. Works with faculty advisors and student leaders of career education clubs to develop programs that promote academic success in career education programs.
18. Uses a variety of computer software to organize and maintain learning resources and related data, compose and prepare correspondence, reports, publicity and other materials; sets up and maintains online and manual files; enters, modifies and retrieves a variety of statistical and other data for special and regular reports.
19. Trains and leads the work of student assistants, clerical, and other staff as assigned.
20. Performs other related duties as assigned.

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

The mission of the college is to help student have equitable opportunities in Career Education, and a Retention Specialist focused on student success in Career Education is a key component that would help our students complete programs and go on to make a difference in their own lives, and in their communities. In addition, as Cañada College leans into the implementation of Guided Pathways, having a person dedicated to the engagement with student services and counseling would help the Business, Design, and Workforce Division lead the way with Guided Pathways.

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

Due to the changing and evolving demands in Career Education, the Business, Design and Workforce Division has created numerous new certificates and associate degrees over the last five years with several more in the pipeline for 2019-2020. The workload in CE continues to increase with increased demands on faculty for advisory board guidance, additional curriculum approval requirements, creating new programs with local employers such as Amazon Web Services and Facebook, job placement initiatives, and a renewed focus on student completion.

A CE Retention Specialist will focus on student completion, local connections for job placements, and the recruitment and retention of students in new CE programs.

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

The faculty and the two Program Services Coordinators (one for the division, and one focused solely on the Education & Human Development Department) housed within the division are helping with these efforts currently, but without a retention specialist there is no one to do the additional work purposed.

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.**



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Dean / Director / Hiring Supervisor

10/16/2018

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Date