



New Classified Hiring/Position Justification

Hiring Division/Department: Financial Aid **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 \$62,868

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.
2. Explain how this position aligns with and supports the mission and strategic goals of the college.
3. Explain how adding this position will strengthen the department or division.
4. Explain how this work will be accomplished if the position is not filled.

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

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

Dean / Director / Hiring Supervisor

Date

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

Due to the current staffing level in the Financial Aid Department, the Financial Aid Director, over time, has assumed coordination and oversight of a variety of programs and initiatives that fall under the purview of the Financial Aid Department. The ability to “assign” this work to the Technicians and have them add it to their existing workload is not feasible and is the reason why the Financial Aid Director has absorbed this work.

The addition of a Financial Aid Program Services Coordinator will provide balance and stability in the department by assuming responsibility for the following:

- Coordination of the Cañada Scholarship Program and Student Recognition Awards and Reception.
- Assisting Director in maintaining relationships with the SMCCC Foundation and scholarship donors.
- Serving as financial aid liaison for NSF Program and work with program staff and students to effectively administer NSF Scholarships.
- Coordination of all financial aid outreach efforts in partnership with the College Recruiter, Promise Program, SparkPoint, high school partners and other programs that place a high demand on financial aid resources.
- Conducting or coordinating the scheduling of others to present financial aid information and workshops for internal college programs and external partners including high schools, community service organizations, governmental agencies, businesses and other entities.
- Maintaining the Financial Aid Department’s electronic communication sites (website, online handbook, FATV, Chatbot, Twitter, Facebook, etc.) and serving as the Financial Aid liaison to the Marketing Department for the development of flyers and other financial aid marketing collateral, student and staff email communications and updates for various publications.
- Serving as the point person for CRM implementation and maintenance of content and communications.
- Serving as the Financial Aid liaison for the Promise Program, the Dream Center, homeless students, foster youth, and veterans.

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

The role of the Financial Aid Program Services Coordinator is closely aligned with the College’s Mission and Strategic Goals as demonstrated by duties outlined above. This position will work collaboratively with Outreach and the Promise Program to ensure students receive expedited and customized financial aid support as to both streamline their transition to college and minimize the financial barriers throughout their college experience that impede access, student retention and successful student completion (Goal 1).

The addition of this position will provide the financial aid staffing at the appropriate level to build upon and develop new relationships that support Cañada’s expanded outreach efforts. The Financial Aid Department

is too understaffed to easily coordinate or fulfill all of the requests we receive directly or through the College Recruiter's network for financial aid presentations and workshops in our service area. (Goal 2).

The addition of a Financial Aid Program Services Coordinator would allow for significant realignment of the Financial Aid Director's current workload. The Director could then be more directly engaged in focused enrollment strategies that address equity gaps, advocacy efforts critical for maintaining student access to financial aid, oversight and improvement of the systems in place for administering local, state and federal financial aid and ensuring that staff training needs are being addressed (Goals 1, 2 and 3).

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

With the addition of the Financial Aid Program Services Coordinator there will be a much stronger integration of Financial Aid support in special programs such as Promise, which has significantly increased the need for a Financial Aid liaison. The Financial Aid Program Services Coordinator can expedite processing, meet with students one-on-one, and resolve discrepant data that may exist between financial aid, admissions or other platforms that create barriers for students.

The Financial Aid Program Services Coordinator will assume oversight for all scholarship activity. Dedicated coordination is required to manage the year round needs of the Cañada Scholarship Program. In order to transition this from the Director's desk, a new staff member must be hired who has the ability to address technology needs, donor and Foundation needs, student needs, have event-planning and execution skills and the ability to collaborate with multiple stakeholders. **This is significant undertaking.**

As indicated above, the addition of a Financial Aid Program Services Coordinator will provide support for the department to meet the increased demand for financial aid content delivery in almost every campus outreach request from the community. The Financial Aid Program Services Coordinator will effectively lead all of the coordination efforts including marketing, scheduling, and staffing so we are always representing Cañada in the community with professionalism, expertise and integrity.

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

The strengths a Financial Aid Program Services Coordinator will bring to the College are numerous and well articulated above. The alternatives for accomplishing the work do not exist within the current staffing levels and structure of Cañada's Financial Aid Department nor is there a viable succession plan in place for when the current Financial Aid Director retires. Most of the duties listed above under item 1 are being performed by the Financial Aid Director. Without additional staffing that can assume coordination for much of this work, the effectiveness of the department will decline and our responsiveness to our internal and external partners will be compromised.

Skyline College's Financial Aid Department has had this specific position with these duties assigned for several years. Last year College of San Mateo approved a Financial Aid Program Services Coordinator position to take on similar duties that support District and college enrollment growth objectives through Promise and Guided Pathways implementation that includes designing an outreach model that can onboard new students off-site as part of a larger enrollment management strategy and financial aid completion effort.