

VICTOR VALLEY COMMUNITY COLLEGE DISTRICT

CLASS TITLE: ASSOCIATE DIRECTOR OF FINANCIAL AID

BASIC FUNCTION:

Under the direction of an area administrator; develop, implement, and manage the College's Financial Aid Outreach initiatives including financial aid opportunities and outreach services in the community; serve as financial aid representative to community service agencies, assist in monitoring all financial aid outreach activities, and assist in the overall management of the financial aid department.

REPRESENTATIVE DUTIES:

Develop, implement, coordinate, and manage the financial aid outreach program; schedule seminars and workshops; assign dates, facilities, and presenters; assist students and monitor financial aid applicant results. *E*

Develop and implement a plan aimed at increasing financial aid awareness, resulting in an increase in low-income, disadvantaged student participation in post-secondary education; act as financial aid liaison for the College with the off-campus centers providing a financial aid outreach to those communities; disseminate financial aid program information to high schools, migrant groups, local agencies, and the public; conduct presentations regarding financial aid program services and opportunities. *E*

Develop and implement a financial aid marketing plan for the financial aid outreach initiative; develop financial aid consumer information; coordinate publicity materials with the Public Information Office, create brochures and a multi-media campaign, and develop databases targeting specific low-income disadvantaged populations. *E*

Advise and counsel students on all aspects of student financial aid including, but not limited to, satisfactory academic progress, eligibility, Veterans benefits, appeals, and regulations. *E*

Monitor and review the services and activities of financial aid outreach; incorporate changes in legislation, technology, educational trends, and community needs into financial aid workshops and presentations. *E*

Prepare materials for workshops including applications, workshop handouts, and presentation materials. *E*

Coordinate and work closely with enrollment management efforts to target low-income disadvantaged students; work collaboratively and cooperatively with appropriate offices to develop strategies and marketing measures for tracking disadvantaged populations. *E*

Associate Director of Financial Aid-Continued

Maintain a variety of files, records, and databases; prepare a variety of reports and correspondence. *E*

Assist financial aid applications; provide information on admissions, financial aid, and registration policies and procedures. *E*

Conduct financial aid presentations, workshops, and loan orientations using knowledge of financial aid, student loan policies, and institutional policies to inform students and parents of program requirements and appropriate deadlines. *E*

Work cooperatively and collaboratively with programs such as EOPS, CARE, DSPS, CalWORKs, and other related services. *E*

Provide overall management support related to a variety of financial aid program processes including, but not limited to, need analysis, financial aid orientation services, marketing, and student tracking; perform other duties as requested by the Director of Financial Aid or designee. *E*

Supervise classified staff and student workers as assigned. *E*

Perform related duties and responsibilities as required.

KNOWLEDGE AND ABILITIES

KNOWLEDGE OF:

Financial problems faced by economically disadvantaged students.
Principles of supervision and training.
Office management practices.
Computer systems and applications related to financial aid.
Veterans and scholarship benefits regulations.
Operational characteristics, services, and activities of financial aid.
Various financial aid programs, policies, grants, and systems.
Principles and procedures of financial record keeping and reporting.
Principles of business letter writing and basic report preparation.
Program administration and organizational methods and techniques of community outreach.
Course curriculum development.
English usage, spelling, grammar, and punctuation.
Principles and practices of marketing and punctuation.
Spreadsheet, word processing, and desktop publishing software applications.
Modern office procedures and equipment including computers.
Pertinent Federal, State, local laws, codes, and regulations.

ABILITY TO:

Associate Director of Financial Aid-Continued

Coordinate the Financial Aid Outreach Program including materials development, facility assignment, and presenter selection.

Create effective community, financial aid outreach, and educational tools.

Prepare appropriate materials and handouts for low-income, disadvantaged populations; including those where English is a second language.

Monitor financial aid outreach program services and activities.

Make recommendations for improvement.

Develop a variety of financial aid marketing and promotional material.

Prepare clear and concise reports.

Interact successfully and cooperatively with students and families of diverse ethnic and economic backgrounds.

Make oral presentations to a wide variety of audiences.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with students, faculty, staff, external agencies, and the general public; including those from diverse academic, socioeconomic cultural, ethnic, and disability backgrounds.

Show a sensitivity to and understanding of community college students and staff of low-income disadvantaged students and families that are diverse in terms of academic, socioeconomic, cultural, linguistic, ethnic, and disabilities backgrounds.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: a bachelor's degree from an accredited college or university and three years experience in the coordination of educational programs, including experience in financial aid.

WORKING CONDITIONS:

Standard office environment.

Incumbent may be exposed to viewing a computer monitor for extended periods of time. Position requires hand and digit dexterity to operate a variety of computer equipment, speaking and hearing to communicate with District and outside agency personnel. Walking, standing, and sitting for extended periods of time, lifting up to 40 pounds, climbing stairs, carrying, pushing, and pulling equipment; bending at the waist and kneeling or crouching to work on computer equipment.