

Director of Outreach Search

Committee:

Dean of Enrollment - Chair

Registrar

Director of Financial Aid

Student Services Director

CTE Department Chair

Assistant Director of Student Helpdesk

Associate Director of Marketing

Advising Administrative Assistant

Timeline for SEM/Outreach Director

1. April 1-4: Job Description finalized and position posted
2. April 8-29: Position is open
3. April 29-May 2: Committee narrows down to first round of interviews
 - a. Be able to review application on April 30th
 - b. Block out morning of May 1 to meet to determine who to invite for virtual interview
4. May 13-16: First Round of Virtual Interviews and selection of finalists
 - a. Block out May 16th Virtual Interviews and selection of finalists
5. May 27-30: Finalist Interview on campus
 - a. Block out May 29th for in person interviews at SPC
 - b. Block out May 30 from 1:00-3:00 for deliberation
6. June 3-6: Reference Checks and Job Offer

Questions

Virtual Interview

1. (All, Recruitment/Marketing/Promotion) Based on the job description, can you highlight the parts of your resume that most directly relate to this position.
2. (Leadership) What is your leadership philosophy and how would you apply it to this position?
3. (Management) How do you exemplify the characteristics of being a good boss?
4. (Collaboration) Describe how Outreach should coordinate and collaborate with other departments and divisions within a college and which areas are a priority for partnership with the Outreach team?
5. (Communication) How do you effectively communicate with others?
6. (Equity) What experiences do you have that would help us increase enrollment with underrepresented students?
7. (Technology) What experiences do you have with Customer Relationship Management (CRM) software or

using other computer software to effectively communicate with a group of prospects?

8. (Culture Fit) How would you last couple of supervisors describe you?

9. Anything else we should know?

10. Any questions for the committee?

In person interview

1. (All/Equity) As a part of the selection process for our Director of Outreach position we invite you to prepare a 5–10-minute presentation. The topic of the presentation is how you would develop, execute, and assess a plan to increase enrollment for Pinal County first generation, Pell Grant, and minority students. For this presentation, you can consider Outreach staff that can assist in the development and execution of the plan to include the Director, three Outreach Coordinators, and a part-time Program Assistant. A visual presentation isn't required, but if you bring a device for the presentation, there is a screen to connect. For the time allotted for the interview, it is important to stay within the 5-10 minute timeframe.
2. Why do you want this job?
3. CAC has two wildly important goals of creating a world-class learner experience and making CAC a great place to work. How would you contribute to these goals as the Director of Outreach?
4. (Leadership) What experience do you have in strategic planning and developing and leading a team toward a future vision?

5. (Leadership) How have you built buy in from a team for a future goal or organizational change?
6. (Management) What do you think is the key to managing employees?
7. (Management) What have you learned from previous experiences managing teams and individuals?
8. (Leadership and Management) How do you use data to make decisions?
9. (Collaboration) What examples do you have of successful collaboration projects you've been a part?
10. (Collaboration) What is the key to collaboration between departments at a college or organization? This can include collaboration between departments that work closely together like Outreach, Admissions, and Financial Aid and divisions that may not work together on a day to day basis like Outreach and Academics.
11. (Communication) In this position, it is important to communicate effectively with the Outreach staff, other

department directors, and external high school and community partners. How do you use different written and verbal communication methods to effectively get messages across to different audiences?

12. (Communication) A Director receives a lot of information from staff, peers, supervisors, and the rest of the college. How do you determine the appropriate level of sharing to make sure your staff has the information they need, while at the same time being able to communicate staff needs and concerns to peers and supervisors?
13. (Technology) How do you use Microsoft Office to improve your efficiency and communication?
14. (Technology) Share a time that you had to learn a new software program or technology system. How did you approach learning the new program or system? What would you do differently the next time?
15. (Technology) Have you ever used a CRM (customer relationship management) system before? If yes, can you please share how you have used it and for how long? If no, can you share some of what you know about a CRM system? Also, talk about how you would use a

CRM tool to improve our outreach to prospective and admitted students.

16. (Recruitment/Marketing/Promotion): What experiences do you have that make you an effective recruiter or marketer?
17. (Recruitment/Marketing/Promotion) What are the keys factors to remember as we promote the college to prospective students?
18. (Culture Fit) How would your coworkers describe you?
19. (Culture Fit) How do you improve the workplaces for others with who you work?
20. (Culture Fit) When have you been recognized for going above and beyond?
21. Out of the list of strengths what 3 describe you most, which 1 describes you least and why?
22. What questions do you have for us?