

**EXEMPT RECRUITMENT ANNOUNCEMENT  
Program Associate for Outreach  
GEAR UP Program**

**Reports to:** GEAR UP Director  
**Division:** Student Financial Assistance  
**Classification:** Exempt  
**Application Deadline:** August 30, 2013  
**Salary:** \$3,933 - \$4,250 per month DOQ

**Agency Profile**

The Washington Student Achievement Council links the work of the secondary schools, higher education, and state education agencies to achieve the mission of improving educational outcomes for students at all levels. Supported by a cabinet-level state agency, the Council proposes improvements and innovations needed to adapt the state's educational institutions to evolving needs, and advocates for increased financial support and civic commitment for public education in recognition of the economic, social, and civic benefits it provides. The agency also conducts research and analysis, protects education consumers, manages the Guaranteed Education Tuition (GET) college savings program, and administers state and federal financial aid programs.

**About the GEAR UP Program**

The GEAR UP Program is a comprehensive early intervention and scholarship program for low-income, disadvantaged students. The program is designed to improve GEAR UP students' educational expectations and enhance their academic performance and postsecondary preparation. The ultimate goal of the project is to increase GEAR UP students' participation and success in postsecondary study.

**About the Position**

The Program Associate for Outreach works under general supervision of the GEAR UP Director to manage two critical campaigns for college application and FAFSA completion through working with schools, institutions of higher education and non-profit, community-based organizations. The American College Application Campaign and College Goal Washington are part of national campaigns to help low-income, first generation families navigate college application and financial aid processes. This position also serves as liaison to institutions of higher education and is responsible for creating and facilitating on-campus opportunities for GEAR UP students and enhancing information related to college readiness, financial literacy and financial aid options. The Program Associate for Outreach will be expected to travel statewide for up to 40% of the time. There will be opportunities to collaborate and provide support on special projects with the GEAR UP team, such as the annual GEAR UP West Conference, as well as provide consultation or support to general outreach activities within the Student Financial Assistance division.

**Required Education and Experience**

- Bachelor's degree in education, humanities, or a related field.
- Minimum of two years of working experience in communications, marketing, or community and education outreach.
- Two years of experience in program administration, admissions, or higher education-related areas.

- Demonstrated ability to initialize, plan, and execute work plans.
- Experience working with schools, community-based organizations, and postsecondary institutions.
- Detail-oriented and accurate with strong organizational skills.
- Demonstrated ability to work independently, prioritize tasks, and manage multiple tasks and assignments to ensure deadlines are met.
- Excellent written and oral communication skills; ability to effectively communicate with people from diverse backgrounds and experiences.
- Excellent interpersonal skills; ability to work with people of diverse background.
- Demonstrated ability to remain flexible in an environment of changing priorities.
- Able to travel in state for up to 40% of the time.

### **Preferred/ Desirable Qualifications and Competencies**

- Master's degree in education or a related field.
- Experience in community and education outreach activities and working with volunteers.
- Demonstrated ability to conduct public speaking.
- Experience in data collection, evaluation, and/or program reporting.
- Experience working in a federally funded program or with underrepresented/first generation students and their families.

### **Work Activities**

#### ***Liaison to Postsecondary Institutions***

- Strengthen and develop partnerships with postsecondary institutions for the purpose of building strong program and campus visits for students being served by GEAR UP.
- Develop relationships on major college campuses so that students have access to college-going peers, instructors, and key support services during campus visits.
- Facilitate opportunities of collaborations between GEAR UP school districts and local institutions of higher education.
- Enhance information related to college readiness, financial literacy, grants, scholarships, work-study, and loans.
- Collaborate with postsecondary institutions regarding communication to scholars.

#### ***American College Application Campaign (ACAC)***

- Establish and maintain a statewide steering committee that convenes at least four times per year.
- Develop campaign details and provide support to American College Application Campaign sites.
- Coordinate with appropriate education, business, non-profit and other community partners to promote and host ACAC events.
- Work on development of resources to support statewide campaign.
- Oversee the creation and distribution of promotional and collateral materials.
- Develop strategy to achieve wide geographical coverage.
- Develop and implement key outreach initiatives and annual work plan.
- Communicate with American Council on Education and keep abreast of the national program development.
- Collect college application completion data to measure the impact of campaign activities.
- Conduct evaluation of campaign outcomes.

#### ***College Goal Washington***

- Establish and maintain a statewide task committee that convenes at least four times per year to plan and execute statewide College Goal Washington (CGW) events.

- Coordinate with appropriate education, business, non-profit and other community partners to promote FAFSA completion.
- Identify local funding sources and prepare the written proposal to submit to funding sources.
- Oversee the creation and distribution of promotional and collateral materials.
- Develop strategy to achieve wide geographical coverage.
- Maintain relationships and provide support to current CGW sites; leverage their expertise in establishing new CGW sites.
- Train student support partners (college access programs, K-12 stakeholders, etc.) regarding financial aid and scholarship opportunities.
- In collaboration with host sites, recruit and maintain relationships with volunteers.
- Ensure CGW sites can provide for the logistical needs for a successful event.
- Using national CGW survey, ensure survey administration at all CGW sites, collect data, conduct analysis and create an annual report of outcomes.
- Annually, gather FAFSA completion data from US Department of Education for Washington schools.
- Communicate with USA Funds national College Goal Sunday.

### **Application Procedures**

To be considered for this position, you must possess the required qualifications listed above and submit a complete application package, which must include the following:

1. Letter of Application. A letter of application that addresses how you meet the required education and experience described in this announcement. Applications with generic cover letters will be considered nonresponsive and may eliminate the application from further consideration.
2. Resume. A detailed resume including all educational and professional experience.
3. References. A list of names, titles, and current telephone numbers of three (3) employment references.
4. Authorization to Release Information form.\*
5. Affirmative Action Form (optional).\*

Complete application materials must be **received** in the office of the Washington Student Achievement Council by **5:00 p.m. on August 30, 2013**. Electronic application packages are encouraged and should be sent in **MS Word format or as a .pdf only** with "PA for Outreach" in the subject line. If submitting by fax, please put the optional affirmative action form in a separate file.

\*Download these forms at <http://www.wsac.wa.gov/employment/>.

**Fax:** (360) 704-6202

**Email:** [Karenm@wsac.wa.gov](mailto:Karenm@wsac.wa.gov)

***Please note: The quality and completeness of the required application materials will be considered in determining whether candidates will move to the next phase of the screening process.***