
Job Title	Outreach and Retention Specialist
PVN ID	LA-2502-006693
Category	Instruction and Social Service
Location	LAGUARDIA C. C.
Department	Workforce Education Center
Status	Full Time
Annual Salary	\$52,000.00 - \$55,000.00
Hour(s) a Week	35
Closing Date	Apr 05, 2025 (Or Until Filled)

General Description

The Workforce Education Center at LaGuardia Community College is seeking an Outreach and Retention Specialist for its Train & Earn Program. This initiative offers comprehensive occupational and work-readiness training for out-of-school, out-of-work (OSOW) youth aged 16-24, preparing them for entry into high-growth occupations in in demand sectors. The program focuses on healthcare-related training, including Emergency Medical Technician (EMT) (Basic), Certified Medical Administrative Assistant (CMAA), Certified Clinical Medical Assistant (CCMA) and Central Service Technician/Central Sterile Technician (CST) certifications. Upon completion of training, students will begin a 150 - hour paid internship and sit for a certification exam. Job placement is an outcome after completion of the internship. This position reports to the Program Director of the Train & Earn program.

Position Overview

The Outreach and Retention Specialist will be dedicated to focus on student recruitment and support case managers around program retention. This position requires excellent messaging to the community in order to assist in the recruitment of eligible students. The Outreach and Retention Specialist working closely with the Program Director plans and coordinates outreach goals and helps to cultivate relationships with community organizations, leaders and programs. This position plays a critical role in the success of the program through supportive services, recruitment of eligible students and retention of students in their chosen skills training component.

Performance Duties/Responsibilities

- Working closely with the Train & Earn program staff to implement a coordinated effort of recruitment
- Working closely with the Case Managers to support student retention
- Identify and cultivate relationships with community organizations, leaders, and programs
- Usage of social media, email and in-person meetings to convey messages about Train & Earn
- Give presentations and speak in a public setting as needed
- Keep complete records of outreach events and activities and contacts of the people reached
- Conduct focus groups with outside communities and students in the Train & Earn program as needed

- Outreach to the workforce development arena for support and recruitment

LaGuardia Community College

Founded in 1971 in Long Island City, Queens, LaGuardia Community College is one of seven community colleges of the City University of New York/CUNY. LaGuardia offers seventy-two associate degree and certificate programs, more than fifty non-degree workforce training programs, and dozens of ESOL, GED, and pre-college programs. In 2023, LaGuardia served approximately 25,000 students. More than one-third of our degree-seeking students (35%) were born outside of the United States, coming to LaGuardia from 136 countries and speaking forty-three heritage languages. More than half (54 percent) are first-generation college students.

Sixty-nine percent of LaGuardia degree students live in Queens; the rest come from Brooklyn and beyond. Virtually all LaGuardia degree students are ethnic minorities (89 percent), 58 percent are women, 27 percent are over the age of 25. Forty-six percent are Hispanic, well above the threshold of 25 percent required by the US Department of Education for designation as a Hispanic-Serving Institution (HSI). Sixty-six percent of LaGuardia degree-seeking students receive some form of financial aid. Close to half of our degree-seeking students attend part-time (49%), usually because they need to work to support their families. Tuition and fees are \$5,271 per year for a full-time student.

Other Duties

Qualifications

Core Competencies/Qualifications

- Excellent organizational skills
- Excellent computer skills
- Knowledge of Social Media platforms

Required Qualifications

- Associates degree (AA) required in Marketing or Communications
- BA degree preferred
- 2-3 years of relevant experience working with young adults ages 16-24

Fingerprinting is required prior to or within the first 30 days of employment