

**COMMUNITY SERVICES ANALYST**

**DEFINITION**

Researches, develops, implements and evaluates a major community services program.

**DISTINGUISHING CHARACTERISTICS**

A Community Services Analyst determines the most desirable programs, classes, and/or seminars for a community college to offer to local residents.

The work of the class requires the incumbent to recruit experts, develop courses and programs, provide marketing strategies for the programs, and evaluate their effectiveness.

**EXAMPLES OF DUTIES**

Researches and analyzes current events, economic influences, and social trends and needs.

Plans and designs the most desirable programs, classes, and seminars to offer in a community college environment.

Writes course outlines and catalog description in the most desirable manner for attracting broad community participation.

Recruits, from experts in the field, the appropriate persons to develop classes, seminars and programs.

Plans and implements marketing strategies to inform local residents of community services offerings.

Maintains up-to-date information on marketing trends and techniques for educational institutions.

Performs cost analysis of anticipated expenditures for each program, class and/or seminar.

Evaluates the effectiveness of each class or seminar by determining the total number of participants, participant response and community acceptance.

Provides budget input on the costs of each class or seminar.

## **EXAMPLES OF DUTIES (continued)**

May supervise classified employees

Performs related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

Modern methods of recruiting and hiring.

Modern marketing techniques.

Community resources and organizations.

Budgetary controls and cost analysis.

Organizational skills, experience planning events and budget supervision experience.

### **Ability to:**

Write clear, concise, and interesting course outline and recruitment notices.

Establish realistic program standards and goals.

Evaluate and assess program effectiveness.

Develop good marketing strategies.

Keep abreast of current trends and program needs in community services.

Establish and maintain cooperative relationships with students, staff, and participating agencies and organizations.

## **EMPLOYMENT STANDARDS**

### **Education and Experience:**

Three years of paid, professional experience in program development, either in an educational setting or a public setting, meeting the needs and requirements of a diverse population.

## **EMPLOYMENT STANDARDS (continued)**

Graduation from a four-year college or university with coursework in adult education, public administration, or a closely related field is desirable.

### **Special:**

A valid California driver license.

Use of an automobile.

Knowledge of computer programs including:

WordPerfect  
Ventura Publishing  
Lotus 1-2-3