

**UNIVERSITY OF WISCONSIN SYSTEM ADMINISTRATION**  
**OFFICE OF EQUITY, DIVERSITY, AND INCLUSION**  
**KnowHow2GO Wisconsin Outreach Specialist**  
(Official title: Associate Outreach Specialist)  
Madison, WI

The University of Wisconsin System Administration (UWSA) Office of Equity, Diversity, and Inclusion is seeking candidates to fill the position of the KnowHow2GOWisconsin Outreach Specialist. KnowHow2GO is a national public service advertising campaign designed to encourage low-income and first-generation students to take the steps necessary to go to college. The effort combines education, community-based and government partnerships to raise awareness among low-income students about preparing for college and what it takes to get there. The University of Wisconsin System is the lead on coordinating the state of Wisconsin campaign.

**Major Responsibilities:** Reporting to the Associate Vice President for Equity, Diversity, and Inclusion, the Associate Outreach Specialist will work as part of the Equity, Diversity, and Inclusion staff to creatively and collaboratively develop media- and communication-related efforts and outreach opportunities for the KnowHow2GOWisconsin initiative. The outreach specialist will be involved in the strategic planning and development of the KnowHow2GOWisconsin Network. Other responsibilities include writing, editing, researching, media relations, event coordination, special projects, outreach and general office duties related to the program. Work is performed under general supervision. Specific responsibilities include the following:

- Work closely and maintain relationships with KnowHow2GOWisconsin stakeholders, including but not limited to the Wisconsin Department of Public Instruction, Wisconsin Covenant Office, Wisconsin Technical College System, and the Wisconsin Association for Independent Colleges and Universities.
- Supervise and coordinate the KnowHow2GOWisconsin College Access Network. This includes coordinating meetings both statewide and regionally, recruiting new members, and managing the online precollege social network.
- Identify, recruit, educate and support a range of additional partners for the campaign including: school and district-based staff and administrators; youth-serving organizations, including those specifically skilled in helping students successfully prepare for college; business leaders; faith-based leaders; civic leaders; media and other community-based organizations.
- Develop and implement statewide and community-specific strategic plans in the state to support the KnowHow2GOWisconsin campaign.
- Work with stakeholders and partners to plan and coordinate statewide KnowHow2GO(KH2G)Wisconsin events and contests including the annual EdVest/KH2G video contest.
- Manage and populate the KnowHow2GOWisconsin social media sites regularly.
- Identify, recruit, educate and support a range of KnowHow2GO Network ambassadors.
- Develop training materials to be used by KnowHow2GOWisconsin Network ambassadors in their outreach efforts.

- Research, write, and disseminate content for KnowHow2GOWisconsin web site and networking websites.
- Plan, coordinate and facilitate KnowHow2GOWisconsin committee meetings on a consistent and regular basis. Develop project plans, timelines and budgets that support KnowHow2GOWisconsin.
- Document activities for grant reporting purposes.
- Analyze and report various performance measures, communicating outcomes to stakeholders.
- Research and facilitate proposals for additional grant funding.
- Facilitate distribution of campaign materials throughout the state. Over 140,000 items have been distributed to students and adult mentors since January 2009.
- Develop, organize and present informative presentations about KnowHow2GOWisconsin, as well as the need for college access in Wisconsin.

**Qualifications:** A bachelor's degree is required. Highly qualified candidates will demonstrate the following experience and abilities:

- Demonstrated experience of Wisconsin K-12 and higher education systems;
- Demonstrated experience of work in outreach to low-income and first generation students;
- Ability to work collaboratively with various partners and constituent groups;
- Excellent interpersonal, written and verbal communication skills;
- Organizational and critical-thinking skills;
- Ability to prioritize assignments and meet deadlines;
- Ability to work effectively with diverse groups and individuals;

**Conditions of Appointment:** This is a full-time (100%) professional staff position that is funded by a grant until August 31, 2010, with the possibility of renewal for an additional year. The Associate Outreach Specialist is assigned to Salary Range UWS 3 (currently \$35,358 - \$53,037). Salary will be assigned within the appropriate range, commensurate with the candidate's qualifications and experience. An excellent benefits package is also included. Anticipated start date is March 1, 2010. This position will require occasional statewide travel. Special Note: the UW System conducts criminal background checks for final candidate(s).

**To ensure full consideration, complete applications must be received by Monday, January 25, 2010.** However, applications will be accepted until the position has been filled. To apply, send a:

- letter of application addressing your skills and experiences specifically relating to the qualifications of this position;
- a comprehensive resume;
- brief sample of professional writing;
- current contact information for three professional references, including at least two supervisory references;

- and a statement of whether you wish to have your application held in confidence or made available to the public upon request.

Send completed application materials to Ms. Demi Wiemann, Office of Human Resources and Workforce Diversity, at [dwiemann@uwsa.edu](mailto:dwiemann@uwsa.edu). Completed materials should be submitted electronically as Microsoft Word or PDF attachments. Do not send application materials in the body of an email as formatting will be lost. (If you are unable to submit materials electronically in this format or have application questions, contact Demi Wiemann at 608-263-4390 or by email at the above address for special arrangements.)

***Pursuant to Wisconsin Statutes, upon request we are required to provide a list of all nominees and applicants who have not requested in writing that their identity not be revealed. Persons agreeing to be final candidates will have their identity revealed as a final candidate.***

***The University of Wisconsin is an AA/EEO employer committed to achieving a diverse workforce and to maintaining a community which welcomes and values a climate supporting equal opportunity and difference among its members.***