



JOB TITLE: DIRECTOR, COMMUNITY EDUCATION

Classification:	Classified Administrator	Retirement Type:	PERS*
Salary Range:	11	Board Approved:	January 22, 2019

BASIC FUNCTION:

Under the direction of the Dean of Community Advancement, the Director of Community Education is responsible for the development and implementation of comprehensive strategies to maximize revenue for fee-based courses, services, and alternative and nontraditional educational programs. Maintains consistent growth by continuously establishing and maintaining relationships with businesses, industries, and community and campus constituent groups. Oversees department budget, personnel, and public relations.

REPRESENTATIVE DUTIES:

Develops and implements a business plan comprised of comprehensive strategies for Community Education programming that maximizes revenue for fee-based courses, services, and alternative and nontraditional educational programs. Aligns strategies with District enrollment goals. Modifies program services or offerings to maintain or grow program standing.

Researches and provides analysis of opportunities and strategic plans, both short and long-range that support revenue objectives and enrollment goals for the District. Sets the strategic direction for programming and other activities to include targeting, prospecting, and presenting compelling business propositions to new and existing partners.

Recruits, hires, and trains instructional personnel and office personnel. Evaluates employee performance and provides guidance and feedback. Counsels employees as needed. Sets departmental goals and objectives, including workforce planning. Reassesses or redefines priorities as appropriate in order to achieve performance objectives.

Develops and maintains marketing strategies, systems, and various administrative procedures to implement community education programs that meet the needs of the college's diverse population.

Plans, coordinates, and implements fee-based classes, workshops, events, and activities to sustain and grow program as a profit center. Oversees all aspects of planning and scheduling, coordinating registration, generating contracts, organizing instructional aids, data collection, and maintenance of records. Serves as a community liaison and key resources for information. Resolves problems as needed.

Analyzes business and community needs based on trends in the industry, changing technology and job market analysis. Identifies challenges and designs programs and services that deliver innovative solutions. Liaises with community organizations and public and/or private institutions. Collaborates with community leaders to assess and plan for off-site learning centers.

Keeps abreast of and utilizes emerging technology in the offering of non-traditional community services, programs, and courses.

Cultivates trusting and cooperative work relationships with other administrators and staff to facilitate delivery of innovative programs and services.

Assesses program operations and activities in terms of cost-effectiveness and enrollment goals. Reviews and audits program to assure integrity of the program. Modifies programs/services according to evaluation results.

Stays informed of developments in field. Reads pertinent literature, attends meetings, and participates in professional associations as appropriate. Establishes and maintains an active network of professional contacts.

Interprets and ensures adherence to overall regulations affecting program management and record keeping for federal and state requirements and other rules.

Prepares and administers budgets; monitors and controls expenditures in accordance with District policies and State mandates. Gathers, analyzes, and reports data. Reports variances. Provides projections and financial reports, as needed.

Serves on appropriate institutional and community committees.

Performs other related duties as assigned.

JOB QUALIFICATIONS:

Education and Experience:

Master's degree preferably in business or related field. Minimum of three years of leadership experience or direct experience growing an entrepreneurial or educational program.

OTHER QUALIFICATIONS:

Knowledge/Areas of Expertise:

Sensitivity to the needs of diverse communities.

Experience training and providing direction/supervision of others.

Knowledge of public relations techniques, recruitment, and marketing.

Successful teaching experience at the adult learner level.

Experience developing and implementing curriculum.

Experience with budget management and control.

Knowledge of applicable codes, laws, rules, and regulations related to community education.

Abilities/Skills:

Skilled at computers and a variety of office-related software.

Effective oral and written communications skills.

Ability to work effectively with diverse student, faculty, and community populations.

Ability to organize and administer programs.

Ability to communicate effectively orally and in writing.

Ability to establish and maintain cooperative working relationships with others.

Ability to exercise good judgment, diplomacy, and patience.

Skilled at meeting schedules and timeframes.

Ability to effectively market programs.

Ability to interpret, apply, and explain rules, regulations, policies and procedures.

Work independently with little directions.

* Previous employment performed in a different public retirement system may allow eligibility to continue in the same retirement system.

