

## **SANTA BARBARA COMMUNITY COLLEGE DISTRICT**

### **CLASS TITLE: ASSOCIATE DIRECTOR-SCHOOL OF EXTENDED LEARNING**

#### **BASIC FUNCTION:**

Under the direction of an assigned administrator for the School of Extended Learning, plan, organize, control and direct the operations and activities of assigned programs and courses; coordinate and direct communications, personnel, curriculum and information to meet community needs and assure smooth and efficient program activities. Provide leadership for securing and managing grants and other forms and sources of external support. Contribute to and participate in ongoing marketing and promotion of courses and programs. Work with community-based advisory committees.

#### **REPRESENTATIVE DUTIES:**

##### **ESSENTIAL DUTIES:**

Plan, organize, control and direct the operations and activities of assigned programs and courses.

Coordinate and direct communications, personnel, curriculum and information to meet community needs and assure smooth and efficient program activities; develop and implement assigned programs, courses and related instructional activities, specifications, plans, strategies, processes, projects, goals, events and objectives; coordinate, develop and maintain class schedules for assigned courses.

Supervise and evaluate the performance of assigned faculty and classified personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; coordinate subordinate work assignments and review work to assure compliance with established standards, requirements and procedures.

Provide instructional design for assigned programs and courses; monitor, assess and adjust course offerings in response to student and community needs; coordinate activities to enhance staff understanding of educational practices, curriculum standards and instructional strategies related to assigned programs and courses; collaborate with others in the development and implementation of curriculum standards and selection of instructional materials.

Coordinate programs, courses, communications, activities and information between staff, faculty, administrators, academic departments, outside organizations, businesses, the public and various local, State and federal agencies; assure proper and timely resolution of student, staff and administrative issues and conflicts related to assigned programs and courses.

Develop and implement programs and activities that support the needs and foster the personal growth of students. Coordinate activities between multiple service areas; work to integrate and coordinate service areas.

Collaborate with the community and credit program in the identification of educational needs resulting from research, scans and trends analysis.

**September 2017**

Contribute to and participate in developing and implementing marketing plans and promotional campaigns; prepare course and program promotional materials to be included in the schedule of classes, flyers, brochures, social media outlets and other venues for marketing course and program offerings; engage in marketing-related activities such as market research, surveys, publicity and market analysis.

Assure adequate resources and personnel to meet the needs of assigned programs; initiate recruitment of qualified instructors, volunteers and staff; coordinate the purchase of materials and equipment as needed.

Work with community-based advisory committees. Provide leadership for securing and managing grants and other forms and sources of external support.

Develop and implement standards, programs, policies and procedures to enhance educational effectiveness and operational efficiency; maintain awareness of general trends and issues in education and the community; receive and respond to student, staff and public input concerning program and course needs and community interests.

Participate in the development and preparation of the annual preliminary budget for assigned programs and courses; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations; develop and maintain contracts as assigned. Create budgets for individual classes and program areas.

Supervise finances and budgeting for upcoming classes and events; create and monitor budgets and cost centers related to assigned program areas.

Arrange and coordinate calendars, facilities and support services for the instructional activities of assigned programs and courses as directed; conduct needs assessments; design, develop and evaluate new programs, courses, workshops, labs, lectures, seminars, conferences, forums and special events.

Coordinate and conduct training and staff development activities as required; prepare and deliver oral presentations; explain principles, standards, guidelines, practices, procedures and techniques related to assigned programs and courses; prepare and distribute related training materials.

Direct and participate in the preparation and maintenance of various records, reports and files related to programs, courses, services, curriculum, students, enrollment, projects, grants, financial activity, budgets, personnel and assigned duties.

Maintain current knowledge of educational trends, innovations and practices, and local, State and federal programs, laws, codes, regulations and pending legislature related to assigned programs and courses; assist with modifying programs and courses to meet requirements as needed.

Direct and participate in the preparation and distribution of a variety of correspondence and informational materials related to assigned programs and services; process and evaluate various applications, course proposals and other documents as required.

Provide technical information and assistance regarding services, activities, needs and issues related to assigned programs and courses; assist in the formulation and development of policies, procedures and programs.

Collaborate with the community and credit program in the identification of educational needs resulting from research, scans and trends analysis.

Contribute to and participate in marketing plans and campaigns; engage in marketing classes including promotional methods and means, market research, surveys, publicity and market analysis.

Assure adequate resources and personnel to meet the needs of assigned programs; initiate recruitment activities as appropriate; coordinate the purchase of materials and equipment as needed.

Communicate with administrators, personnel and outside organizations to exchange information, coordinate activities and programs and resolve issues or concerns; establish and maintain contacts and partnerships with local, regional and national organizations.

Operate a variety of office equipment including a computer and assigned software; drive a vehicle to conduct work.

Attend, conduct and participate in a variety of meetings, workshops, conferences, boards, committees and task forces as required.

Participate in a variety of other assigned activities such as coordinating registration activities, directing testing functions, conducting program surveys and participating in special projects.

**OTHER DUTIES:**

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Planning, organization and direction of the operations and activities of assigned programs and courses.

Curriculum standards, requirements, interpretation and application in assigned programs and courses. Strategies, practices, and data analysis related to marketing and promotion for continuing education and extended learning classes, activities and programs.

College, State and federal standards and requirements governing college district educational programs.

Design and delivery of continuing education programs and courses.

Instructional techniques and strategies related to assigned programs and courses.

Principles, practices, procedures and techniques involved in the development and implementation of assigned programs, courses and related instructional activities, plans, strategies, processes, projects, goals, events and objectives.

Principles and practices of administration, supervision and training.

Policies and objectives of assigned programs and activities.

Budget preparation and control.

Oral and written communication skills.  
Applicable laws, codes, regulations, policies and procedures.  
Interpersonal skills using tact, patience and courtesy.  
Operation of a computer and assigned software.  
Public relations techniques.

**ABILITY TO:**

Plan, organize, control and direct the operations and activities of assigned programs and courses.  
Plan, coordinate and conduct marketing and promotional assignments related to classes, programs and activities.  
Coordinate and direct communications, personnel, curriculum and information to meet community needs and assure smooth and efficient program activities.  
Supervise and evaluate the performance of assigned faculty and classified personnel.  
Develop and implement assigned programs, courses and related instructional activities, specifications, plans, strategies, processes, projects, goals, events and objectives.  
Collaborate with others in the development and implementation of curriculum standards, selection of instructional materials and development of course offerings.  
Monitor, evaluate and participate in the development and implementation of programs, policies and procedures to enhance educational effectiveness and operational efficiency of programs and services.  
Coordinate and conduct training and staff development activities as required.  
Communicate effectively both orally and in writing.  
Interpret, apply and explain laws, codes, regulations, policies and procedures.  
Establish and maintain cooperative and effective working relationships with others.  
Operate a computer and assigned office equipment.  
Analyze situations accurately and adopt an effective course of action.  
Meet schedules and time lines.  
Work independently with little direction.  
Plan and organize work.  
Prepare comprehensive narrative and statistical reports.  
Direct the maintenance of a variety of reports, records and files related to assigned activities.  
Work flexible hours, including some evenings and weekends as needed.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: bachelor's degree and five years increasingly responsible educational and administrative experience working with community, continuing education, extension or related programs designed to meet the extended learning needs of the community; experience working with the non-profit sector; knowledge and experience in managing a complex budget; knowledge and experience in marketing and promotion; knowledge and experience in fundraising.

**PREFERRED QUALIFICATIONS:**

Master's degree or higher level of education strongly preferred. Certifications in marketing and program planning also preferred.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**WORKING CONDITIONS OF EMPLOYMENT:**

The work environment and physical demands described here are representative of those required by an employee to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**ENVIRONMENT:**

Indoor work environment.

Driving a vehicle to conduct work.

**PHYSICAL DEMANDS:**

Regular operation of a computer keyboard, calculator, and other normal office equipment.

Reading a variety of complex educational and financial materials.

Ability to remain in a stationary position for extended periods of time.

Communicating and expressing oneself clearly on a variety of educational topics in conversation with, and presentations to, staff, students, and members of the community.