

July 2013

SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: CLASSIFIED

**CLASS TITLE: DIRECTOR PROFESSIONAL
DEVELOPMENT CENTER**

SALARY TABLE: 30

SALARY RANGE: 142

BASIC FUNCTION:

Under the direction of a Dean, plan, organize, coordinate and implement the operations, activities, programs, classes and services of the Professional Development Center (PDC) and Continuing Education Short-term vocational (STV) programs. Serve as the Wake Campus site administrator, as the point of contact for operational issues. Supervise Information/Registration office staff at both the Wake & Schott Campuses. Direct communication, information, marketing activities, personnel, data management and record-keeping functions of the Professional Development Center and its programs. Administer the operations and activities associated with STV computer programs for Continuing Education.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Plan, organize, coordinate and implement the operations, activities, programs, classes and services of the PDC; establish and maintain Center time lines and priorities; monitor, evaluate and adjust activities to meet client needs.

Coordinate communications, information, classes, marketing activities, personnel and data management and record-keeping functions to meet the professional development needs of designated businesses and assure smooth and efficient Center activities.

Administer the operations and activities associated with Short Term Vocational (STV) computer programs for Continuing Education; coordinate and direct related communications and assure compliance of STV computer programs. Monitor course enrollments and maintain acceptable enrollment limits. Track attendance and student completion for awarding of Certificates and reporting to the Chancellor's office.

Develop, implement and coordinate marketing and outreach activities to enhance public awareness of the PDC and STV programs, events and services; oversee and participate in the preparation and distribution of a variety of correspondence and promotional and informational materials.

Oversee the development and implementation of PDC Center goals, objectives, strategies, projects, events, classes and services; arrange speakers and facilities for classes and events; assure proper and timely resolution of related issues and conflicts.

Direct Information/Registration offices for the Wake and Schott Campus. Plan, organize and direct

February 2021

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the Information/Registration operations and activities including registration, processing of CEU's, room assignments and overall service to the community for Continuing Education and the CLL programs and activities. Implement registration and enrollment policies and procedures as set forth by the Admissions & Records and Counseling & Advising offices. Schedule and maintain proper staffing levels at each campus.

Develop and oversee budgets for Wake site administration, Schott staffing and Short-term Vocational cost centers. Serve as a liaison between CLL, CE and the Admissions & Records office to ensure fidelity of process and procedures.

Provide operational oversight for the Wake Campus; assure the Campus is open and operational to provide a quality instructional experience for students; serve as primary point of contact for the administrator for operational issues at the Center.

Train and evaluate the performance of assigned personnel; recommend selection, transfers, reassignment, termination and disciplinary actions for assigned staff.

Direct and participate in the compiling, assembly and input of class, attendance and various other data and information into an assigned computer system; oversee and participate in the establishment and maintenance of related automated records and files; assure accuracy of data and information for PDC and STV Computer classes.

Establish and maintain contact and partnerships with community businesses and other organizations to promote professional development activities and recruit participants for PDC events, classes and services; meet, confer and coordinate services with clients.

Conduct registration activities for PDC classes; oversee and participate in the distribution, collection and processing of related applications and class rosters; coordinate and participate in the compiling, preparation and distribution of instructional and other class materials.

Serve as a technical resource concerning PDC services; respond to inquiries, resolve issues and conflicts and provide detailed and technical information concerning related events, classes, standards requirements, opportunities, practices, policies and procedures.

Monitor and evaluate PDC services for financial effectiveness and operational efficiency; assist in the development and implementation of policies, procedures and programs to enhance financial effectiveness and operational efficiency. Coordinate the collection of and account for PDC fees; prepare and distribute invoices and assure proper billing of clients.

Assist in the development and preparation of budgets for the Professional Development Center and related services; review and evaluate budgetary and financial data; control and authorize expenditures in accordance with established limitations; research and obtain funding as directed.

Communicate with College personnel, various outside agencies and the public to exchange information, coordinate activities and resolve issues or concerns.

Oversee and participate in the preparation and maintenance of a variety of records, reports and files related to classes, attendance, clients, rosters, applications, financial activity and assigned duties.

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

Collaborate with College personnel and community agencies in facilitating and enhancing economic development in the region as directed.

Attend and conduct various meetings as assigned; participate in College work groups, community events and special projects as required.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Planning, organization, coordination and implementation of the Professional Development Center operations, activities, programs, classes and services.

Principles, practices, procedures and techniques involved in the development and implementation of professional development classes and events for businesses.

Local and regional businesses and professional development resources.

Diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of local employees.

Local, State and federal standards and requirements governing Center programs and services.

Policies, goals and objectives of assigned programs, services and activities.

Record-retrieval and storage systems.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Principles and practices of supervision and training.

Record-keeping and report preparation techniques.

Operation of a computer and assigned software.

Basic budget preparation and control.

Public relations and marketing techniques.

ABILITY TO:

Plan, organize, coordinate and implement the operations, activities, programs, classes and services of the Professional Development Center.

Coordinate communications, information, marketing activities, personnel and data management and record-keeping functions to meet the professional development needs of designated businesses and assure smooth and efficient Center activities.

Develop, implement and coordinate marketing and outreach activities to enhance public awareness of Center programs, events and services.

February 2021

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Establish and maintain contact and partnerships with community businesses and others to promote professional development activities and recruit participants for Center events, classes and services. Oversee the development and implementation of Center goals, objectives, strategies, projects, events, classes and services.

Monitor, evaluate and adjust activities to meet client needs.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

Meet schedules and time lines.

Plan and organize work.

Work independently with little direction.

Operate a computer and assigned software.

Oversee and participate in the preparation and maintenance of a variety of manual and automated records, reports and files.

EDUCATION AND PAID EXPERIENCE:

Any combination equivalent to: bachelor's degree in business administration, human resources or related field and two years increasingly responsible experience working with professional development, training, marketing, recruitment or similar functions.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Indoor work environment.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Seeing to read a variety of materials.

Sitting or standing for extended periods of time.

Hearing and speaking to exchange information.