



Cañada College ♦ College of San Mateo ♦ Skyline College

GENERIC POSITION DESCRIPTION

EXECUTIVE DIRECTOR OF COMMUNITY, CONTINUING & CORPORATE EDUCATION

A Classified Supervisory Position (Exempt Status)
Grade 197E

A. General Statement

This position is responsible for the leadership, development, and management of the Community, Continuing and Corporate Education program operating at Skyline College, Cañada College and College of San Mateo in the San Mateo County Community College District. The program provides fee based not-for-credit classes and programs for adult and youth education, corporate education and training, enrichment programs, summer youth programs, sports camps, conferences and other courses and workshops. Working closely with the Vice Chancellor of Enterprise Operations and in close partnership with the three college campus administrations, the Director, utilizing exceptional entrepreneurial skills, will develop long term and short term strategic goals and objectives for the department that align with the District and College strategic plan, mission and goals.

B. Duties & Responsibilities

Community Education

1. Providing leadership for the development and implementation of a comprehensive community education program providing learning opportunities for all age groups
2. Researching and evaluating new program and course proposals on an ongoing basis to identify new opportunities as a complement to credit course offerings and in response to community needs and trends
3. Developing classes and programs specifically designed for the youth in San Mateo County to provide additional academic support that cannot be provided by local middle and high schools
4. Identifying and pursuing potential grant opportunities to help underwrite courses and programs for underserved members of the community
5. Developing and implementing marketing, outreach and advertising plans for all programs
6. Selecting courses and instructional staff, and coordinating offerings in cooperation with instructional divisions throughout the District
7. Interviewing prospective instructors, negotiating contracts, and supervising preparation of contracts and approval of payments
8. Working with the Vice Chancellor of Enterprise Operations, establishing course and program fees and securing Board approval for courses and programs
9. Managing agreements with other organizations and companies as needed
10. Continual monitoring and evaluation of the effectiveness of current class offerings; enrollment and registration, instructor evaluations, customer demand, customer satisfaction

11. Determining staffing needs for ongoing department operations and various programs; hiring, training, and supervising permanent, short term, and student assistant staff as needed with seasonal fluctuation, securing necessary board approval
12. Supervising and monitoring staff in scheduling of courses and data entry, preparation of instructor agreement, registrations, and securing facilities at multiple locations, on campus and off site
13. Developing, planning, and administering the departmental budget to ensure a self-supporting operation;
14. Forecasting revenue and expenses; continual cost analysis of multiple programs using online registration software, variety of spreadsheets, and other computer software
15. Preparing financial reports and performing financial analysis as needed
16. Managing design, layout, and content of all catalogs and brochures for multiple program publications;
17. Researching and determining distribution numbers, methods of distribution, supervise distribution (over 350,000 catalogs, 25,000 brochures sent out annually); evaluating effectiveness
18. Collaborating with vendors: graphic artist, printers, mailing house, colleges
19. Promoting effective public relations for the college in the community by initiating contact with individuals, organizations, and other groups to develop Community Education classes, programs and activities
20. Managing the Community Education website on an ongoing basis and supervising staff update of content
21. Performing other duties as assigned

Continuing and Corporate Education

1. Generating leads resulting in new customers for Continuing and Corporate Education; identifying, developing and providing high quality training solutions and services to customers in both public and private organizations
2. Actively initiating and developing new business relationships with executive-level leaders of San Mateo County businesses, organizations, and agencies for which SMCCCD can provide solutions including customized training and/or related business services
3. Working cooperatively with District, College and Foundation staff to identify businesses and organizations in key industry sectors as qualified leads for training and business services, and assisting in the design of strategies and training solutions for clients
4. Generating new contracts for workforce training (not already provided by one of the colleges) by creating and selling training and performance improvement services that meet the needs of business and public sector employers in San Mateo County
5. Utilizing proven sales strategies that result in frequent customer contact and result in revenue-generating contracts for training or related services; establishing and maintaining high-quality, client relationships based on trust
6. Meeting with clients to provide thorough and complete information regarding proposed solutions and negotiating deliverables and competitive priced training
7. Ensuring delivered training and services exceed client requirements
8. As the primary liaison, responding appropriately to assigned referrals, prospective client inquiries, and other leads as requested
9. Actively engaging in professional development activities to maintain awareness of current trends and strategies

C. Requirements

This classification requires a combination of education and experience equivalent to a Bachelor's degree, preferably in Business Administration or Education and experience of increasing responsibility in a social services, human resources, marketing or related area that has included extensive public contact with people of diverse cultures, language groups and abilities; program planning, implementation and evaluation; demonstrated professional competence in educational programming with an emphasis on working with an adult clientele; directing the work of others; demonstrated skills in oral communication, including public

speaking, and in written communication; demonstrated effective collaborative and relationship building experience with diverse constituents; and use of a variety of computer software for written materials, financial documents, and presentations.

D. Knowledge, Skills & Abilities

1. Ability to multi-task and organize complex, multi-faceted workloads, with attention to detail and timelines
2. Ability to think critically and solve problems
3. Entrepreneurial skills to identify and build successful programs
4. Skills in negotiating agreements and contract terms
5. Skills in both sales and marketing techniques
6. Ability to identify and propose training solutions for the community, businesses and industry
7. Skills in identifying and pursuing grant opportunities
8. Skill in communicating effectively with people at various levels within an organization
9. Skill in communicating respectfully, sensitively and effectively with people who are diverse in their cultures, language groups and abilities
10. Knowledge and experience in developing new programs
11. Skill in supervising and evaluating the work of others
12. Knowledge of the techniques of budget planning, monitoring, forecasting, and analysis
13. Superior skill in written communication
14. Superior skill in oral communications, including public speaking
15. Skill in research, compiling data for, formatting and effectively presenting data for a variety of audiences;
16. Skill in use of a variety of computer software to enter, format and present complex financial, statistical and other data
17. Ability to manage projects, put systems in place, and design effective marketing materials
18. Work with and exhibit sensitivity to and understanding of the diverse racial, ethnic, disabled, sexual orientation, and cultural populations of community college students

E. Physical/Other Requirements

This position requires attention to detail, good memory, ability to work under deadline pressure, moving moderate to heavy objects, sitting and standing for periods of time, oral and written communication, pushing, pulling, bending, stooping, reaching, patience and tact in order to perform the essential functions.