



Cañada College ♦ College of San Mateo ♦ Skyline College

## GENERIC POSITION DESCRIPTION

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# Executive Director of Strategic Initiatives and Economic Development

An Administrative Position (Exempt Status)

Grade AC

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### ***A. Who We Are***

The San Mateo County Community College District is committed to achieving educational equity for all students. As outlined in the District's Strategic Plan, "success, equity, and social justice for our students are longstanding goals." The District's ["Students First" Strategic Plan](#) is focused on "Student Success, Equity and Social Justice." We provide students with a rich and dynamic learning experience that embraces differences -- emphasizing collaboration and engaging students in and out of the classroom, encouraging them to realize their goals, and to become global citizens and socially responsible leaders. When you join our team at San Mateo County Community College District, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, classified staff, administration, students and community partners.

### ***B. The College and the District***

College of San Mateo is part of the San Mateo County Community College District and is designated as a Hispanic Serving Institution (HSI), enrolling approximately 15,000 students each academic year. College of San Mateo has a diverse student population that is a reflection of the communities that it serves. Detailed information about the student population, including data related to student success, can be found on College of San Mateo's Office of Planning, Research and Institutional Effectiveness (PRIE) website.

The President has called for the college community to be student-focused in our return to campus and always find a way to get to "yes" as one team to better serve our communities. We have recognized the need to do more and we recognize that we are stronger together. To learn more about CSM's antiracism and justice-centered efforts, please read our Solidarity Statement.

### ***C. Who We Want***

We value the ability to serve students from a broad range of cultural heritages, socioeconomic backgrounds, genders, abilities and orientations. Therefore, we prioritize applicants who demonstrate they understand the benefits diversity brings to a professional educational community. The successful candidate will be an equity-minded individual committed to collaborating with faculty, classified staff, administration, students and community partners who are also committed to closing equity gaps. The San Mateo County Community College District seeks employees who value mentorship and working in a collegial, collaborative environment, guided by a commitment to helping all students achieve their educational goals.

***D. The Position***

Reporting directly to the College President, the Executive Director of Strategic Initiatives and Economic Development provides vision and administrative leadership for the workforce, community, and economic development infrastructure, and establishes career pathways that lead to livable wage employment opportunities for students. The Executive Director of Strategic Initiatives and Economic Development functions in a senior administrative capacity, collaborating closely with the College President, the Vice President of Instruction, Vice President of Student Services, Vice President of Administrative Services, and other President's Cabinet members, management, and administrative staff to oversee the College's effectiveness in meeting industry and community needs in the service areas for which the College is responsible. Areas of responsibility include strategic alliances to industry associations and workforce development, labor councils, career development, job placement, K-12 planning and dual enrollment, community organizations, President's Council, transportation services, offsite education centers, enrollment management, grant partnerships, equity programming, and system initiatives pertaining to economic development.

***E. Duties & Responsibilities***

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Serves as the senior planning and institutional effectiveness executive director for the college, leading strategic initiatives and institutional efforts key to the college's growth in workforce and economic development.
2. Provides vision and develops a clear three-to-five-year strategic plan to incorporate and expand current career education instructional offerings, programming, and industry alliances with an understanding and respect for 10+1 matters.
3. Coordinates strategic innovation initiatives designed to increase revenue and margin, enhance the educational experience and value for students, and improve operational efficiencies across the College.
4. Serves as the president's envoy to create and maintain strategic alliances with business, economic development entities, industry associations, corporations, nonprofit organizations, labor unions, other universities and colleges, secondary schools, local, state, and federal government agencies, and other constituencies.
5. Represents the college within the business community and with organizations having civic, labor, and economic development agendas, such as chambers of commerce, and economic development councils.
6. Represents the college at local, regional, national and international events and meetings to increase organizational visibility, presence, and contributions.
7. Leads and supports cross-functional projects, programs, and campaigns, by identifying goals, and determining the scope of projects.
8. Provides leadership in Career Education (CE) to ensure teaching excellence, innovations in student learning, and student success.
9. Works with Director of Community Relations and Marketing in the ongoing development of the college's voice, marketing strategy, and public relations efforts.
10. Leads, facilitates, implements, and assess the college's ongoing institutional master planning and the creation and assessment of institutional effectiveness measures in close collaboration with key stakeholders across the college and community. Through utilization of a data-informed process, ensure continuous process and procedure improvement and ongoing assessment of strategic planning efforts.

11. Partners with cabinet members to support the development and implementation of key planning processes across all functional areas of the college, such as the facilities master plan, equity and inclusion plan, and other similar priorities requiring substantial community input and involvement.
12. Leads and manages college response and implementation of San Mateo County and California Community Colleges Chancellor's Office system initiatives that may require broad participation and in-depth process in collaboration with other cabinet members.
13. Actively participates as a member of the President's Cabinet bringing vision, strategic thinking, and creativity to the advancement of the organizational vision, mission, and goals.
14. Provides project management and leadership for short-term institutional projects at the president's direction.
15. In consultation with Presidents' Cabinet and Director of Community Relations and Marketing, oversees the ongoing development of the college's brand standards.
16. Serves as a spokesperson on behalf of the college president with print, radio, and television media.
17. Leads the ongoing development of career education marketing materials designed to engage a variety of audiences including prospective students (dual enrollment, graduating, and adult markets), community members, and business and industry.
18. Supervises the work of personnel in dual and concurrent enrollment, Strong Workforce, and related adult school and education pathways.
19. Along with Accreditation Liaison Officer and senior Research Analysts, collaborate with division leaders to manage ongoing workforce projects and quality improvement initiatives, ensuring sufficient progress and completion in between and leading up to accreditation reviews.
20. Serves as the college representative in coordination of grant work plan objectives and activities for projects such as the Strong Workforce (SWP) across the three SMCCCD colleges and coordinates local and regional SWP planning.
21. Along with college president, serves as primary liaison to the Foundation, supporting the planning and development of foundation initiatives, scholarship development, and financial growth through multiple revenue streams.
22. Identifies and secures financial resources through grant solicitation, foundations, private funding sources, and strategic partners.
23. Maintains proactive communication with state and federal sources; participate in professional associations to inform the college of grant development trends, issues, and opportunities relevant to community colleges.
24. Serves as college liaison to local industry, adult schools, secondary and postsecondary institutions in developing and implementing CE projects and grant activities.
25. Coordinates with San Mateo County Community College District colleges in CE program vitality assessment to ensure programs are aligned with workforce needs.
26. Provide articulation/liaison with other College divisions and services, advisory committees, student groups, and appropriate off-campus institutions and groups.
27. Plans on both a short-and long-term basis for staffing levels in dual enrollment and career education areas to ensure both are proactive and sensitive in the hiring and retention of culturally diverse staff, faculty, and administrators.
28. Collaborates with faculty and administrators in instructional divisions to develop mutually supportive and integrated student-centered models of instruction and student support.
29. Assists with the development of resource allocations for facilities, equipment, and technologies that support area programs.
30. In collaboration with Vice President of Student Services and Vice of Instruction advises, guides, and assesses college activities related to articulation with secondary schools and CE programming, including TOP Code management, the recruitment, admission, assessment, orientation, advisement, and retention of students.
31. Serve as key emergency prevention, preparedness, and response personnel as assigned.

32. Serve on designated College and District committees.
33. Perform other duties as assigned by the President.

#### ***F. Requirements***

- Possession of a Master's degree or above from an accredited institution OR the equivalent.
- Three years of administrative experience, formal training, or leadership experience in a college leadership position reasonably related to the administrator's administrative assignment.
- Demonstrated experience in budget development and management.
- A well-formed leadership philosophy, demonstrated listening skills, and experience as a successful leader who can deliver on desired outcomes.
- Understands and has experience in shared governance consultation and collaboration among college constituency groups and associated campus committee, such as Institutional Planning Committee, Curriculum Committee, Educational Equity Committee, Guided Pathways.
- Demonstrated fiscal prudence and accountability.
- Demonstrated cultural competence, sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.

#### ***G. Physical/Other Requirements***

This classification requires sitting for extended periods of time, pushing and pulling, and visual acuity. The ability to type, use phone, stand intermittently, walk, bend and stoop, occasionally lift, carry, push, pull or otherwise move objects of light to moderate weight, work at a computer, including sitting and viewing a monitor for various lengths of time, repetitive use of keyboard, mouse or other control device, dexterity of hands and fingers to operate keyboard, hearing and speaking to communicate and provide information to others. Ability to operate a motor vehicle and drive to off campus locations.

#### ***H. Knowledge, Skills & Abilities***

1. Ability to function as an equity minded leader in the administration of a wide variety of programs at a comprehensive community college.
2. Skill in serving as a visionary in finding ways to address the rapidly changing workforce needs of industry leaders through new technology, programs, and services.
3. Evidence of organizational skills that enable performance of duties in a timely fashion with attention to detail.
4. Evidence of grant-writing.
5. Ability to develop partnerships with local business and community groups.
6. Skill in respectful and sensitive communication with people who are diverse in their academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds; sensitivity to the value in, and issues related to, successfully serving a culturally diverse student population.
7. Skill in strategic planning and managing through change.
8. Knowledge of and/or experience with federal regulations, Title 5/Education Code, California regulatory agencies, accreditation, and collective bargaining.
9. Ability to motivate and encourage others to work constructively and cooperatively to achieve and sustain a student-centered environment; coordinate work performed by others.
10. Skill in data comparison, analysis, and interpretation; conceptualization; attention to details.
11. Skill in oral communication with small and large groups; persuasive communication; negotiation.
12. Skill in conflict resolution and ability to manage confrontation with tact, sensitivity, and patience.
13. Ability to adapt and be flexible and prioritize projects.