



EXECUTIVE DIRECTOR, COMMUNITY EDUCATION AND WORKFORCE DEVELOPMENT

Reports to: Dean, Continuing and Community Education

Dept: Community Education & Workforce Development **Range:** CM-14

FLSA: Exempt **EEO:** Executive/Administrative/Managerial

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed by individual positions.

BASIC FUNCTION:

Under general direction, plan, organize and manage the Community Education and Workforce Development department; direct programs and services to provide fee-based enrichment and skills training; develop community and business partnerships and collaborations to promote workforce training and expand funding; provide college skills-readiness and summer enrichment programs for international students and youth to promote college enrollment; and perform related duties as assigned.

ESSENTIAL DUTIES & RESPONSIBILITIES:

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Plan, organize, control, integrate and evaluate the work of Community Education and Workforce Development personnel; with Program Supervisors and staff, develop, implement and monitor work plans to achieve goals and objectives; contribute to the development of and monitor performance against the annual department budget; supervise and participate in developing, implementing and evaluating plans, work processes, systems and procedures to achieve annual goals, objectives and work standards.
2. Manage the performance of department staff and instructors; interview and select new staff and instructors; establish performance requirements and personal development targets; regularly monitor performance and provide coaching for performance improvement and development, in accordance with district human resources policies and labor contract agreements.
3. Provide day-to-day leadership and work with staff and instructors to ensure a high-performance, service-oriented work environment that supports achieving the department's and district's mission, objectives and values.
4. Plan, develop and implement the course offerings, programs and services of the Community Education and Workforce Development department; evaluate viability, effectiveness and demand for current and new classes, programs and enrichment opportunities; prepare

forecasts of program revenues and expenditures; evaluate and approve curriculum; create schedules and fee structures; develop program policies and procedures.

5. Through Program Supervisors, plan, direct and implement work-skills training programs and college-readiness programs; work with business and industry to enhance/develop programs or certification courses; coordinate with colleges for transfer opportunities; identify facilities for programs and negotiate leases/use agreements.
6. Select and manage contracted educational service providers including online course providers and contracted drivers education companies.
7. Review and approve course proposals and curriculum; review student evaluation surveys to determine instructor effectiveness and student satisfaction; review feedback from employers to evaluate program effectiveness.
8. Oversee, direct and participate in community outreach and marketing activities; oversee the development and distribution of community education course bulletin/catalog; develop and maintain partnerships and participate on business and community committees and boards.
9. Manage and supervise all department fiscal matters required to maintain funding of department; identify and apply for appropriate grants and funding sources; approve purchase requests for supplies and equipment, leases and contracts; monitor revenue and fee collection; ensure the department's cash handling, grant funding and partnership-related fiscal matters are handled according to district policies and state/ federal laws, rules and regulations.
10. Update and maintain department policies and procedures to ensure compliance with Title V, Title IX and education code for responsible areas.

OTHER DUTIES:

1. Participate in community civic efforts and service clubs to enhance the college's presence in the external community; act as a college outreach speaker to service clubs, associations, businesses and corporations.
2. Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:**KNOWLEDGE OF:**

1. Advanced principles, practices, methods and techniques of program, administrative and organizational analysis, planning and management as applicable to assigned area.
 2. Principles and practices of public administration, including compliance, purchasing, contracting and maintaining public records.
 3. Principles, practices and methods of budget development and management and grant tracking and monitoring.
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4. Applicable sections of the state education code, Title V and other state and federal laws governing foundations.
 5. The Workforce Investment and Opportunity Act and related legislation.
 6. CTE standards of the California Department of Education and California Community College Chancellor's Office Strong Workforce guidelines.
 7. Applicable federal, state and local laws, rules and regulations.
 8. Principles and practices of sound business communication.
 9. Research methods and analysis techniques.
 10. Principles and practices of effective management and supervision.
 11. District human resources policies and labor contract provisions.
 12. Safety policies and safe work practices applicable to the work.

ABILITY TO:

1. Plan, organize, manage, assign, delegate, review and evaluate the work of staff and instructors engaged in community education and work-skills training.
2. Define issues, analyze problems, evaluate alternatives and develop sound, independent conclusions and recommendations in accordance with laws, regulations, rules and policies.
3. Plan and implement a broad range of fee-based programs and services required to maintain department self-funding.
4. Organize, set priorities and exercise expert independent judgment within areas of responsibility.
5. Develop and implement appropriate policies, procedures and controls.
6. Prepare clear, concise and comprehensive correspondence, reports, studies and other written materials.
7. Communicate effectively, both orally and in writing.
8. Understand, interpret, explain and apply applicable laws, codes and ordinances.
9. Represent the district effectively in dealings with the business community, contract educational service providers and prospective students.
10. Present proposals and recommendations clearly, logically and persuasively.
11. Operate a computer and standard business software.
12. Work collaboratively with other directors and managers and provide expert advice and counsel to develop solutions to complex issues.
13. Use tact and diplomacy in dealing with sensitive and complex issues, situations and concerned people.

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14. Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic and disability issues.
 15. Establish and maintain effective working relationships with all those encountered in the course of work.

EDUCATION AND EXPERIENCE:

Graduation from an accredited four-year college or university with a bachelor's degree in business administration, education, marketing or a relevant field, and six years of progressively responsible experience in business or community education, at least two of which were in program development in a community education or work-skills training program; or an equivalent combination of training and experience.

LICENSES AND OTHER REQUIREMENTS:

A valid California driver's license and the ability to maintain insurability under the district's vehicle insurance program.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:

Program Supervisor CEWD, Program Specialist CEWD, Community Education Assistants, Community Education Instructors and student and temporary workers.

CONTACTS:

District administrators, faculty, staff, students, parents, business and community organizations and the general public.

PHYSICAL EFFORT:

The physical efforts described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Primarily sedentary with intermittent standing, walking, bending and stooping; occasional light lifting and carrying of objects weighing up to 25 pounds; ability to travel to various locations on and off campus as needed to conduct district business.

EMOTIONAL EFFORT:

Ability to develop and maintain effective working relationships involving interactions and communications personally, by phone and in writing with a variety of individuals and/or groups from diverse backgrounds on a regular, ongoing basis; ability to work effectively under pressure on a variety of tasks concurrently while meeting established deadlines and changing priorities.

WORKING CONDITIONS:

Primarily business office environment; subject to frequent public contact and interruption; intermittent exposure to individuals acting in a disagreeable fashion; may work at any district location or authorized facility with occasional evenings and/or weekends on an as-needed basis. Occasional local travel may be requested.