



CONNECTICUT STATE COMMUNITY COLLEGE
Job Description
Campus Director of Workforce Development and Continuing Education

Salary Level:
CCP 19

Date Approved/Revised:
9/15/21

Position Purpose

The Campus Director of Workforce Development and Continuing Education performs a full range of duties related to strategic development and delivery of occupational, non-credit certificates, and personal development programs in order to meet the varied learning needs of the populations served. Workforce Development education includes short-term courses and certificate programs that lead directly to employment and professional development training for incumbent workers. Personal Enrichment programs include youth enrichment education and adult enrichment programs for lifelong learners. This position directs part-time and full-time program coordinators, part-time faculty and clerical support personnel in conducting research and needs assessment, program and instructional design, curriculum development, program implementation, and assessment of the quality of courses, workshops, seminars and other forms of non-credit instruction and training at a community college.

Supervisory and Other Relationships

The Campus Director of Workforce Development and Continuing Education works under the direction of Chief Regional Workforce Development Officer and has an additional supervisory relationship with the Chief Executive Officer or other manager on the campus. This position supervises program coordinators, part-time faculty and other support staff.

The position is required to have cooperative and collaborative relationships with community groups, including the regional Workforce Development Board, as well as administrators, faculty, staff and students on campus. The incumbent is expected to collaborate with regional workforce development colleagues on other community college campuses. The incumbent is expected to represent the College in a manner which enhances the College's image in the public and which is appropriate to the dignity of the institution.

Major Accountabilities

The Campus Director of Workforce Development and Continuing Education is accountable for development and administration of workforce development, including Business and Industry services, and continuing education programs for adult, youth and senior citizens in the College's service areas by effective performance in these essential functional areas:

- Research and analysis;
- Program design, development and delivery;
- Training, development and direction of staff;
- Budget and fiscal management

Examples of Duties

The following examples of duties illustrate the general range of tasks assigned to the position but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

A. Research and analysis: The Campus Director of Workforce Development and Continuing Education is accountable for researching and analyzing the workforce development, incumbent worker and continuing education needs of learners in the College's service area. This accountability includes such essential tasks as:

1. Conducting needs assessment through such methods as evaluation of labor market data, surveys, direct meetings with leaders of community, government and private industry groups and consultations with professional associations;
2. Analyzing workforce development needs and the College's capability to design, develop and conduct the needed educational programs;
3. Analyzing costs and benefits of developing continuing education programs;
4. Researching and identifying new grant funding opportunities that support workforce training and improve student outcomes.

B. Program design and development: The Campus Director of Workforce Development and Continuing Education is accountable for designing, developing and marketing workforce development and continuing education programs which meet the workforce, educational, recreational and training needs and interests of the communities served by the College within the realm of appropriateness and capabilities of the College. This accountability includes such essential tasks as:

1. Designing and developing workforce development programs and courses, including course content and distance learning activities;
2. Arranging for faculty, staff and facilities to carry out those programs;
3. Conducting personal presentations, and collaborating with the college marketing department on catalogs, flyers, and social media outreach campaigns to promote the programs;
4. Monitoring department and program web pages for updated and accurate information;
5. Negotiating and administering contracts with organizations, professional associations, and off-campus training sites for program delivery;
6. Overseeing the implementation of new and existing grant funded programs;
7. Designing and developing educational program assessment instruments;
8. Collaborating with campus departments and community organizations to ensure that workforce development students receive appropriate advising and support services;
9. Collecting and analyzing data on learning outcomes and job placement rates in comparison to program goals and expectations;
10. Initiating needed corrective action to address program deficiencies;
11. Using current technology to maintain program design elements and data.

C. Training, development and direction of staff: The Campus Director of Workforce Development and Continuing Education is accountable for providing an appropriately qualified staff and part-time faculty and for assuring their effective performance. This includes such essential tasks as:

1. Recruit, select, interview, recommend for hire and orient appropriately qualified faculty and staff for quality instruction and program development within the constraints of fiscal and compensation policy;
2. Provide for training and development of coordinators, staff, instructors, and trainers to assure their continuing competencies;
3. Provide direction to faculty and staff to assure their effective and efficient performance.
4. Overseeing and directing adjunct faculty and program staff in program delivery including online courses;
5. Evaluate performance of faculty and staff, providing coaching where needed and conducting constructive performance evaluations.

D. Budget and fiscal management: The Campus Director of Workforce Development and Continuing Education is accountable for management of financial resources and for the value of services provided with those resources including such tasks as:

1. Determining effective pricing of courses and appropriate instructor salaries;

2. Analyzing resources needed to develop the programs and services of the unit's mission;
3. Preparing and administering fiscally sound budgets;
4. Preparing fiscal reports for grants;
5. Monitoring expenditures, assessing fiscal trends and initiating needed corrective action to assure budgetary integrity.

Professional Participation and Development

In addition to the accountabilities listed above, the Campus Director of Workforce Development and Continuing Education is required to carry out the essential duties of:

- Attendance and participation at convocation and commencement ceremonies
- Service on assigned committees and task forces
- Attendance and participation at committee, staff, informational and professional meetings

All of which may involve attendance at evening or weekend events, within contractual limitations.

The incumbent is required to maintain currency in the position's required fields of expertise and competencies. In addition, the position incumbent is required at all times to interact in a courteous and respectful manner with students, public and peers and to maintain complete confidentiality of student records and other materials of a confidential or sensitive nature.

Qualifications

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong Information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.) Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Curriculum design in an adult learning environment;
- Academic administration;
- Marketing, business development, public relations or a related field;

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Master's degree in an appropriately related field together with at least two years of related experience and up to two years of supervisory experience; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position's essential duties.

Work Environment

Position incumbents perform much of their work in office settings where there is minimal lifting or other physical exertion required. Incumbents are required to travel to such locations as schools, business offices and community facilities and to meet with and to make presentations to key officials of schools and civic groups. Incumbents are required to be licensed to drive a private passenger automobile or to arrange for alternate transportation.