Foothill-De Anza Community College District

Director, Professional and Workforce Development

Department: Business and Industry Institute
College: De Anza
Date: March 2002

POSITION PURPOSE

Reporting to the Vice President, Workforce and Economic Development, De Anza College, plans and directs all aspects of a self-supporting workforce development program that provides technical and professional solutions through customized training and instructional services for business, industry, and government clients. Develops and oversees international study programs for students of foreign universities and nonprofit foundations; develops, in cooperation with other college departments on both campuses, partnerships with business, industry, and government; collaborates with other educational institutions and agencies; assists in the oversight of the District's externally funded initiatives; and establishes and maintains relationships with private and public sector organizations to promote the District in the community.

NATURE and SCOPE

The Director, Professional and Workforce Development supervises Program Developers, Marketing Coordinators, an Office Coordinator, administrative support staff, and part-time instructors.

The Director, Professional and Workforce Development is responsible for developing the department's budget and allocating department funds; signing contracts with client organizations, including foreign organizations, for delivery of programs and services; selecting and hiring staff, including instructors to provide customized training and instructional services; and determining salary levels for contract instructors.

KEY DUTIES and RESPONSIBILITIES

1. Provide leadership for the development and delivery of all customized training and instructional services (contract education) for business, industry, and government clients.

2. Assess client's technical and professional training and education needs; create customized training and instructional services to meet identified deficiencies; attend meetings of various business/industry advisory committees and councils.

3. Develop new and maintain ongoing contractual relationships with business, industry, and government clients; negotiate with client organizations; modify contracts as necessary; prepare reports for contracting organizations as requested; coordinate the delivery of customized training, instructional, and support services with other community colleges and regional collaboratives.

4. Select, assign, orient, train, supervise and evaluate the performance of assigned personnel and instructors.

5. Provide leadership and training for staff to ensure that staff remains aware of and familiar with workforce preparation compliance, contractual requirements, and obligations.

6. Provide strategic direction and oversight for new and continuing marketing activities to business, industry, and government clients.
7. Develop and maintain relationships with foreign universities and non-profit organizations that contract for international study programs; oversee all aspects of the programs, including instructor selection and coordination with colleges, agencies, and/or student groups.

8. Prepare and administer budgets; prepare justifications and recommendations; and assure maintenance of documentation.

9. Inform College District administrators, and the Board of Trustees of contract and project activities; ensure contracts and projects are of low/minimal risk to the District.

10. Establish working relationships with various groups/organizations within the District to promote a cooperative effort in achieving the goals of workforce development.

11. Establish working relationships with external groups and organizations, regionally, statewide and nationally to promote workforce development.

12. Establish and maintain relationships with business, industry, and government agencies to promote the District’s image and enhance communications; solicit assistance from business, industry and government in developing facilities, updating curriculum, and creating and advancing programs to meet the workforce development needs of the region.

13. Provide leadership within the District in significant legislative changes that can affect workforce development programs.

14. Identify locations for and coordinate delivery of credit or noncredit classes in business, industry, and government in conjunction with the academic divisions, when necessary.

15. Research and implement alternative delivery systems, including those that utilize emerging technologies, locally and globally, to provide optimum access, training, and professional content for existing and new client populations and for possible future implementation by the District.

16. Prepare and conduct presentations to groups regarding Foothill-De Anza Community College District’s workforce development programs and services; attend various local and/or state agency meetings as needed.

17. Lead or participate in various college, District-wide, regional meetings and/or committees for directors, managers, deans, learning communities, and tasks groups as required.

EMPLOYMENT STANDARDS

Knowledge:

1. District policies and procedures.

2. California Education Code.

3. District safety procedures.


6. Faculty and classified union contracts.
7. Educational institution operation, related laws, regulations, business and administrative practices.

8. Computers: commonly used software and communication mediums.

Skills and Abilities:

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, cultural, disability, religious background and sexual orientation of community college students, faculty and staff.

2. Communicate effectively both orally and in writing, including writing complex proposals, producing written market-oriented materials and professional presentations.

3. Sales / marketing skills.

4. Leadership /management / supervisory skills.

5. Knowledge of adult learning theory.

6. Computer literacy, skilled in the operation of commonly used software, including Internet communication skills.

7. Organizational, time management, and problem solving abilities.

Education and Experience:

1. Bachelor’s degree in a related field required; Master’s degree preferred.

2. 3 years sales/marketing experience, marketing educational services to industry preferred.

3. Experience negotiating contracts/agreements; administering budgets, personnel, and facilities.

4. Experience supervising, managing, coordinating, or leading an academic and/or training programs or services.

5. Some experience with public relations and/or promotion.

6. Administrative experience or teaching and/or training experience in an accredited post-secondary institution or business setting with demonstrated success in program assessment, development, and implementation.

7. Work experience in industry, business, and/or government preferred.

8. Evidence of leadership abilities within an educational, business, or government institution.

9. Experience working with legislators, legislative committees, and community committees, agencies, and groups.

Candidates who claim equivalent qualifications must provide conclusive evidence of their qualifications.

Working Conditions:

1. Typical office environment; subject to travel to conduct work

Salary Grade: I
EEO-Category: H-11