

**DIRECTOR OF WORKFORCE, ECONOMIC DEVELOPMENT,
AND COMMUNITY PROGRAMS**

(Management Position)
Range 49

DEFINITION

Under the general direction of the Dean of Student Learning, Workforce and Economic Development, plan, develop, organize, direct and supervise Community Programs, CalWORKs, Institute for Professional Development (IPD), Non-Credit Programs (including English as a Second Language, Emeritus), Bridge to Success, Career Connections and other Workforce and Economic Development programs; develop grant and categorically funded projects; develop and maintain community and business partnerships necessary for Economic and Workforce Development projects; coordinate activities with Student Learning and Student Support clusters; and perform other related duties as required.

DISTINGUISHING CHARACTERISTICS

The Director of Workforce, Economic Development, and Community Programs is distinguished by the requirement to work independently and exercise judgment, take initiative in writing grants, developing credit, non-credit, fee-based curriculum to meet the needs of the community and local businesses; develop and implement Workforce Development projects and programs; to ensure that fiscal management and reporting requirements are in compliance with funding sources and District policies and procedures; with the goal of being entirely self-sufficient. The Director must thrive in an entrepreneurial setting and must maintain high standards of customer service and quality education.

The position will support Cuesta College's Institutional Effectiveness Outcomes by providing services to increase the success of targeted groups of students. The position must promote and provide life-long learning opportunities.

ESSENTIAL FUNCTIONS

- Plan, direct, oversee and evaluate Community Programs, CalWORKs, the Institute for Professional Development, non-credit offerings, Bridge to Success, Career Connections and other workforce development programs;
- Recommend, monitor, and control program budgets;
- Coordinate grant funded proposals and projects with other workforce and economic development programs and college services;
- Oversee issuance of contracts, claims, and payments to instructors/presenters;
- Supervise registration for various credit and non-credit programs;
- Design, implement, and promote credit, non-credit, fee-based, and grant programs that meet the needs of the community, including off-campus and outreach activities, in consultation with District administration, faculty and staff, local businesses, advisory committees, community groups and individuals;
- Represent Cuesta College on appropriate county committees or at meetings related to customized training, non-credit programs, and workforce development;

- Oversee target population research to determine skill levels, career interests and personal goals of participants and necessary participant services;
- Coordinate college efforts to pilot and develop specialized programs in workforce development;
- Develop and maintain partnerships with community agencies, business/industry, and local government;
- Hire, supervise, and evaluate the work of employees;
- Supervise the delivery of credit, non-credit, and grant activities;
- Ensure that programs are financially self-supporting;
- Maintain program records and files;
- Assist with the development of publicity materials;
- Serve on District standing committees as assigned;
- Compose correspondence, requisitions, and schedules;
- Write grant proposals and curriculum; read and interpret contracts, curriculum, and other related documents;
- Collect, analyze, and report statistical, financial, and other data;
- Interpret and apply rules, regulation, and District policies;
- Operate computer equipment and use software programs;
- Establish and maintain cooperative working relationships with those contacted in the performance of duties;
- Communicate effectively orally and in writing;
- Demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of staff and students and of staff and students with physical and learning disabilities.

Duties may require the ability to:

- Assess needs and facilitate the development of programs and services for the economic vitality of the community;
- Manage a budget and conduct a cost analysis;
- Understand and carry out complex instructions, both oral and written;
- Work with interruptions, frequent deadlines, and multiple assignments simultaneously.
- See for the purpose of reading regulations, laws and codes, rules and policies, and other printed matter;
- Hear and understand speech at normal levels;
- Speak so that others will be able to understand a normal in-person and telephone conversation;
- Sit or stand for extended periods of time;
- Lift and/or carry 25 pounds;
- Exert manual dexterity sufficient for keyboard and other office equipment operation.

ESSENTIAL FUNCTIONS OF PARTICULAR POSITIONS WITHIN CLASSIFICATIONS MAY VARY BECAUSE JOB DUTIES MAY VARY BY WORK LOCATION.

QUALIFICATIONS

Education:

Required:

- Bachelor's degree

Preferred:

- Master's degree

Experience:

Required:

- Entrepreneurial and/or corporate experience, including marketing, community outreach, and public relations;
- Management principles, budget administration or program development and promotion.

Preferred:

- Educational background with management;
- Non-credit programs;
- Workforce development programs.

Or any equivalent combination of education and experience.

Knowledge of:

- Customer service;
- Grant writing and implementation;
- Community college programs and services;
- Marketing and outreach strategies;
- Current technologies, personal computer, and associated office software such as word processing, spreadsheet, presentation, and/or database software;
- Correct usage of English, grammar, spelling, punctuation, and vocabulary;
- District policies and procedures.

License and Certificates:

Required:

- Possess a valid California Driver's License.

Additional Requirements:

- Provide own transportation and travel county-wide.

Board of Trustee Approval: 10/4/2006

Revised: 10/4/2006