

July 2013

**SANTA BARBARA COMMUNITY COLLEGE DISTRICT**

**CLASSIFICATION: CLASSIFIED**      **CLASS TITLE: EXECUTIVE DIRECTOR -- CENTER FOR LIFELONG LEARNING**

**SALARY TABLE: 30**      **SALARY RANGE: 158**

**BASIC FUNCTION:**

The Executive Director of the Center for Lifelong Learning is responsible for leading and representing the Center for Lifelong Learning by meeting community, student, faculty and staff needs and assuring the financial stability, sustainability and growth of the program.

Under the direction of the Executive Vice President, create and implement the self-supporting Center for Lifelong Learning, which is responsive to the needs of the community. Create a sustainable and viable business model which provides for long term financial stability. Plan, organize, control and direct the operations, programs, classes, seminars, and activities, marketing, budgets, staff and community advisory committees. Supervise and oversee the performance of assigned instructors, staff and volunteers. Coordinate fundraising activities with the Foundation for Santa Barbara City College.

**REPRESENTATIVE DUTIES:**

**ESSENTIAL DUTIES:**

Create and implement the self-supporting Center for Lifelong Learning. Develop and implement programs, classes, seminars, and activities that are responsive to the needs of the community. Plan, organize, control and direct the operations, programming, finances, fundraising, public relations, campus relations, curriculum, classes, seminars, and activities of the Center for Lifelong Learning.

Create a sustainable and viable business model which provides for long term financial stability. Develop, implement, evaluate and adjust the business model to assure financial and operational viability.

Develop and prepare the annual budget; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations; research, obtain and maintain grants and other funding sources as required; develop and maintain contracts as assigned. Understand and interpret financial reports.

Coordinate with the Foundation for SBCC on fundraising opportunities, events and sponsorship. Identify, plan, develop, implement and evaluate special sponsored and co-sponsored programs and events that are dynamic and responsive to community learning interests.

Arrange and coordinate calendars, facilities and support services for the instructional activities of the Center; conduct needs assessments; design, develop and evaluate new Center for Lifelong Learning programs, courses, workshops, lectures, seminars, conferences, forums and special events.

Monitor and evaluate assigned programs and courses for educational effectiveness and

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operational efficiency; maintain awareness of trends and issues in education and the community;  
receive and respond to student, staff and public input concerning program and lifelong learning

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course needs and community interests; develop and implement standards, programs, policies and procedures to enhance the Center’s educational effectiveness and operational efficiency.

Oversee the development, implementation and evaluation of the Center for Lifelong Learning’s marketing, public relations and community outreach plans. In collaboration with the Center for Lifelong Learning’s Community Council of Stakeholders, identify, recruit and provide support for community members to serve on volunteer advisory committees for various curriculum/program areas of focus, marketing, public relations, fundraising and overall support for the Center for Lifelong Learning.

Supervise and evaluate the performance of instructors and staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; coordinate subordinate work assignments and review work to assure compliance with established standards, requirements and procedures.

Monitor, assess and adjust program offerings in response to student and community needs; coordinate activities to enhance staff understanding of educational practices, curriculum standards and instructional strategies related to the Center’s mission and focus.

Coordinate programs, courses, communications, activities and information between staff, instructors, administrators, outside organizations, businesses, the public, the Community Council of Stakeholders, and various local, State and federal agencies; assure proper and timely resolution of student, instructors, staff and administrative issues and conflicts related to the Center for Lifelong Learning.

Develop and conduct training and staff development activities as required; prepare and deliver oral presentations; explain principles, standards, guidelines, practices, procedures and techniques related to the Center’s programs and oversee the preparation and distribution of related training materials.

Direct and participate in the preparation and maintenance of various records, reports and files related to programs, courses, services, curriculum, students, enrollment, projects, grants, financial activity, budgets, trust funds, personnel and assigned duties; prepare, receive and respond to e-mails.

Incorporate technology and social media into the Center for Lifelong Learning operations.

Work with students from diverse cultural ethnic, socioeconomic, academic, and disability backgrounds.

**OTHER DUTIES:**

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Planning, organization and direction of the operations and activities of self-supporting lifelong learning programs.

Curriculum standards, requirements, interpretation and application in assigned programs and courses.

College, State and federal standards and requirements governing college district educational programs.

Self-supporting business models for educational enterprises.

Design and delivery of lifelong learning programs and courses.

Instructional techniques and strategies that are responsive to the learning needs of different segments of the community.

Developments in the use of technology in instruction and general operations.

Current and developing trends in a comprehensive continuing education program.

Principles, practices, procedures and techniques involved in the development and implementation of a comprehensive, self-supporting lifelong learning program.

Principles and practices of administration, supervision and training.

Budget preparation and control.

Oral and written communication skills.

Applicable laws, codes, regulations, policies and procedures.

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software.

Public relations techniques.

Analyze situations accurately and adopt an effective course of action.

**ABILITY TO:**

Lead an entrepreneurial organization from inception.

Plan, organize, control and direct the operations and activities of the Center for Lifelong Learning.

Coordinate and direct communications, personnel, curriculum and information to meet community needs and assure smooth and efficient program activities.

Supervise and evaluate the performance of assigned employees.

Develop and implement lifelong learning courses and related instructional activities.

Collaborate with others in the development and implementation of lifelong learning courses and activities.

Coordinate and conduct training and staff development activities as required.

Communicate effectively both orally and in writing.

Analyze situations accurately and adopt an effective course of action.

Meet schedules and time lines.

Work independently with little direction.

Plan and organize work.

Prepare comprehensive narrative and statistical reports.

Direct the maintenance of a variety of reports, records and files related to assigned activities.

**EDUCATION AND PAID EXPERIENCE:**

Any combination equivalent to: master's degree and five years increasingly responsible educational and administrative experience working with community, continuing education, extension or related programs designed to meet the life enrichment learning needs of the community; experience working with the non-profit sector; knowledge and experience in managing a complex budget; knowledge and experience in fundraising.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**CONDITIONS OF EMPLOYMENT:**

The work environment and physical demands described here are representative of those required by an employee to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Indoor work environment.  
Driving a vehicle to conduct work.

**PHYSICAL DEMANDS:**

Regular operation of a computer keyboard, calculator, and other normal office equipment.  
Reading a variety of complex educational and financial materials.  
Ability to remain in a stationary position for extended periods of time.  
Communicating and expressing oneself clearly on a variety of educational topics in conversation with, and presentations to, staff, students, and members of the community.