

DIRECTOR, PROMISE+PLUS

DEFINITION

Under administrative direction, plans, organizes, manages, and provides administrative direction and oversight for all functions and activities of the Promise+Plus Program, formally known as the California Promise Program, primarily focused on organizing and providing direct support services to first time college students, including adjunct counseling, educational peer advising, program application, and student support and financial services; coordinates and directs communications, services, resources, and information to meet student needs and ensure smooth and efficient department activities; coordinates assigned activities; fosters cooperative working relationships with other College divisions and departments and outside officials; provides highly responsible and complex professional assistance and expertise to the assigned manager.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the assigned managerial personnel. Exercises general direction and supervision over professional, technical, and administrative support staff.

CLASS CHARACTERISTICS

This is a full management level classification that oversees, directs, and participates in all activities of the Promise+Plus Program, including planning and development and administration of departmental policies, procedures, and services. The incumbent supports the Associate Dean, Student Engagement, organizes and oversees day-to-day programs, services, and activities and is responsible for providing professional-level support in a variety of areas in a variety of administrative, coordinative, analytical, and liaison capacities. Responsibilities include coordinating the activities of the department with those of other divisions and departments and outside agencies, tracking program activities and outcome measures, and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives and for furthering Statewide California (CA) Promise Program goals and College goals and objectives within general policy guidelines.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

1. Assumes full management responsibility for all Promise+Plus programs, services, and activities, including recruitment and outreach, enrollment and matriculation services, advisement, financial aid and scholarships, specialized workshops, transfer assistance, educational plans, grants, book vouchers, instructional supplies, early registration, case management, and ceremonies.
2. Develops, directs, and coordinates the implementation of goals, objectives, policies,

- procedures, and work standards for the department; establishes, within state and College policies, appropriate budget, service, and staffing levels.
3. Manages and participates in the development and administration of the department's programmatic budgets and related grants; monitors and tracks compliance with regulations related to expenditure and reporting of program funds; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary; prepares and administers large and complex budgets; allocates limited resources in a cost effective manner.
 4. Assumes management and supervisor responsibility for the design, development, and implementation of the program and/or department.
 5. Develops and implements marketing strategies to promote assigned programs, projects, and services; plans and coordinates assigned program/department workshops, presentations, information sessions, and events.
 6. Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and performance evaluations; works with employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.
 7. Manages and develops, reviews, and implements systems, standards, programs, policies, and procedures to meet CA Promise Program and College needs; evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
 8. Collaborates with College personnel and administrators in the development and implementation of a networked system of support and services for Promise+Plus for educational effectiveness and operational efficiency; ensures the enhancement of student access to Promise+Plus services, including coordinating and directing the intake, eligibility, and student application functions.
 9. Assists in the development of systems to track and evaluate students' progress through the matriculation process, completion of financial aid applications, enrollment in summer programs, term to term retention and course success rates, and CA Promise Program completion.
 10. Researches and analyzes program data; prepares comprehensive technical records and reports; takes corrective action as necessary.
 11. Directs and participates in the preparation and maintenance of a variety of narrative and statistical reports, records, and files related to student success and completion, departmental services, students, projects, programs, personnel, financial activities, and assigned duties; ensures mandated reports are submitted to appropriated governmental agencies according to established timelines.
 12. Establishes, implements, and fosters an environment of belonging as it relates to diversity, equity, inclusion, social justice, anti-racism, and accessibility (DEISAA).
 13. Oversees, leads, and provides high-level customer service when interacting with the public, vendors, students, and College staff, including individuals from minoritized groups.

14. Utilizes critical thinking, decision-making, and problem-solving skills with tact, confidence, and diplomacy.
15. Implements, enforces, supports, and abides by federal, state, and local policies and Board Policies and Administrative Procedures.
16. Participates in and supports employee participation on committees, task forces, and special assignments, including, but not limited to, Screening and Selection Committees, mandated trainings, and DEISAA related trainings as required.
17. Prepares and delivers DEISAA-minded presentations related to assigned areas as required.
18. Recommends, develops, and implements changes to federal, state, local, and College policy; analyzes and evaluates program compliance updating program as necessary.
19. Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects.
20. Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of supporting a DEISAA academic and work environment.
2. The needs of diverse, specialized, and non-traditional student populations, their economic and social conditions and challenges, and strategies and methods to increase their successful enrollment and college retention and completion.
3. Equity-focused principles, practices, and strategies related to access efforts focused on the recruitment and enrollment of new students, especially marginalized student populations.
4. Budget development, administrative principles and practices, and organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
5. Principles, practices, theories, and methods of planning, organizing, and directing CA Promise programs, first-year college experience, services, operations, and activities.
6. Goals, requirements, principles, and regulations related to statewide Promise Program efforts.
7. Principles, research, and procedures of record keeping, technical report writing, and preparation of correspondence, presentations, and reports.
8. Modern office practices, methods, and computer equipment and applications.
9. Record keeping principles and procedures.
10. Techniques for providing a high level of customer service by effectively interacting with the public, vendors, students, and College staff, including individuals of various ages, disabilities, various socio-economic, and ethnic groups.

Skills & Abilities to:

1. Implement, advocate for, and communicate the College's vision and commitment to creating a DEISAA academic and work environment.

2. Oversee and address gaps in DEISAA in the recruitment and retention of faculty and staff.
3. Critical thinking and decision-making through observing, analyzing, inferring, communicating, and problem-solving in challenging situations with tact, confidence, and diplomacy.
4. Develop, organize, implement, and monitor program components designed to support the enrollment and successful completion of college courses for identified students.
5. Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the department and assigned program areas.
6. Collaborate and coordinate with other College departments, local school districts, and community organizations and agencies to develop and implement programmatic components serving a diverse range of students.
7. Collaborate with specialized support programs to integrate efforts and implement specialized efforts related to foster youth, undocumented, Lesbian, Gay, Bisexual, Transgender, and Queer or Questioning (LGBTQ), disabled, low income, and first generation students.
8. Plan, organize, direct, and coordinate the work of professional and technical personnel; delegate authority and responsibility.
9. Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
10. Effectively represent the College and the department in meetings with various educational, business, professional, regulatory, and legislative organizations.
11. Conduct complex research projects, evaluate alternatives, identify problems, make sound recommendations, develop justification for solutions, and prepare technical staff reports.
12. Learn and apply emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
13. Communicate effectively through various modalities.
14. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures; understand scope of authority in making independent decisions.
15. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

1. Equivalent to graduation from a regionally accredited four-year college or university with coursework in counseling, rehabilitation counseling, educational counseling, educational administration, or a related field; and
2. Two (2) full-time equivalent years of increasingly responsible experience working with students in providing outreach, onboarding, intervention services and support services, or related student services educational programs.

Desirable Qualifications:

1. Proven track record of implementing or overseeing programs or policies relating to diversity, equity, inclusion, and anti-racism, preferably in a minority serving institution such as an institution that serves Hispanic (HSI), Asian American, and Native American Pacific Islander (AANAPISI) students; OR
2. Proven track record of participating in programs relating to diversity, equity, inclusion, and anti-racism, preferably a minority serving institution such as an institution that serves Hispanic (HSI), Asian American, and Native American Pacific Islander (AANAPISI) students.

Licenses and Certifications:

Possession of, or ability to obtain, a valid California Driver's License by time of appointment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various College and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects up to 20 pounds.

ENVIRONMENTAL ELEMENTS

Incumbents work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbents may interact with staff, students, and/or the public in interpreting and enforcing departmental policies and procedures.

Amended: 8/2023