

## **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, (the College's implementation of the California College Promise, established by Education code §§76396 – 76396.3), primarily focused on organizing and providing comprehensive onboarding, matriculation, retention, and financial support services to first time college students, including adjunct counseling, peer advising, program application, and student support and financial services. This position coordinates and directs communications, services, resources, and information to meet student needs and ensure smooth and efficient department activities; fosters cooperative working relationships with other College divisions and departments and outside officials to ensure effective service delivery and outcomes tracking; provides highly responsible and complex professional assistance and expertise to the management.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction from the assigned managerial personnel. Exercises general direction and supervision over professional, technical, and administrative support staff through subordinate levels of management and supervision.

### **CLASS CHARACTERISTICS**

This position is within the educational administrator classification and oversees, directs, and participates in all activities of the Promise Plus Program, including planning, development, and administration of departmental policies, procedures, and services. The incumbent ensures alignment with California College Promise statutory and regulatory requirements and reporting. 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. The incumbent is accountable for accomplishing 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 Promise Plus program outcomes, benefits, and services, including recruitment and outreach, enrollment, onboarding, matriculation services, early registration, case management, program eligibility verifications, counseling and peer advising, financial aid, scholarships, and basic needs support, specialized workshops, and milestones and recognition events.
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 administers complex, multi-fund budgets, including California College Promise categorical, grants, foundation, and donor funds; ensures compliance with fiscal and reporting requirements; forecasts and approves expenditures; adjusts

allocations as needed and strategically allocates limited resources to maximize student impact.

4. Develops and implements inclusive marketing, recruitment, and communication strategies to promote assigned programs, projects, and services; coordinates and facilitates assigned program/department workshops, presentations, information sessions, and events.
5. Selects, trains, motivates, and directs the assigned 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 procedures; responds to staff questions and concerns.
6. Develops, implements, and evaluates systems, policies, and procedures to meet CA Promise Program and College needs; evaluates the effectiveness of service delivery methods, reporting structures, and procedures; assesses and monitors the distribution of work; identifies opportunities for improvement and directs the implementation of change.
7. Collaborates with divisions across campus to deliver a networked system of support and services for effectiveness and operational efficiency; ensures timely intake, eligibility determination, benefits disbursement, and case management for students, including directing the intake, eligibility, and student application functions.
8. Oversees development of data systems and dashboards to track recruitment, application/eligibility, financial assistance, term-to-term retention, course success rates, and program completion, graduation, progress toward completion/transfer, and two-year outcomes; prepares required local and state reports; uses data for program improvement.
9. 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 appropriate governmental agencies according to established timelines.
10. Attends the College's annual commencement ceremony as part of their official duties.
11. Establishes, implements, and fosters an environment of belonging as it relates to diversity, equity, inclusion, social justice, anti-racism, and accessibility (DEISAA).
12. Oversees, leads, and provides quality customer service when interacting with the public, vendors, students, and College staff, including individuals from minoritized groups.
13. Utilizes critical thinking, sound decision-making, and problem-solving skills with tact, confidence, and diplomacy.
14. Implements, enforces, supports, and abides by federal, state, and local policies and Board Policies and Administrative Procedures.
15. 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.
16. Prepares and delivers DEISAA-minded presentations related to assigned areas as required.
17. Recommends, develops, and implements changes to federal, state, local, and College policy; analyzes and evaluates program compliance updating program as necessary.

18. Prepares and delivers staff and budget and compliance reports, program updates to College governance bodies and external stakeholders, various management and information updates, and reports on special projects.
19. Performs other related duties as assigned consistent with the scope of the position.

## **QUALIFICATIONS**

### **Knowledge of:**

1. Principles and practices of supporting a diverse, equitable, inclusive, socially just, anti-racist, and accessible 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. California Promise Program eligibility requirements, benefit structures, and student success milestones; K-12 to college transition practices; first-year experience models, and Guided Pathways.
5. Principles and practices of employee supervision, including work planning, assignment, review, and evaluation, and the training of staff in work procedures.
6. Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
7. 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.
8. Principles, practices, theories, and methods of planning, organizing, and directing CA Promise programs, first-year college experience, services, operations, and activities.
9. Principles, research, and procedures of record keeping, technical report writing, and preparation of correspondence, presentations, and reports.
10. Modern office practices, methods, and computer equipment and applications related to the scope of responsibility.
11. Techniques for effectively representing the College in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
12. 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 levels and ethnic groups.

### **Skills & Abilities to:**

1. Implement, advocate for, and communicate the College's vision and commitment to creating a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
2. Oversee and address gaps in diversity, equity, inclusion, social justice, anti-racism, and accessibility in the recruitment and retention of faculty, management, and staff.
3. Exercise critical thinking and decision-making through observing, analyzing, inferring, communicating, and problem-solving in challenging situations with ethics, tact, confidence, and diplomacy.

4. Develop and implement resources and strategies towards the goal of being diverse, equitable, inclusive, socially just, anti-racist, and accessible in academic and work environments.
5. Oversee the implementation of applicable collective bargaining agreements as they relate to employees supervised.
6. Establish and maintain a variety of filing, record-keeping, and tracking systems.
7. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
8. Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
9. Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
10. Conduct complex research projects, evaluate alternatives, identify problems, make sound recommendations, develop justification for solutions, and prepare technical staff reports.
11. Learn and apply emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
12. Communicate effectively through various modalities.
13. 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.
14. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**Education and Experience:**

1. Master's degree from a regionally or nationally accredited college or university; and
2. Two (2) full-time equivalent years of increasingly responsible experience leading or coordinating college access, outreach, onboarding, financial aid/scholarships, categorical programs, first year experience programs.

**Desirable Qualifications:**

1. Experience implementing CA College Promise (AB 19/AB 2) requirements and reporting.
2. Ability to speak and understand Mandarin and/or Spanish.
3. Proven track record of implementing or overseeing programs or policies relating to diversity, equity, inclusion, anti-racism, and accessibility, preferably in institutions serving minoritized populations such as Hispanic (HSI) and Asian American and Native American Pacific Islander-Serving Institutions (AANAPISI); OR
4. Proven track record of participating in programs relating to diversity, equity, inclusion, anti-racism, and accessibility, preferably in institutions serving minoritized populations such as Hispanic (HSI) and Asian American and Native American Pacific Islander-Serving Institutions (AANAPISI).

**Licenses and Certifications:**

None.

### **PHYSICAL DEMANDS**

Must be able to work in a standard office setting and use standard office equipment, including technological devices; to communicate with individuals at various College and meeting sites; the ability to understand and comprehend written and electronic materials; and the ability to receive, review, and respond to communications in person before groups, and over and through various media. This is primarily a sedentary office classification although movement between work areas may be required. Positions in this classification occasionally may need to physically 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 weighing 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; 5/2026