CLASS SPECIFICATION
Director, Student Relations

FLSA Status: Exempt
EEOC Job Category: Officials and Administrators
Union Representation: Unrepresented

GENERAL PURPOSE
Under the direction of the Vice President of Student Support Services, the Director is responsible for planning, directing, managing, evaluating and overseeing the activities, services and staff of the District’s scholarship and outreach departments and the International Student Office; examines, analyzes and makes recommendations regarding scholarship, outreach, and international student administration and develops administrative procedures; oversees the American Language and Cultural Institute; manages and oversees scholarship and outreach special events, including the summer recreation program; promotes and provides supplementary support in the administration of scholarships; resolves the more complex and difficult scholarship issues; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS
The Director, Student Relations is responsible for directing, managing, reviewing and supervising the activities and staff of the scholarship and outreach departments and the International Student Office...

ESSENTIAL DUTIES AND RESPONSIBILITIES
The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Represents the Superintendent-President and Long Beach City College at assigned community, foundation and speaking events including luncheons, dinners and donor meetings; identifies, establishes, and cultivates ongoing relations with potential or existing donors; manages a 700+ active donor load, prioritizing donor needs and requests to maximize scholarship fund totals; guides donors in the development and design of individualized student scholarship programs, including one-time donations, endowments, annual funding, and student/program-specific scholarships.

2. Directs all college-wide outreach efforts including all partnerships and collaborative programming with the local K-12 districts; develops outreach and marketing vision, objectives, and plans and oversees the creation of associated marketing materials to maintain consistent and effective
3. Directs the collection of approximately $600,000 in receivables from external agencies, individual donors and auxiliary units and codes all incoming funds to ensure they are deposited into the correct accounts and adhere to applicable standards and guidelines; prepare documentation for external audits and respond to audit findings; use professional judgment in determining the flexibility in awarding existing donor funds; approves any fiscal transaction between district and the foundation.

4. Directs the distribution and verification of the scholarship awards each semester; meets with students and resolves complex scholarship processing and student account issues; corresponds with individual, private and governmental funding agencies on behalf of the student to resolve any outstanding issues; develops and implements appropriate resolution for all student scholarship matters.

5. Resolves fiscal processing pertaining to student’s accounts; oversees the collection of all private funding; approves any fiscal transactions between district and the foundation; manages complex budgets, grants and private funds.

6. Directs, plans, organizes, controls, and evaluates the work of the International Student Program with subordinate staff; participates in establishing operational plans and initiatives to meet program goals and objectives; promotes the academic and personal growth of international students; monitors program compliance with federal and District policies and regulations pertaining to international students, including INS and SEVIS; manages application and cultural activity fee accounts.

7. Directs the International Student program’s application and admissions processes; evaluates and updates application forms and maintains web-based applications; reviews student applications and directs or participates requesting missing or corrected documents from applicants; supervises staff in preparing admissions packets and new student I-20 forms; manages and supervises the off-campus housing program for international students; develops and manages international student recruitment plans and programs; determines annual ad placement and tracks advertising effectiveness; prepares advertising and ad copies; manages the programs advertising budget.

8. Directs, supervises and evaluates the American Language and Cultural Institute; oversees cultural activities and trips for program students; administers the American Language and Culture Institute’s budget; determine enrollment goals and maintain program accreditation.

9. Establish operational plans and initiatives to meet department goals and objectives; implements departmental plans, work programs, processes, procedures and policies required to achieve overall department performance results; coordinates and integrates department functions and responsibilities to achieve optimal efficiency and effectiveness; participates in developing and monitoring performance against annual departmental budget.

10. Directs and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; takes disciplinary action, up to and including termination, in accordance with the District’s classified human resources policies and procedures and labor contract provisions; researches and responds to complaints in an effective and service-oriented manner; provides day to day leadership and works with staff to ensure high performance and provides leadership and participation in programs and activities that promote a positive employee-relations
environment; coordinates, supervises, trains, advises and evaluates the Outreach Ambassadors program.

11. Responsible for collecting and analyzing data that result in the modification of the strategic outreach plan; develops and assesses Service Unit Outcomes (SUOs) and other program review components; complete institutional and foundation reporting requirements.

12. Chairs the scholarship application selection committees; serves on several Long Beach College Promise and Promise Pathways committees; serves on the Student Support Services Leadership Team.

OTHER DUTIES

1. Represents the District at various meetings, workshop and conferences.

2. Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

1. Institutional and foundation policies, objectives and technical aspects of scholarship and outreach programs and activities.

2. Pertinent Federal, state and local laws, regulations and codes and District policies and procedures related to scholarship donor relations and monitoring of scholarship awards

3. Scholarship/donor requirements, terms and conditions to match and ensure continued eligibility of student scholarship recipients.

4. Methods and practices of public communication, outreach and involvement including marketing techniques.

5. Federal, state and local laws and District policies regarding foreign students.

6. Facilitate the development and evaluation of instructional programs in alignment with accreditation requirements.

7. Principles and practices of public administration, including budgeting, purchasing, contract administration and maintenance of public records.

8. District classified human resources policies and procedures and labor contract provisions.


10. Financial and statistical record keeping techniques.

11. Research methods and analysis techniques.

12. Principles and practices of sound business communication.

13. Principles and practices of effective management and supervision.
14. District classified human resources policies and procedures and labor contract provisions.

15. Oral and written communication skills and ability to make professional presentations to a wide variety of audiences.

16. The diverse socioeconomic, cultural, ethnic and disability backgrounds of the local regional population.

17. Budget preparation and control.

18. Principles and practices of employee training and supervision.

19. English usage, spelling, grammar and punctuation.

20. Interpersonal skills including tact, patience and diplomacy.

Ability to:

1. Develop a comprehensive scholarship program based on board goals.

2. Develop a comprehensive Outreach program founded upon enrollment management principles.

3. Interpret and apply donor scholarship requirements during selection and eligibility review processes and explain requirements to auditors, donors, scholarship committee and students.

4. Plan, direct, manage, coordinate and integrate the work of the scholarship and outreach departments providing processing functions.

5. Define complex management, fiscal and budget issues, perform difficult analysis and research, evaluate alternatives and develop sound conclusions and recommendations.

6. Effectively represent the District at community events and present clear, concise, comprehensive reports to all in attendance.

7. Exercise sound, expert independent judgment within general policy guidelines.

8. Exercise tact and diplomacy in dealing with sensitive and complex issues and situations.

9. Supervise, train and evaluate staff.

10. Communicate effectively, both orally and in writing.

11. Prepare, track and control budget.

12. Maintain effective working relationships with clients, staff, and members of the general public from diverse socioeconomic backgrounds.

Education, Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from an accredited four-year college or university with a major in communications, public relations, marketing, public administration, or a closely related field; and at least five years of progressively responsible experience, including supervisory experience, donor relations, international students
and/or outreach with at least three years involving public contact and charitable fund raising, preferably in an education setting, or an equivalent combination of training and experience.

**Licenses; Certificates; Special Requirements:**
A valid California driver’s license and the ability to maintain insurability under the District’s vehicle insurance policy.

**PHYSICAL AND MENTAL DEMANDS**
The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Physical Demands**
While performing the duties of this job, the employee is regularly required to sit; talk or hear, both in person and by telephone; use hands to finger, handle and feel computers and standard business equipment; and reach with hands and arms. The employee is frequently required to stand and walk.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

**Mental Demands**
While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve complex problems; observe and interpret people and situations; use math/mathematical reasoning; perform highly detailed work under deadlines on multiple concurrent tasks; and interact with District administrators, management, faculty, staff, state and federal agencies and funding sources, representatives of other public agencies and others encountered in the course of work.

**WORK ENVIRONMENT**
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is required to attend evening meetings and travel. May be required to work evenings or weekends.

The employee works under typical office conditions, and the noise level is usually quiet.