POSITION TITLE: Associate Dean of Access and Equity

JOB CLASSIFICATION: X Administrator - Educational ______ Confidential
______ Administrator - Classified ______ Classified
______ Faculty

RANGE: 50
HOURS PER DAY: 8
HOURS PER WEEK: 40
MONTHS PER YEAR: 12
REPORTS TO: Vice President of Student Services or designee

DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES
Responsible for designing, implementing, assessing and maintaining a comprehensive outreach and equity plan designed to support the college’s enrollment goals. Work with students, staff, and administrators to research, develop, implement and evaluate annual outreach and recruitment campaigns. Convey through college publications various creative and original communication strategies the positive image of the College to major external and internal communities. A primary responsibility of this position is to address the needs of students from culturally and ethnically diverse backgrounds and to increase student achievement and close the achievement gaps in the District. An additional important aspect of this position is working with the entire college community in heightening an increased awareness and appreciation of cultural, social, and ethnical differences. The position will provide leadership to the college and serve as one of the college’s primary leaders in implementing changes that support diversity and social justice issues; assesses programmatic needs in collaboration with college constituents; and provides leadership that fosters a supportive and inclusive environment for all students, faculty, and staff through programming efforts, professional development, mentoring, and advocacy. This position also plays an active role in advising, recruitment and retention of students as related to the college student equity goals.

Employees in this job class function at a supervisory level, which requires strong organizational, problem solving, and decision-making skills. This job classification is overtime exempt.

TYPICAL DUTIES

Essential Functions:
• Provide direction and supervision to managers, staff and faculty employees to include: prioritizing and assigning work; conducting performance evaluations; ensuring managers, faculty and staff are trained; and making hiring, termination, and disciplinary actions with subordinate employees.

• Provide oversight, plan, coordinate and direct the operations of the College’s Access and
Equity programs and other Student Services Programs, including the budget management and coordination with other campus centers and services.

- Develops, coordinates, and provides recommendations to the District on strategic recruitment and equity plans for the college which enhances enrollment and connects outreach to program development, enrollment management, student recruitment and outreach efforts, and resource development.

- Supervise managers, staff and faculty in Student Services departments that relate to the mission and vision of the Access and Equity programs.

- Provides leadership and strategic guidance to increase student achievement and close the achievement gap for all students including low income, English Learners and foster youth.

- Works with District high school personnel to advertise Shasta College programs and develop a recruiting strategy for high school students.

- Works closely with programs and key stakeholders to enhance Shasta College’s brand, elevate vision and continuously improve program branding, degree offerings, and student offerings.

- Works with Marketing Department to help manage public image of the District through regular media placement of stories about the college, including press conferences and Board actions.

- Serves as a liaison to the community (organizations, schools, businesses, etc.) and manages and participates in Shasta College’s involvement in community events. Maintains and provides college speakers for community groups and organizations.

- Develops and administers the department access and equity budget.

- Serves on District standing committees as assigned.

- Provides appropriate supervision of staff assigned to the office of access and equity.

- Establishes collaborative working relationships with various department managers, faculty, staff, and with community members and organizations; represent the College at various functions.

- Performs related duties similar to the above in scope and function as required.

- Assess the student service needs and implement appropriate student equity support programs in concert with Instruction to provide continuous improvement.

- Assess and monitor the academic achievement and retention rates of various cohorts, developing new programs and strengthening existing programs to respond to their academic needs and leadership development skills related to student equity and success.

- Collaborate with Outreach regarding recruitment of underrepresented students and serve as a resource when prospective multicultural students visit the campus.

- Collaborates with other departments to establish and implement systems to evaluate the
POSITION DESCRIPTION

POSITION TITLE: ASSOCIATE DEAN OF ACCESS AND EQUITY

Effectiveness of existing and proposed programs, strategies, materials, and/or initiatives.

- Develops and monitors categorical plans.
- Attends applicable Student Services staff and committee meetings.
- Advise student organizations; work closely with the groups to develop celebrations on campus that engage the entire campus community in multicultural events.
- Collaborate with departments and career programs to enhance recruitment and retention of under-represented students.
- Collaborate with counseling staff and counselors in identifying gaps in services and develop appropriate strategies to address these gaps.
- Prepare and monitor, in collaboration with appropriate faculty coordinators and the Vice President of Student Services, budgets for areas of responsibility.
- Assist the Vice President and appropriate individuals in regularly reviewing and revising the Student Success and Student Equity Plans.
- Provide reports of progress to the President’s Advisory Cabinet and other groups such as Student Services Council and Academic Senate.
- Develop and present appropriate training to faculty, staff and administrators.
- Assist in the development of student equity policies and administrative procedures.
- Direct and oversee a complex student services budget, requiring coordination of categorical and District funds. Maintain compliance with Federal, State and local regulations, including District policies and procedures and insure submission of timely reports.
- Assist the college in identifying funding opportunities and other resources to help meet the needs of diverse students.
- Supervise and evaluate managers, faculty and staff.
- Perform other related duties as assigned.
- Prepare and administer annual budgets for assigned area; review and approve expenditures according to established District policies and procedures.

EMPLOYMENT STANDARDS

Knowledge of:
• The principles of effectively interacting with diverse students, staff, faculty and administration.

• Campus and community-based resources to assist students.

• Current research and best practices in retention and student success.

• Advising diverse populations.

• Effectively facilitating the development of institutional prompts focusing on student equity.

• Principles and techniques of recruitment, media relations, public relations, and advertising communications.

• Principles of leadership, management, and supervision.

• Budget preparation and analysis.

• Principles of public speaking and speech writing.

• Computer programs necessary for record keeping and databases, and desktop publishing.

• Excellent command of English composition, grammar, spelling, and editing.

• Assessment of demographic trends and adaptation of information and strategies to ensure successful, culturally appropriate outreach.

• Research, polices, programs, procedures and practices that close the achievement gap and provide access and equity for all students.

• Applicable sections of the education code, other laws, rules and regulations related to assigned activities.

• Principles, techniques, strategies, practices, trends, goals, and objectives of access and equity in public education.

• Oral and written communication skills, including English usage, grammar, spelling, punctuation, vocabulary, composition, and mathematics.

**Ability to:**

• Develop effective outreach and recruitment plans.

• Write and make oral presentations including news releases.

• Handle difficult and sensitive issues and problems; resolve conflicts.

• Interact effectively with the public and at all levels of college employees and management.

• Use modern office equipment, including proficiency in computers and software
POSITION DESCRIPTION

POSITION TITLE: ASSOCIATE DEAN OF ACCESS AND EQUITY

applications.

- Work independently, exercising sound independent judgment, setting priorities, and meeting critical deadlines.

- To envision, develop and maintain short and long term strategic diversity initiatives.

- Motivate staff, students, faculty, and administrators to promote a campus culture supportive of student equity and inclusion.

- To develop effective strategies in student outreach and retention of diverse student populations.

- To implement institutional student equity strategies.

- Demonstrate initiative, flexibility, organizational and interpersonal skills to plan, organize, coordinate and administer district-wide, comprehensive programs for all staff.

- Write in a clear and concise manner for broad public appeal and interpretation.

- Coordinate and supervise the work of others.

- Work independently with minimum direction and supervision; work under pressure.

- Understand, analyze, and prepare comprehensive narrative and statistical reports.

- Establish and maintain cooperative and effective working relationships with district personnel, community members, and external companies and agencies in the course of performing assigned duties.

QUALIFICATIONS

Education Required:

- A Master’s degree and one year of formal training, internship or leadership experience reasonably related to the administrator’s administrative assignment.

Experience Required:

- Experience working in an educational setting.

- Minimum of five years successful teaching, counseling and/or administrative experience in a culturally diverse setting.

- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of staff and students, as well as staff and students with physical and/or learning disabilities.

- Ability to work as a part of a collaborative team.
Other Required or Preferred Qualifications:
- A valid California Motor Vehicle Operator’s License, to be maintained throughout employment. Maintain a satisfactory driving record.

Special Requirements:
- Availability and flexibility for evening and weekend work.

The District shall provide equal employment opportunities to all applicants and employees regardless of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or status as a Vietnam-era veteran. (AP 3410 – Nondiscrimination)