CAPE FEAR COMMUNITY COLLEGE
DEAN CONTINUING EDUCATION

DEFINITION

To plan, direct and review the activities and operations of continuing education activities including campus continuing education programs; to coordinate assigned activities with other college departments and outside agencies; and to provide highly responsible and complex administrative support to the Vice President of Instruction.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Vice President of Instruction.

Exercises direct supervision over managerial, supervisory, professional, clerical and technical staff.

ESSENTIAL AND OTHER IMPORTANT FUNCTION STATEMENTS—Essential and other important responsibilities and duties may include, but are not limited to, the following:

**Essential Functions:**

Develop, plan, implement, and administer goals and objectives as well as policies and procedures regarding continuing education activities including all campus continuing education programs; approve new or modified systems, policies and procedures.

Oversee the activities and operation of all continuing education matters; evaluate and ensure that operations meet the goals and objectives of the college and the needs of the student population; establish and monitor program evaluation systems and procedures; assist in the conduct of external program evaluation as required.

Direct the development and administration of the continuing education budges; direct the forecast of funds needed for staffing, equipment, materials and supplies; monitor and approve expenditures; implement mid-year adjustments.

Direct, oversee and participate in the development of the continuing education work plans; assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods and procedures.

Recommend the appointment of, train, motivate and evaluate staff; establish and monitor employee performance objectives; prepare and present employee performance review; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures.

Direct and oversee the activities of the continuing education programs; assess and determine the needs of the public; design and implement various programs.
Assist the business and industry communities with employee training and certifications; plan, direct and coordinate basic skills training for the public.

Develop and write grant proposals; administer and direct the maintenance of various grants; ensure the College is in compliance with pertinent grant requirements; prepare reports as required.

Plan, develop, and coordinate advertising for continuing education programs; prepare news releases, public service announcements, and a variety of other communication for the media; coordinate the development of promotional literature with academic staff.

Design and implement a variety of special purpose seminars; plan and implement special programs for the community and industry.

Oversee and monitor classes; provide leadership for class programs and curriculum development; conduct evaluations of programs; prepare a variety of reports on programs and operations.

**Other Important Functions:**

Maintain awareness of state-of-the-art developments in directing continuing education activities at institutions of higher education.

Provide staff support on a variety of committees and study groups; research and develop recommendations related to continuing education activities of the College.

Provide staff assistance to the Board of Trustee; prepare and present staff reports and other necessary correspondence.

Represent the College to the community and outside organizations.

Perform related duties and responsibilities as required.

**QUALIFICATIONS**

**Knowledge of:**

Modern principles and practices of continuing education activities for a community college.

Organizational and management practices as applied to the planning, analysis and evaluation of programs, policies and operational needs.

Principles and practices of budget preparation and administration.

Principles of supervision, training and performance evaluation.

Pertinent Federal, State and local laws, codes and regulations.
Ability to:

Develop, interpret and apply college policies, procedures, rules and regulations.

Analyze problems; identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Select, supervise, train and evaluate assigned staff.

Effectively direct the provisions of administrative services in support of the assigned college departments and programs.

Prepare and analyze administrative and statistical reports, statements and correspondence.

Gain cooperation through discussion and persuasion.

Interpret and apply Federal, State and local policies, procedures, laws and regulations.

Oversee the preparation and administration of the continuing education budget.

Identify and respond to public and Board of Trustees issues and concerns.

Maintain effective audio-visual discrimination and perception needed for:
- making observations
- reading and writing
- operating assigned equipment
- communicating with others.

Maintain physical condition appropriate to the performance of assigned duties and responsibilities, which may include the following:
- sitting for extended periods of time
- operating assigned equipment

Maintain mental capacity, which allows the capability of:
- making sound decisions
- demonstrating intellectual capabilities
- evaluating the effectiveness of programs and persons.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work including college and government officials, community groups, the general public and media representatives.
Experience and Training Guidelines

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

**Experience:**

Seven years of increasingly responsible experience with responsibility for continuing education activities or a continuing education program including at least three years of experience in an administrative or management position.

**Training:**

Equivalent to a master’s degree from an accredited college or university with major course work in education, business or public administration, personnel management or a related field. A doctorate degree is preferred.