BASIC JOB DESCRIPTION: Reports to the Associate Vice President Boundless Learning. The Director has primary responsibility for cultivating relationships with business, organizations, individuals and the community, assessing education and community education and workforce development needs and collaborating with faculty, professional trainers, consultants and third party training providers in developing professional credit and non-credit programs for delivery at Stetson University and corporate learning centers in DeLand, Daytona and Jacksonville. Duties include Boundless Learning program design, budget development and analysis, program review and evaluation, coordination and assessment of proposals for revenue/funding, grant writing and submission of regular reports on the accomplishments of the programs.

QUALIFICATIONS: The Director will have leadership expertise in adult education, preferably continuing education in higher education. A history of successfully conducting needs assessments in organizations, developing educational solutions and closing the sale is required. Experience collaborating with faculty in the introduction of new credit and non-credit programming and the application of technology including online learning in a higher education or corporate environment is important. Demonstrated commitment to and understanding of issues significant to continuing education, adult learning and professional development in diverse communities: expertise in the theory and practices of university continuing education deployment, along with a minimum of five years of building partnerships in the community and program development in higher education. A Doctoral degree in education or related field preferred: Experience supporting the recruitment of students for innovation professional/executive programs; Experience collaborating with partner organization in developing a learning culture; Experience successfully developing, planning and/or working in a new environment/market; Ability to deal with both University staff and academic departments; Advertising Skills to vision campaigns that will build the University and Boundless Learning program brand recognition required to robustly populate educational programming and fiscally contribute to the University. Experience in building a vibrant learning environment with significant technology infrastructure and filling it with engaged students and faculty required. Ability to draft contracts with program providers and others as needed. A history of successful deployment of programs for international audiences a plus.

Major Responsibilities:

PLANNING:
- Conduct Market Research or needs assessments to inform developing new programs and to refine and improve existing programs.
- Develop a student pipeline, through partnerships with communities, non-profit organizations, alumni, Career Source (WIA), military, veteran’s administration and businesses.
- Collaborate in the development of program delivery strategies and course types (hybrid/in-person/online).
- Evaluate existing programs to ensure their sustainability, practicality and relevance
- Coordinate with faculty members and academic program administrators/coordinators to generate synergy in defining new programs and delivering programs to better achieve Stetson’s overall goals.
- Vision marketing and outreach campaigns that meet defined recruitment and programming goals while enhancing Stetson’s brand recognition and building community awareness.
- Contribute to the annual Plan for Advancing Learning at Stetson

PROGRAMMING
- Maintain close liaison with Boundless Learning and Stetson Marketing to ensure programs are marketed affectively.
- Create proposals and budgets for custom education/training and mentoring programs
- Develop/create curriculum: recruit and hire instructors, provide guidance for the development and execution of contracts and ensure they are executed.
• Liaise with the Veterans Administration and Career Source agencies throughout Central Florida, with their One-Stop Career Centers to add and keep programs on their training matrix: and respond to RFI’s and RFQ’s.
• Collaborate with Boundless Learning administrative team to ensure that all agency/corporate reporting requirements are updated and met on the status of their funded students, including unique individual acceptance letters, and record of student attendance and completion.
• Maintain close professional contact with program stakeholders and collaborate with Boundless Learning administrative team in handoff of Instructor liaison: instructor classroom support; maintain IC contracts, etc.

BUDGETING AND BUDGET EXECUTION:

• Develop and annual Professional Development budget and monitor budget execution throughout the year. Advise the Associate VP for Boundless Learning of budget matters requiring attention.
• Negotiate contracts
• Maintain close professional contact with program stakeholders and collaborate with Boundless Learning administrative and finance team to process all instructor invoices; workout schedule conflicts, etc.

PROGRAM EVALUATION:

• Continually monitor new and existing programs for fiscal viability. Take action, as appropriate to grow programs so as to generate additional revenue.
• Evaluate existing programs to ensure their sustainability, practicality, and relevance.
• Monitor development of evaluation instruments – both paper and electronic (via Blackboard) to capture student input.

Equipment Used:
Modern office equipment such as computers, printers, copiers, fax and telephones, etc.

ABOUT STETSON: Stetson is a comprehensive, independent, predominantly undergraduate and residential institution with a strong tradition of excellence in the liberal arts and sciences, business, music and law. The University is located in DeLand, Florida, a small city about twenty miles west of Daytona Beach and forty miles north of Orlando.

WORKING CONDITIONS: Requires some physical effort, i.e. some standing and walking, frequent light lifting (5-10 lbs); and manual dexterity in the operation of office equipment; extended periods of time at a keyboard; perceptual demands for color, sound, form, and depth; occasional and, at times, frequent hours outside the normal University schedule.

APPLICATION PROCEDURES: Please submit a letter of application, which address the qualifications, a resume, and/or application, with names, addresses and telephone numbers of three professional references to Stetson University, Inc.; Office of Human Resources; 421 N Woodland Boulevard, Unit 8327, DeLand, FL 32723. FAX: (386) 822-7562

Stetson University is an Equal Opportunity Employer that affirms cultural diversity and inclusion as a core value of academic excellence at Stetson University. We are committed to achieving equal access in education, employment, and participation through the recruitment and retention of outstanding faculty, staff, and students from diverse backgrounds, and to meaningful academic and intellectual transformation in curriculum, research and service. We are dedicated to actions and policies that foster a community in which individuals with various identities, cultures, backgrounds, and viewpoints work together to create opportunities for engagement through rewarding and fulfilling careers and personal experiences in a culturally and racially diverse society and a globalized world. We strongly encourage members of historically under-represented and economically-disadvantaged groups and women to apply for employment. Stetson University is an EEO, ADA, ADEA, and GINA employer.