Job Description
Working Title: Director of Continuing Education Services

The Director of Continuing Education at UW-Whitewater is responsible for campus-wide development and administration of more than 100 athletic and fine arts camps, field competitions, tournaments, institutes, seminars, conferences, workshops, emeriti events, clinics, and short-term classes that serve more than 15,000 participants annually. The Director is responsible for divisional planning and goal setting, the development and implementation of relevant policy, the supervision of permanent and seasonal staffs and student workers, and has authority of an annual operating budget of more than $2.1 million.

Lead campus-wide efforts in identifying, planning, and providing noncredit programming that addresses outreach needs and opportunities among regional constituencies and their communities. (40%)

- Direct environmental scanning and engage with local and regional organizations, agencies, and businesses in ways that lead to understanding of outreach needs and revenue-generating opportunities.
- Assess, in consultation with internal and external constituencies, which outreach needs and opportunities can be effectively addressed through programming offered by or coordinated through the university.
- Collaborate innovatively with faculty, professional staff, and external vendors in planning, marketing, and delivering programming that, at a minimum, functions as cost recovery basis.
- Establish short- and long-term plans and goals for noncredit programming reflective of regional needs and opportunities and supportive of System, campus, and divisional strategic plans/initiatives.
- Oversee the evaluation of noncredit programming, using evaluative information to judge impact of offerings, improve future offerings, and strategically plan new outreach directions and initiatives.

Manage, and mentor when appropriate, academic and classified staff, part-time and seasonal employees, and student workers supportive of all aspects of noncredit programming. (25%)

- Oversee all noncredit programming managed by the outreach specialist and all conference and camp directors.
- Assign unit personnel to work with appropriate on- and off-campus vendors in the development, production, and dissemination of marketing materials for all noncredit events.
- Supervise personnel in the provision of online and onsite registration for all noncredit programming.
- Oversee accounting practices, ensuring compliance with campus and System policies and procedures, prompt payment to individuals and vendors, and the resolution of discrepancies.
- Direct the organization and preparation of reports and surveys relevant to noncredit activities as required by the dean, the campus, the System, and as requested by external agencies.
- Work with staff to continuously improve operational efficacy through self-review of work processes and use of formative feedback gathered from noncredit partners and clientele.
Oversee all budgeting, direct effective cost recovery delivery, as well as engage in and foster entrepreneurial approaches to noncredit programming. (20%)

- Identify and implement entrepreneurial strategies to cover administrative costs associated with the delivery of all noncredit programming.
- Work with camp and conference directors to establish budgets, set fees, and monitor revenues and expenses in ways that ensure, at a minimum, cost recovery operation.
- Consult with camp and conference directors, and administrators as necessary, in developing and implementing deficit reduction plans for those noncredit events that experience revenue shortfalls.
- Negotiate contracts, and establish collaborative agreements as necessary and beneficial, with both campus and external vendors to provide cost-effective programming and/or supportive services.
- Lead campus, community, and government agencies in identifying and preparing funding proposals supportive of outreach initiatives.

Direct the development, implementation, and oversight of all policies, assuring compliance with federal, state, System and campus guidelines and procedures. (10%)

- Supervise Continuing Education Unit (CEU) policies, procedures, and approvals, and record-keeping.
- Function as contracting officer for academic support service agreements, entertainment and speaker contacts.
- Draft camp and conference policy designed to ensure participant safety and staff conduct, and assure compliance with state and System licensing standards (e.g., Wisconsin Department of Health and Family Services).

Other duties as assigned by the strategic leadership of the campus and the Dean of School of Graduate Studies and Continuing Education. (5%)

- Represent the university and/or the division on System-wide or community-based committees as assigned by the dean, the provost, and/or the chancellor of the institution.
- Participate on divisional and university committees and task forces, including university governance process, as assigned, nominated, and/or elected.