



Vice Chancellor of Workforce Development, Advancement & Media Systems

Executive Management Range: 3

Board Approved: 06/20/20019 P. 1|5

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

SUMMARY DESCRIPTION

Under the general direction of the Chancellor and in collaboration with college constituencies and business and community leaders, the Vice Chancellor of Workforce Development, Advancement & Broadcast Media Systems plans, organizes, directs, develops and administers the operations and strategic growth of San Bernardino Community College District (District) functional areas comprised of *Workforce Development* (Economic Development & Corporate Training – EDCT), *Advancement* (Economic, Resource & Community Development – ERCD and SBCCD Foundation), and *Broadcast Media Systems* - KVCR-TV (Public Broadcast Service – PBS), KVCR-FM (National Public Radio – NPR), First Nations Experience (FNX) Channel, and Empire Digital. The Vice Chancellor provides broad vision, guidance, consultation and leadership, and develops strategic initiatives to support and promote student success in the areas of economic and workforce development, districtwide advancement including grants and resource development and the district foundation, and broadcast media systems.

The Vice Chancellor, as the Chief Workforce Development Officer for the District, provides leadership, guidance, and technical expertise and consultation in the review and execution of the District policies, programs and concerns as they relate to economic, workforce, and community development planning, development, marketing, service delivery, coordination and management of customized training, contract education, entrepreneurship, innovation, and accelerator programs funded with Statewide Initiatives, Employment Training Panel (ETP), Workforce Innovation & Opportunity Act (WIOA), corporate foundation, and other applicable, competitive grant sources. Specific advancement responsibilities include, but are not limited to, leading and supervising the ERCD and the District Foundation entities, and aligning the mission and strategic objectives of these functional areas with the EDCT, KVCR and FNX operations to generate multiple and diverse revenue streams for self-sustainability, while concurrently employing the ERCD function to assist the colleges and district support services with planning, developing, acquiring and administering major, competitive grant funded projects to supplement, sustain and grow college-based programming leading to student success in strategic priority areas identified through collegial consultation processes at the colleges and the District. In the capacity as senior district executive over Broadcast Media Systems, the incumbent is charged with administrative oversight of planning, organizing and administering the public service radio and television operations and related activities, including supervision of the programming and operations of KVCR TV and Radio stations, Digital Media platforms, and the FNX Channel, and executive membership and participation in the joint District and San Manuel Band of Mission Indians (SMBMI) FNX Operating Committee. Additional broadcast systems-related activities include planning and coordination of livestream technology applications, video-on-demand entertainment and educational delivery systems, broadcast spectrum, satellite, microwave, Instructional Television Fixed Services (ITFS), and other methods of electronically delivering content from one point to another within the District to serve Crafton Hills College, San Bernardino Valley College, Economic Development & Corporate Training, District Support Services, and strategic partners.



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REPRESENTATIVE DUTIES

The following duties are typical for this classification.

Administers the Division, through subordinate senior executives, the District's **Workforce Development** services encompassing workforce development, statewide initiatives, economic development, customized training, contract education, technology transfer, and entrepreneurship; the District's **Advancement** services comprised of resource development, grants acquisition, underwriting, fundraising, corporate relations, and strategic partnerships; and the District's **Media Services** including public television and radio, digital media applications, and livestream and video-on-demand technologies.

Workforce Development:

1. Works collaboratively with faculty, staff and administrators districtwide in developing, maintaining, and supporting workforce development initiatives to facilitate student access and success.
2. Reviews pending legislation, legal mandates, regulations, and guidelines which may affect district economic and workforce development programs, functions and activities. Complies with all District, county, state and federal grants and contract requirements.
3. Participates in the program review and budgeting processes for district functional areas of responsibility; ensures that the budget development process is responsive to the objectives developed during strategic planning.
4. Provides support for career technical education and workforce development programs districtwide, as needed.
5. Initiates, supports and maintains effective partnerships with K-12, business, industry, governmental agencies and other postsecondary institutions to enhance the acquisition, access, and sharing of resources to support student success districtwide.
6. Provides leadership for strategic planning, organization, development, marketing, delivery, and management of all economic and workforce development training programs, including industry-recognized, customized contract training offered to private businesses, community-based organizations, and public sector agencies.
7. Interacts with public and private employers to assist in the development of comprehensive training contracts, assessments, performance improvement solutions, and short-term professional development programs, seminars, and workshops.
8. Serves as the District signatory and liaison with the California Community Colleges Chancellor's Office (CCCCO) for the Strong Workforce Program (SWP) and the Career Technical Education Act (CTEA) Perkins Grant Program.
9. Serves as the Chair of the District Economic & Workforce Development Coordinating Committee.

Advancement:

10. Provides leadership in the development of the mission, vision and strategic directions of the District Foundation, and coordinates fundraising and capital campaign priorities.



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11. Cultivates and develops relationships with major, philanthropic resources and regional stakeholders, and through such relationships, effectively develops and manages the District Foundation Board of Directors, as well as volunteer committee, commission, and advisory group members as applicable.
12. Coordinates implementation activities of District resources and revenue generation ventures related to grant development, special projects, strategic partnerships, and resource development initiatives.
13. Provides leadership to the District's fee-based, community education, and contract education programs to ensure relevance with regional customer and business demands and economic trends.
14. Coordinates major aspects of Districtwide grants research, concept development, planning, and application development in consultation with faculty, staff, administrators, and grant writing resources; may monitor grant project implementation for compliance and provides technical assistance to District and College leadership in grant project administration.
15. Initiates and administers innovation and entrepreneurship initiatives with regional and statewide stakeholders as part of grant- and donor-funded projects that promote access to college career technical education programs.
16. Coordinates with District-level foundation and District leadership through engagement, development, and cultivation of strategic business and corporate partnerships to ensure District-level collaboration in fundraising, advancement and development efforts in support of student access and success.

Media Systems:

17. Advises the Chancellor and the Board on how broadcast media technologies administered under KVCR, including PBS Television, FNX Channel, NPR Radio, and Empire Digital Media, support and complement strategic decisions and the direction of the District to achieve its mission.
18. Provides leadership in promoting student access through the application of broadcast media services into District and College marketing initiatives.
19. Ensures the integration of broadcast media resources into applicable college instructional programs and settings to promote student success through student internships and employment in media productions, operations, and programming.
20. Ensures college faculty, staff and administrators are provided technical consultation and advice to capitalize on broadcast media systems, resources, and technologies to enhance student learning and success.
21. Initiates partnerships and linkages to business and industry to enhance the acquisition, access, and efficient use of broadcast media technology resources.
22. Anticipates, prevents and resolves difficult and sensitive inquiries, conflicts and complaints.
23. Performs related duties as required.



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QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Operational characteristics, services, and activities of (1) workforce development, including corporate training, professional development training programs, and economic and workforce development programs, including Statewide Initiatives, Strong Workforce Program, CTEA Perkins, and WIOA; (2) advancement, including non-profit foundation and foundation board development; grants research, planning, acquisition, project implementation and administration; fundraising, resource development, and strategic partnership development; and (3) media systems resource management, including broadcast media systems applications within the KVCR.
- Principles and practices of program development and administration.
- Principles and practices of budget preparation and administration.

Ability to:

- Oversee and participate in the management of comprehensive economic and workforce development, advancement and resource development, and broadcast media systems.
- Assemble, analyze, and interpret data, and make appropriate recommendations for educational support services, economic and workforce development programs, advancement and resource development, broadcast media systems, and information technology applications.
- Oversee, direct, and coordinate the work of lower level staff.
- Participate in the selection and recommendation, supervision, training, and evaluation of staff.
- Participate in the development and administration of goals, objectives, and procedures for assigned area.
- Gather and analyze data and situations and make appropriate decisions and recommendations in support of goals.
- Interpret and apply California Education Code, Title 5, federal, state, and local policies, laws, and regulations as it relates to the position.
- Demonstrate a sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college students and personnel, including those with physical or learning disabilities.
- Demonstrate professionalism, fairness and honesty in all aspects of the performance of duties.
- Provide leadership based on ethics and principles as they relate to educational support, advancement, and broadcast media, and information technology functions and operations.

Education and Experience Guidelines

Education/Training:

A Master's Degree in business administration, public administration, organizational development, education, instructional technology, or a related field.



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Experience:

1. A minimum of four (4) years of increasingly responsible experience in academic affairs, career technical education, economic and workforce development, resource development, instructional technology, information technology, or broadcast media systems, including two (2) years at a managerial level, preferably in a college, public agency, or governmental setting.
2. A sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college students and employees, including those with physical or learning disabilities.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

Hearing: Hear in the normal audio range with or without correction.