

July 2013

**SANTA BARBARA COMMUNITY COLLEGE DISTRICT**

**CLASS TITLE: DIRECTOR – ENTREPRENEURSHIP PROGRAM**

**BASIC FUNCTION:**

Under the direction of an assigned administrator, coordinate, develop, and implement the college Entrepreneurship Program and fulfill related administrative duties as required.

**REPRESENTATIVE DUTIES:**

**ESSENTIAL DUTIES:**

Provide overall direction for the Entrepreneurship Program. Implement the Entrepreneurship Program in cooperation with the SBCC credit program, faculty sponsors, deans, and other members of the faculty.

Serve as a liaison and coordinate the Entrepreneurship Program, services and information between the college credit and noncredit programs, high schools, the business community and the public; foster and maintain relationships at the local, regional and state level with business leaders, elected officials, business organizations, entrepreneurs and educational institutions to promote economic development and fundraising for the Scheinfeld Center, Business Division, PDC and the Santa Barbara County Small Business Development Center.

Identify and secure additional funding for the Entrepreneurship Program including public and private grants, donations and other revenue.

Assure proper and timely resolution of Program issues, conflicts and discrepancies. Provide consultation concerning the Entrepreneurship Program and related services; respond to inquiries, resolve issues and conflicts, and provide detailed and technical information concerning related courses, curriculum, time lines, standards, requirements, practices, policies and procedures.

In consultation with staff, develop the strategic plan for the long-term development of the program; participate in curriculum design and experiential component development.

Consult with faculty, teaching assistants, and administrators of support services to assist in improved delivery of service to students to coordinate college-wide program related courses and activities in both credit and non-credit.

Plan, schedule, and coordinate all existing fundraising, and entrepreneurial activities and events including (E-commerce, high schools, SCORE, Counseling, courses, events); plan and oversee the various aspects of the marketing and press efforts.

Meet with students and advise on their business ideas or academic goals; provide students and community members with targeted entrepreneurship skills training enabling the advanced development of innovative business ideas and the creation of enterprise.

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Serve as the economic development officer for the college and liaison to the community to establish a meaningful and measurable economic impact in the community through student or community-member created business.

Develop, plan, and coordinate activities and events related to community outreach; develop program branding, culture, identity, and focus.

Develop community contacts and outreach including partnerships with community entrepreneurial organizations.

Coordinate appropriate advisory committees and implement recommendations as needed.

Provide an annual report on activities and outcomes to the Advisory Committee and the college community.

Maintain contact with faculty and students through personal discussions, regular meetings, and other activities.

Process budget items, monitor expenses and maintain budgets. Prepare mid-year and annual programmatic and financial reports of program expenses and generated funds.

Create and direct a grant-funded specialized internship program for entrepreneurial and business applications; collaborate with internship functions available at the Career Center.

**OTHER DUTIES:**

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Principles and practices of public administration supervision and training.

Standards, practices, goals, objectives and procedures of college outreach, recruitment, advisement, pre-enrollment, orientation and support services relating to student enrollment functions.

Diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of students.

College organization, operations, policies and objectives.

Policies and objectives of assigned programs and activities.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software.

Record-keeping and report preparation techniques.

Public speaking techniques.

Basic budget preparation and control.

Public relations techniques.

Office methods and procedures including business correspondence, grammar, spelling, forms, telephone etiquette, and filing.

**ABILITY TO:**

- Plan, organize, and direct the operations of the Entrepreneurship Program.
- Interpret, apply and enforce pertinent laws, rules and regulations.
- Coordinate, oversee and participate in a variety of outreach and recruitment functions.
- Oversee and participate in providing consultation and assistance to prospective and current students, parents and the public concerning College admissions, enrollment, programs and services.
- Develop, implement and conduct recruitment and outreach activities at secondary schools.
- Oversee and participate in the preparation and distribution of correspondence and a variety of promotional and informational materials.
- Communicate effectively both orally and in writing.
- Establish and maintain cooperative and effective working relationships with others.
- Prepare and deliver oral presentations.
- Meet schedules and time lines.
- Plan and organize work.
- Work independently with little direction.
- Operate a computer and assigned software
- Oversee and participate in the preparation and maintenance of various records and reports.
- Analyze policies and procedures and formulate recommendations for improvement. Effectively communicate both orally and in writing.
- Establish and maintain cooperative-working relationships with those contacted during the course of work.
- Utilize computer software applications, and keep records and prepare reports.
- Ability to work independently, assume responsibility, and take initiative in carrying out assignments.

**EDUCATION AND PAID EXPERIENCE:**

Possession of a Master's Degree from an accredited institution and seven years increasingly responsible paid experience in education or a profession related to business, entrepreneurship or a closely related field.

Sensitivity to and an understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of staff and students and to staff and students with disabilities.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

- Indoor work environment.
- Driving a vehicle to conduct work.

**PHYSICAL DEMANDS:**

- Dexterity of hands and fingers to operate a computer keyboard.
- Seeing to read a variety of materials.

Sitting or standing for extended periods of time.

Hearing and speaking to exchange information and make presentations.