



Job Description

JOB TITLE: Program Manager, Student Engagement

PAY GRADE: CS18

LAST REVISED: June 2022

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. Additional or different duties from the ones set forth below may be required to address changing business needs/practices.

Summary Description

Sierra College has committed to foundationally re-engineer its programs and services using Guided Pathways to increase student achievement, ensure student equity, and effect timely goal completion. Under administrative direction of the Dean of Library, Learning Resources, and Student Engagement or assigned administrator, this position establishes, coordinates, maintains, and delivers a comprehensive, District-wide, student-centered engagement calendar of events, with a particular focus on supporting Guided Pathways and ensuring diversity, equity, inclusion, and accessibility.

The Program Manager works in collaboration with Student Services and Instruction to create equitable programs, services, and environments where education and learning takes place outside the classroom as to enhance the student experience through engagement and programming. This position directs, manages, supports and supervises the operations of assigned multiple student engagement centers (including the Cross-Cultural Center, Gender Equity Center, Pride Center, and Undocumented Student Center). The Program Manager participates in components of student access, success, equity, retention, and completion efforts, and provides comprehensive coordination and logistics for assigned events and related activities. The position effectively engages in partnership development, grant management, and reporting duties in support of student engagement and programming, and the position requires maintaining currency regarding topical issues, emerging strategies, best practices to ensure diversity, equity, inclusion and accessibility. As part of a comprehensive Student Services team, the Program Manager also provides basic needs events, performs related services, and oversees related daily operations as needed. The position establishes and reviews internal policies and procedures as it relates to operations of student engagement, ensures compliance with Title 5, Title IX District policies as well as other applicable State, Federal laws and regulations.

Sierra College has a strong commitment to the achievement of equity and inclusion among its faculty, staff, and students, and values the rich diverse backgrounds that make up the campus community. The Program Manager, Student Engagement must demonstrate a profound understanding of and experience with successfully supporting individuals with varying backgrounds, including persons with disabilities, various gender identities and sexual orientations, individuals from historically underrepresented communities, and other groups. The Program Manager, Student Engagement will effectively ensure the District develops and provides strategies for student success, as well as proactive, student-centered engagement, practices, and policies committed to eliminating equity gaps.

REPRESENTATIVE DUTIES - *The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

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1. Plans, develops, organizes, coordinates, implements, executes, and delivers programs, services, and activities that broadly support student engagement, with a particular focus on supporting Guided Pathways and ensuring diversity, equity, inclusion, and accessibility.
2. In collaboration with Campus Life and Marketing, develops, coordinates, maintains, and manages a comprehensive, visible student-centered engagement calendar of events across the District.
3. Provides virtual and in person student engagement programming, services, event logistics, and activities in support of college goals and initiatives, across the District and in the Student Engagement Centers.
4. Directs, manages, supports and supervises the operations of assigned multiple student engagement centers (including the Cross-Cultural Center, Gender Equity Center, Pride Center, and Undocumented Student Center); facilitates, conducts and delivers daily operations and functions of the Student Engagement Centers along with assigned administrators and staff; develops, coordinates, conducts and delivers a broad range of workshops, programs, and academic and support services.
5. Assumes management responsibility for the operations, long term planning and programmatic development, implementation and assessment of multiple student engagement centers that bring visibility, pride and celebration of historically underrepresented, marginalized, at risk and underserved student populations, including African, African American/Black LGBTQIA, gender non-conforming, women, disabled, indigenous, Native American, Chican@/Latinx, Asian, Pacific Islander, Middle Eastern, international, undocumented, immigration-impacted, and low income.
6. Plans, implements, prioritizes, assigns, supervises, participates and collaborates in the work of classified staff and students responsible for the development of intersectional programs that contribute to student equity outcomes and advance educational goals of students.
7. Collaborates with multiple departments, student clubs, interest areas, programs, ASSC, Campus Life, Basic Needs, and standing committees related to diversity, equity, inclusion, and accessibility.
8. Works to facilitate intersectional dialogues and programmatic efforts among student engagement centers, equity programs, and related initiatives across the District.
9. Provides comprehensive virtual and in person student engagement programming through individual meetings, group information sessions, workshops, panel discussions, and events to diverse populations and the entire student body; maintains an equity-minded and intersectional focus, responsiveness, and sensitivity towards disproportionately impacted communities.
10. In partnership with Office of Planning, Research and Resource Development, analyzes, develops, and collects data to interpret trends, project and design student engagement strategies for student success, and to capture student engagement and campus climate experiences.
11. Participates in the development and review of goals, objectives, policies and procedures as they relate to all aspects of diversity, equity, inclusion, and accessibility; makes recommendations for changes and improvements to existing standards, policies, and procedures; participates in the implementation of approved policies and procedures; monitors staff work activities to ensure compliance with established policies and procedures.
12. Participates in the preparation, planning, efficacy and monitoring of the student engagement and related budgets; compiles data and for necessary or assigned yearly reports; submits budget recommendations; monitors expenditures.
13. Performs the technical and complex daily tasks of the work unit, including coordinating and implementing virtual and in person services; advising and referring students to appropriate campus support services that contribute to student equity and retention; planning events and maintaining center hours; arranging and confirming event speakers; reserving facilities and making other necessary arrangements.
14. Provides effective personnel management practices and techniques of staff and student worker recruitment, training, operational supervision, scheduling, feedback, and evaluation; provides leadership, management, and oversight for any assigned administrators or areas.
15. Plans, facilitates, and coordinates large events, including relevant conferences, educational summits, and outreach activities with K-12 districts and other on campus and external partners.
16. Assists in the development of short and long-range plans and goals for prospective, new, and

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- enrolled students including general, special populations, historically underrepresented and immigration-impacted students; modifies and/or revises policies and procedures as needed to ensure on-going compliance with Title 5 and other applicable regulations.
17. Coordinates and collaborates with the Marketing department to develop multilingual marketing materials for student engagement centers, to include but not limited to, informational publications, videos, web and portal content and other social media content.
 18. Coordinates, develops and implements programs for incoming and continuing students designed to deliver quality services in an efficient manner, to include but not limited to, interactive ongoing training, student workshops, parent workshops, informational meetings, and other related events and services.
 19. Maintains clear, consistent, and effective coordination and communication, as well as cohesive and substantial partnerships, with district faculty, staff, students, and external organizations to successfully coordinate activities and programs, improve services, resolve issues, and exchange information.
 20. Develops, implements, and maintains systems to ensure compliance with related program eligibility standards.
 21. Responds to internal and external inquiries related to student engagement centers; ensures resolves complaints in an efficient and timely manner.
 22. Collects, compiles, tabulates, and records narrative, statistical, and financial data and other information concerning operations and programs; summarizes data; inputs and reviews data and prepares special and periodic reports (including fiscal reports, program plans, progress reports, and other narrative and statistical reports as required and in accordance with district and external agency requirements).
 23. Attends and participates in professional group meetings; maintains awareness of new trends and developments regarding Guided Pathways, Student Equity and Achievement, special populations programs, instructional success, and other community college initiatives.
 24. Provides assistance in resolving operational and administration problems; identifies problem areas and issues; conducts research to find alternative solutions; makes recommendations; assists in implementation of recommendations.
 25. Develops yearly calendar of collaborative events, workshops, and other schedules related to assigned activities and services; reviews, updates, and informs others of essential timelines; coordinates, facilitates, and delivers assigned activities; ensures the timely completion of work in accordance with established policies, procedures, and standards.
 26. In partnership with the Program Manager of Basic Needs, collaborates, assists, facilitates, or provides oversight in the development and delivery of basic needs events, services, or center operations as needed.
 27. Performs related duties as assigned.

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:

- Principles and procedures used in California community college programs including, but not limited to admissions, orientation, assessment, counseling/advising, transfer procedures, follow-up, retention, and research/evaluation.
- Guided Pathways and related practices.
- Role of higher education, and specifically community colleges, in supporting marginalized populations.
- Current higher education equity-based retention and success trends, including issues, strategies, regulations, and compliance in the state, regionally, nationally, and internationally.
- Equity frameworks and practices in higher education, including social justice pedagogy, cultural humility practices, and experience articulating the intersections of identities.
- California higher education policies, procedures, and practices.

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- Current trends, challenges and barriers facing historically underrepresented and non-traditional students in higher education.
- LGBTQIA issues and the educational needs of LGBTQIA students from diverse ethnic, economic and cultural backgrounds.
- Gender equity issues and the educational needs of all genders from diverse ethnic, economic and cultural backgrounds.
- Methods to successfully support students with disabilities.
- Methods and techniques of marketing to a community college audience.
- Database management, student information systems, statistical data interpretation, and the application of information technology to success, retention, and completion programs;
- Collaborative problem solving and conflict resolution techniques;
- Accounting and budgeting methods, audit procedures, statistics, and data interpretation;
- Management concepts and practices, including change management, organizational and motivational techniques;
- Personnel management practices and techniques of supervision, training, and performance evaluation.
- Basic principles and practices of budget preparation and administration.
- Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.
- Pertinent federal, state, and local laws, codes, and regulations.
- Safety practices.

Ability to:

- Coordinate and oversee the daily operations and activities of Student Engagement for the District, including the Student Engagement Centers; implement procedures for the day-to-day operations of assigned areas.
- Envision, develop and maintain short and long-term strategic plans for the development of a student engagement calendar for the District;
- Apply an equity-minded framework and ensure programs, services and processes are designed and delivered to meet the varying needs of all eligible students.
- Integrate principles of equity and social justice (education) into day-to-day management and operations of student engagement centers.
- Plan, student success programs for general and equity populations in a community college setting
- Supervise, organize, and review the work of assigned staff involved in the outreach, in-reach and retention of community college students.
- Coordinate and conduct large and small workshops, seminars, special events, class presentations, orientations, and tours as needed.
- Recruit, select, train, and evaluate staff.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Research, compile, analyze, and interpret data and information.
- Independently compose prepare correspondence and written materials related to assigned activities.
- Write and orally communicate in a diverse environment at all levels in order to achieve program and campus goals, which includes public speaking, group facilitation and presentation skills.
- Recommend and implement goals, objectives, policies and procedures for providing student success and retention services.
- Understand the organization and operation of the District and outside agencies as necessary to assume assigned responsibilities.
- Understand, interpret, and apply general and specific administrative and departmental policies and procedures as well as applicable federal, state, and local policies, laws, and regulations.
- Prepare a variety of clear and concise administrative and financial records and reports.

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- Exercise good judgment and discretion in analyzing and resolving confidential, difficult, and sensitive situations.
- Participate in the preparation and administration of assigned budgets.
- Conduct presentations to prospective students and parents, community and professional groups.
- Plan and organize work to meet changing priorities and deadlines.
- Effectively represent the District to outside individuals and agencies to accomplish the goals and objectives of the areas of responsibility.
- Cultivate and sustain ongoing collaborative relationships with a wide array of constituents (students, faculty, departments, district staff, and external communities) to accomplish goals.
- Respond tactfully, clearly, concisely, and appropriately to inquiries from the public, district staff, or other agencies on sensitive issues in area of responsibility.
- Exercise skills that emphasize collaboration, consensus building, conflict resolution, and problem solving.
- Demonstrate an awareness and appreciation of the cultural diversity of the community.

Education and Experience Guidelines - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

Education/Training:

A Master's degree or equivalent from an accredited college or university.

Experience:

Two years of experience administering academic support services or student services programs in higher education, student development or leadership experience in an educational setting, or similar experience in any other position reasonably related to the assignment.

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. Involving evening and weekend work.

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 walk, 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.