



**Connecticut State Community College  
Job Description  
Workforce Development and Continuing Education Coordinator**

**Salary Level:**  
**18 (Subject to Willis)**

**Date Approved/Revised:**  
**8/23/22**

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**Position Purpose**

Connecticut State Community College offers two-year liberal arts degree programs and a broad range of career, occupational and technical certificate and short-term programs in order to meet the varied learning needs of the populations served. Among those programs are workforce development and continuing education courses in subject areas which assist learners in improving and increasing their skills in occupational and professional fields as well as programs for personal interest or enrichment. Some of these programs include training and education services for state agencies. Several of the programs are conducted during evenings or weekends for the convenience of learners.

The position performs administrative services for workforce development and continuing education programs and courses at a Community College Campus. The work encompasses such services as assessing public interests in workforce development and continuing education, course development, publicity, program administration and program evaluation.

**Supervisory and Other Relationships**

The position typically reports to a Director of Workforce Development and Continuing Education. The position may oversee adjunct faculty, administrative support staff and student workers.

The position has extensive relationships with state agencies, businesses and community groups as well as faculty, administration, students and staff of the Campus. The incumbent is expected to represent the Campus in a positive manner and to collaborate with academic and student services departments to contribute to retaining students.

**Major Accountabilities**

The Workforce Development and Continuing Education Coordinator is accountable for administration of the Campus workforce development and continuing education programs and courses through effective performance in these essential functional areas:

- Program planning and development;
- Administrative services;
- Publicity and marketing;
- Program evaluation.

**Examples of Duties**

The following examples of duties and accountabilities illustrate the general range of tasks assigned to the position but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

A. *Program planning and development:* The Workforce Development and Continuing Education Coordinator is accountable for determining labor market information and public interest in workforce development and continuing education and for assisting in the design and development of programs and courses. This accountability includes such essential tasks as:

1. Monitoring trends in demand for existing course offerings and soliciting information from public sources on additional workforce development and continuing education interests and needs;
2. Reviewing Labor Market Information to ensure that workforce programs lead to available jobs;
3. Developing recommendations on courses and programs to meet public interest;
4. Assessing the options for career pathways that provide career growth for students
5. Participating with faculty and administration in planning and developing appropriate courses.
6. Serve as a subject matter expert in one or more of the following sectors; Health Care, IT, Business/Finance, Manufacturing, Green Energy or other sectors identified and determined by industry feedback;
7. Participating with third party vendors for new and existing program development resulting from Grants and other third-party funders;
8. Coordinating recognition ceremonies for students and visitors.

*B. Administrative Services:* The Workforce Development and Continuing Education Coordinator is accountable for the services needed to support the operation of the Campus's workforce development and continuing education programs. This accountability includes such essential tasks as:

1. Recruiting, interviewing and recommending non-credit lecturers and staff;
2. Supporting direction and training to faculty and staff;
3. Arranging for contracts and supporting documents for non-credit lecturers
4. Performing and overseeing administrative support services such as office operation including preparation of correspondence and reception, ordering of textbooks and supplies, and creating certificates and awards; reception tasks may include providing advisory information to students on course content and fees;
5. Oversee the day-to-day operational and administrative aspects of non-credit lecturers' performance including such tasks as scheduling faculty and classes and generally monitoring faculty effectiveness;
6. Administering program budgets and arranging for such transactions as payment of facilities rental fees;
7. Recommending software and equipment purchases
8. Provide support for course registration when needed.

*C. Publicity and Marketing:* The Workforce Development and Continuing Education Coordinator is accountable for developing and distributing informational and promotional materials to publicize and market the Campus workforce development and continuing education programs. This accountability includes such essential tasks as:

1. Participating in identification of target audiences for the Campus workforce development and continuing education offerings;
2. Developing brochures, fliers, advertising and printed materials;
3. Supervising and performing production and distribution of publicity materials;
4. Participating in community activities and events to promote awareness of the Campus workforce development and continuing education programs.
5. Assisting with social media campaigns;
6. Monitoring website pages to ensure that information is current;

*D. Program evaluation:* The Workforce Development and Continuing Education Coordinator is accountable for evaluating the effectiveness and appropriateness of the Campus workforce development and continuing education offerings and for recommending needed improvements. This accountability includes such essential tasks as:

1. Developing course evaluation tools and methods;
2. Ensuring that programs are providing current information that aligns with recommendations from state agencies, accrediting bodies, and professional organizations;
3. Using evaluation tools, surveys and questionnaires to assess program effectiveness and appropriateness;
4. Providing advice and recommendations to faculty, administration and staff on evaluation results;
5. Provide evaluation data and feedback to third party fundings including but not limited to grants.
6. Monitoring employment trends and career growth of program graduates;

### **Professional Participation and Development**

In addition to the accountabilities listed above, the Workforce Development and Continuing Education Coordinator is required to carry out the essential duties of:

- Attendance and participation at convocation and commencement ceremonies;
- Service on assigned committees and task forces;
- Attendance and participation at committee, staff, informational and professional meetings.

These may involve attendance at evening or weekend events.

The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies including required computer skills. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature.

### **Qualifications**

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong information technology literacy skills such as Microsoft Office (Word, Excel, Outlook, Teams etc.). Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Training program design in an adult/youth learning environment;
- Academic and office administration;
- Marketing, publicity writing or a related field.

These skills and abilities typically are acquired through a combination of education, training and experience which would include:

- A Bachelor's degree in an appropriately related field;
- One to three years of experience applying those disciplines in a field related to education administration, business or training and development;
- Or a combination of education, training and experience that would lead to the competencies required for successful performance of the position's essential duties.

### **Work Environment**

Incumbents typically perform their work in offices and conference rooms. Incumbents may be required to make public presentations and to travel to off-campus locations of various groups. Reasonable accommodation will be made for incumbents with physical limitations.