

JOB TITLE: Director of Online Education and Educational Technology

DEPARTMENT: Academic Affairs

LOCATION: Union Campus

REPORTS TO: Vice President of Academic Affairs

FLSA: Exempt

LEVEL: 208

DATE: 7/1/22 (reclassified); 5/5/21; 10/25/19

POSITION SUMMARY: The Director of Online Learning and Educational Technology is responsible for working with faculty and staff to lead and manage the College's Educational Technology Programming, online courses and robust suite of programs, including: evaluating and recommending innovative concepts, technologies and delivery modes of online, hybrid learning; and classroom technology, ensuring the exemplary quality of online courses; ensuring all accreditation and regulatory requirements; aligning efforts with College's academic priorities, mission, branding, and institutional learning outcomes; collaborating with academic departments, faculty, and staff; knowledge of accessibility and ADA requirements; facilitating and recommending related professional development for online faculty; and serving as the key point of contact for our online partner.

EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS: *(A comparable amount of training, education or experience may be substituted for the minimum qualifications.)*

The ideal candidate should have a Master's degree in Instructional Design, Educational Technology or a related field, demonstrated expertise in effective and innovative pedagogical application of technology to online/hybrid course delivery including use of instructional design principles, direct experience with adaptation of curriculum to an online/hybrid format, demonstrated leadership in managing online/hybrid delivery programs in a Learning Management System (Canvas), experience with collaborative leadership of an organization including managing online/hybrid initiatives, experience with market analysis, strategic planning, and online marketing of educational programs, experience with program assessment and data-based reporting, excellent oral and written communication skills, and excellent customer service and interpersonal skills.

ESSENTIAL TASKS: *Employee must be able to perform the following essential functions to the satisfaction of the employee's supervisor.*

- Oversight of the distance learning program, learning management system, staff, and budget.
- Liaison duties between online students and College academic support services.
- Oversight of initial distance education training and continuing education for faculty; facilitate faculty development workshops in the areas of online teaching.
- Training faculty/staff on fair use and copyright laws as they relate to distance learning.
- Identifying and implementing best practices for distance learning pedagogy to ensure the quality and effectiveness of distance education course programming.
- Provide support to faculty through ongoing research on emerging technologies that may be adapted to distance learning course and program development.
- Ensure compliance with HLC standards for distance learning.
- Direct operations of the College's online programs (scheduling, student support, faculty coordination, scheduling, College-wide services - ITS, registrar, enrollment processing).
- Manage college's relationships and projects with third party service providers for online education programs
- Develop and implement strategic plans and policies for online learning, perform yearly program assessments, and provide ongoing budgetary analysis
- Identify and research new revenue streams for the College and enhanced educational experiences for students relating to online programming.
- Collaborate with and Advise Deans/Division Chairs or other Supervisors to ensure the following: the instructional quality of courses/programs; assessment of faculty teaching styles and use of appropriate pedagogy and andragogy; and identify areas of weakness in courses/programs and employ strategies for improvement.

- Build strong working relationships with internal and external stakeholders; evaluate recruitment success; enhance the regional, national and international reputation of the College through marketing and recruitment efforts.
- Conduct college business in a professional and ethical manner that includes the College's core values of integrity, diversity, empowerment, service, learning and collaboration.
- Communicate effectively in a professional, tactful and courteous manner with students, employees, faculty and the general public.
- Ensure that all activities are conducted within the established College policies, FERPA guidelines and other applicable laws pertaining to employment and education.
- Perform assigned responsibilities, other related duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner and with minimal supervision.

KNOWLEDGE, SKILLS AND ABILITIES: Knowledge of college policies, procedures, and practices; knowledge of the Family Educational Rights and Privacy Act (FERPA), Title VII, Title IX, ADA and other applicable laws pertaining to employment and education; understanding of distance learning and technology; ability to plan, organize and implement assigned responsibilities and to work well under pressure to meet deadlines; excellent organizational, analytical and planning skills; ability to participate as a team member, ability to understand and interpret rules and regulations, and ability to adjust to change; skill in budget development and management; ability to prepare and analyze financial reports; ability to handle confidential material judiciously; understanding of education programs and tools related to community colleges. Ability to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments. Extensive working knowledge of computer software and hardware; web design and development productivity software; multimedia development software; online learning applications; training development software, and design methodologies.

LEADERSHIP and COMMUNICATION SKILLS: ability to exchange ideas, information, and opinions with others; arrive at decisions, develop conclusions, or develop solutions; ability to communicate effectively with a diverse workforce and student population; ability to prioritize and delegate projects; ability to meet timelines and follow-through; ability to present materials effectively to individual students or groups; ability to manage interpersonal conflict situations requiring tact, diplomacy and discretion; demonstrate ethical conduct and professionalism; ability to effectively train, evaluate and develop staff members; ability to handle personnel issues in a highly confidential manner; ability to direct, manage, or lead others; Establish and maintain effective working relationships with faculty, staff, other departments, students, and the public; responsible for short-term and long-term planning.

DECISION-MAKING and ANALYTICAL SKILLS: Ability to make administrative and procedural decisions; ability to interpret policy and establish methods and procedures; ability to determine work procedures, assign duties, promote efficiency; collaborate with relevant leadership regarding strategic planning, marketing, and process improvements, perform advanced professional work methods to formulate important recommendations or make technical decisions that have an organization-wide impact and complex-decision making ability.

EQUIPMENT AND SOFTWARE: Utilize current College and/or department information technology equipment, complex software and programs; standard office equipment and department specific equipment.

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.*

Environment: Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing computer monitor; will require flexible schedule to work evenings and/or weekends; Available to travel locally and regionally to participate in meetings, conferences, and other activities related to the position duties.

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, reach; to lift, carry, push, and/or pull light to moderate amounts of weight; and/or to operate office equipment that may require repetitive hand movement

POSITIONS SUPERVISED: Instructional Design Specialist

SIGNATURES: *This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required of employees assigned to the job.*

I have read and reviewed the job description and I agree to perform the duties according to my supervisor's expectations and the College's policies and procedures. I acknowledge the College's right to revise the job description.

Employee Signature/Date

NOTICE OF NON-DISCRIMINATION: *East Central College does not discriminate on the basis of race, color, religion, national origin, ancestry, gender, sexual orientation, age, disability, genetic information or veteran status. Inquiries related to employment practices may be directed to Human Resources Director at 636-584-6710. East Central College is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities*