

**FLORIDA STATE COLLEGE AT JACKSONVILLE  
JOB DESCRIPTION, 2018**

**DIRECTOR OF ONLINE ACADEMIC STRATEGY**

**FLAS STATUS: EXEMPT – PAY GRADE: 22 – P**

**JOB FAMILY: MANAGERIAL/SUPERVISORY – BUSINESS  
JOB FUNCTION: MANAGERIAL/SUPERVISORY**

**GENERAL STATEMENT OF JOB**

The Director of Online Academic Strategy provides college wide direction and support for online academic initiatives and strategies. The position includes but is not limited to monitoring, scheduling, and managing online courses and programs and collegewide oversight of online programs and activities in which numerous academic departments participate. The position is responsible for planning strategic initiatives for online program expansion. The position is responsible for assisting with the management and supervision of all online programs, certificates, and courses, as well as the supervision of faculty teaching in the online modality.

**CHARACTERISTIC DUTIES AND RESPONSIBILITIES**

Develop policies and procedures for the effective management of online programs.

Liaison with academic leaders to plan strategic initiatives for online growth and continuous development.

Collaborate with online faculty to gain consensus on strategies for expanding online programs and offerings.

Write and publish reports, documents, papers, contracts and grant applications in support of online programs and courses.

Provide direction for designated/assigned online programs or initiatives and activities; coordinate discussions and meetings with campus academic leaders regarding academic programs.

Work collaboratively with Academic Deans to design and schedule online AA, AS and BS completion plans.

Oversee recruitment, hiring and monitoring of adjunct faculty teaching online.

Supervise and provide direction to staff; lead/supervise faculty in the identification and implementation of new online academic initiatives; supervise the development and implementation of faculty training activities.

Facilitate and monitor online course implementation as it relates to State Board Rules and legislation.

Evaluate online program performance with campus administrative staff.

Provide direction, support and direction for improvement of academic online program performance.

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Provide administrative support and information to the Academic Dean of FSCJ Online and Center for eLearning.

Provide information, data and documentation for new online initiatives, on-going activities and use of college resources.

Periodically collect and compile data or verify legislative information that may affect FSCJ Online.

Develop, implement, and ensure adherence to FSCJ Online policies and procedures in collaboration with campus and administrative departments to advance and promote online programs and certificates.

Provide leadership and coordination for online program expansion, grant implementation and other College initiatives, including working with faculty to prepare and submit curriculum updates, providing information to financial aid, and preparing any accreditation updates.

Develop, implement and maintain strategic communications with online faculty and administrators to share information, guidelines and procedures to coordinate activities that enhance effective communication across the division.

Gather online program data and information that may be used to collaborate with Marketing to develop promotional materials and community outreach designed to spur increased enrollment and program growth at FSCJ.

Manage the development of any presentations and external communications from FSCJ Online including requested letters of support, representation at events, presentations, reports, and preparation of external materials.

Disseminate information by serving as needed on College Councils, committees, task forces and making presentations to appropriate College audiences.

Serve on and chair committees/task forces for assigned programs, activities and initiatives at the college-wide level.

Serve as catalyst for innovative approaches and solutions for online program enhancements, including implementation of new technology or systems.

Evaluate program performance with campus administrative and operations staff.

Provide executive level and operations support and information to the Dean of FSCJ Online and the Vice President of Online and Workforce Education.

Perform other duties as assigned.

### **SUPERVISION RECEIVED**

Supervision is received from the appropriate supervising administrator.

### **SUPERVISION EXERCISED**

Supervision is exercised over assigned staff.

**MINIMUM QUALIFICATIONS**

Bachelor's degree from an accredited institution supplemented by a minimum of five (5) years of related experience.

**MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED  
TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of equipment including computers. Involves some physical effort, such as standing and walking, or frequent light lifting (5-10 pounds); or minimal dexterity in the use of fingers, limbs, or body in the operation of shop or office equipment. Task may involve extended periods of time at a keyboard.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving instructions, assignments and/or directions.

**Language Ability:** Requires the ability to read a variety of correspondence, reports, forms, brochures, lists, etc. Requires the ability to prepare correspondence, reports, forms, requisitions, etc., using prescribed format. Requires the ability to communicate effectively in standard English; Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

**Intelligence:** Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form; to acquire knowledge of topics related to occupation.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively with staff, students, co-workers and supervisors.

**Numerical Aptitude:** Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; to determine decimals and percentages; to utilize college algebra and descriptive statistics.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape and visually read various information.

**Motor Coordination:** Requires the ability to coordinate hands and eyes rapidly and accurately in operating computers and modern office equipment and machinery.

**Manual Dexterity:** Requires the ability to handle a variety of computers and office machines, etc. Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** May not require the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

Effective: 5/2018