

**FLORIDA STATE COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2007**

DIRECTOR OF STUDENT ANALYTICS AND RESEARCH

FLSA STATUS: EXEMPT – PAY GRADE: 25 - A

GENERAL STATEMENT OF JOB

The Director of Student Analytics and Research performs duties related to the design, development and management of the College research office and institutional effectiveness data. The Director is responsible for the development and dissemination of analytical data related to academic programs, strategic planning, accreditation and enrollment trends.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Design and direct Collegewide instructional research projects, departmental and external assessments, and follow-up studies.

Direct, as appropriate, specification development and coordinates the conduct of assessment surveys of prospective and current students, public and identified market segments, respecting educational and service needs, preferences and satisfactions.

Produce predictive models of customized student learning paths.

Develop and maintain base and trend identification data, coordinate environmental scanning activities, and compile data to support institutional academic planning.

Use a wide array of statistical techniques such as predictive modeling, logistic regression, decision trees and neural networks to produce data driven decisions ranging from market penetration to complex instructional research.

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

Consult with colleagues to plan, design and assist Program Managers and Deans to execute research surveys, projects and ad hoc studies.

Select, adapt, and apply appropriate quantitative and qualitative research design and statistical tools/techniques to areas of study.

Organize and present research-based information, analyses, and interpretation in narrative, tabular, graphical and oral modes using print and electronic communication systems.

Maintain a research data warehouse system and an indexed archive of information and research reports.

Benchmark public and private initiatives.

Assess student expectations and perceptions and assess external employer expectations and perceptions.

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Evaluate the effectiveness of course content, program content, teaching methodology and delivery systems.

Represent the College in appropriate state and national research organizations, and establish linkages with local, state and national research resources.

Develop and maintain proper budgeting, fiscal and personnel resources, report preparation and management within assigned areas.

Develop and recommend College policies and administrative procedures, and develop operating procedures and guidelines for assigned areas of functions.

Perform other duties as assigned.

SUPERVISION RECEIVED

Direction is received from the Executive Vice President of Instruction.

SUPERVISION EXERCISED

Administrative supervision is exercised over assigned staff.

MINIMUM QUALIFICATIONS

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

PREFERRED QUALIFICATIONS

A master's degree in a behavioral or social science, statistics, marketing research, information management or related field from an accredited institution. Three (3) years experience in collecting, analyzing and applying data. Excellent written and oral communications skills. Knowledge and experience in the use of software in a variety of research and administrative applications. Competent at manipulating large data sets, statistical techniques, predictive modeling, logistic regression, decision trees and neural networks.

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.

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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.

Physical Communication: Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear). Must be able to communicate via telephone.

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions.

Effective 9/07