

**ASSOCIATION OF CALIFORNIA COMMUNITY COLLEGE ADMINISTRATORS  
DESCRIPTIONS OF KEY POSITIONS**

**POSITION: EXECUTIVE DIRECTOR**

***BASIC FUNCTION:***

The Executive Director serves as the chief administrative officer of the Association and is responsible to the Board of Directors for the Association's day-to-day operation, and long range planning. All administrative functions described within the Manual of Operations, by-laws and Constitution fall within the scope of responsibility of the Executive Director.

The Executive Director (hereinafter referred to as "Director") also serves as Secretary to the Board of Directors and is an ex-officio member of all commissions and committees and may attend meetings as necessary.

***SPECIFIC DUTIES:***

The duties of this position are divided into five categories:

1. **Member Benefits & Services Administration:** The Director either performs or supervises the performance of all administrative functions of the Association. These include keeping membership records; member and campus rep communications; maintenance of SASS benefit information and records.

The Director is responsible for processing all financial transactions and the transfer of financial information to the accountant and the 2<sup>nd</sup> Vice President/Treasurer of the Finance Committee. The Director oversees all contracted services on behalf of the Board including providing administrative services to affiliates as directed by the Board. The Director is the supervisor of all paid staff and volunteers of the association and is responsible for an annual evaluation of their performance and recommendations to the executive committee regarding their status.

The Director will provide oversight and report to the Board regularly on membership statistics and will distribute a regular report on membership to the Board. On advice of the Board and membership committee, the Director will initiate at least one recruitment drive annually to provide current recruitment materials to all campus reps statewide.

2. **Advocacy and Related Services:** Working cooperatively with the Executive Committee, CFLA Chair(s) and PAC Chair, and in consultation with the Association's Consultation Council representative and Advocate, the Director oversees the establishment of the annual legislative agenda of the Association and orchestrates the communication of that agenda to members, affiliates and state agencies.

To accomplish this goal the Director shall work with the Associations CFLA Chair(s) to establish a calendar of meetings, and develop effective events and publications related to the Association's advocacy and PAC activities. Additionally, the Director shall assist the Advocate in organizing testimony on issues when necessary and issue advice memos and alerts to the membership as deemed necessary by the CFLA and Executive Committee.

On the advice of the CFLA, Executive Committee, Consultation Council rep, and Advocate the Director shall orchestrate the development and distribution of issue-focused articles; position papers and letters of opposition and support for all issues requiring such.

To ensure continuity the Executive Director serves as the PAC Treasurer and as such is responsible for all financial transactions and reporting requirements and reports to the PAC Board on the fiscal status and activities of the PAC at their bi-annual meetings. The Director shall regularly review on-going fundraising efforts and orchestrate PAC communications with contributors and potential contributors and information campaigns as deemed necessary by the PAC Board.

3. **Professional Development Administration:** Working with the Associate Director, the Director will oversee the development and facilitation of all training programs, conferences, workshops and other professional development opportunities offered by the Association.

To accomplish this goal the director will work with the MDC, Executive Committee and Board members and the Associate Director to establish an annual calendar of events comprised of effective professional development opportunities for members based on a thorough analysis of previous programs, results of the annual survey of members and state and national trends in professional development.

Working with the Association's contracted meeting planner and Associate Director the Director will monitor the process of site review and provide the Board with options for selection of sites for the annual conference, seminars, retreats and selected meetings as well as all ACBO board meetings; conferences and professional training programs. The Director will work with the Meeting Planner and Associate Director to ensure thorough site contract review prior to signature/acceptance and ensure sufficient volunteer and staff coverage for on-site coordination at all events.

In the case of fee-based events, the Director will monitor the development and distribution of all promotional material, monitor the progress of registration, and provide accurate data to the Board and commissions on a regular basis. The Director will work with the Associate Director and Meeting Planner to develop an accurate financial report of the event for review by the Board and Finance Committee, an accurate post-event report on attendance and profit/loss and ensures that a membership recruitment effort is active at all events.

4. **Communication Services Administration:** The Executive Director and most particularly, the Association's headquarters are the pivotal link between ACCCA and the community. The Executive Director assesses all requests from the college community at-large, the corporate sector, government, districts and campuses, members and potential members, and routes viable requests to the appropriate individual/Commission or group within ACCCA.

The Director shall work to facilitate cooperation among affiliate groups and the Chancellor's Office to publicize issues and information of interest and concern to ACCCA members through its available vehicles including the monthly newsletter; the web site; coordinated and targeted email blasts and direct mail. Working with the communications coordinator, the Director shall monitor two-way communication with the system's public information officers and other targeted groups to receive and provide information for distribution.

The Executive Director works with the Commission, Editorial Board and communications coordinator to identify all newsworthy submissions and information; establish an annual publications calendar and maintains ACCCA's web site. The Director shall direct the development of all marketing and recruitment materials for the approval of the Board and facilitate all communications projects (i.e., surveys and position papers) to the benefits of ACCCA members.

5. **Association Administration:** The Executive Director serves as the liaison between the leadership of the Board, the Commission/Committee Chairpersons, those outside the Association and the Association's membership including serving as the official representative of ACCCA to the ACSA/SASS Membership Committee and as the primary administrative staff to ACBO (see attached ACBO MOU for details.)

The Director ensures that the day-to-day operation of ACCCA is facilitated in a timely, ethical and effective manner and that all activities are appropriately documented and communications enabled and supported. The Director shall ensure that the operations of ACCCA adhere to the criteria contained within the annual budget of the Association and the policies contained in the Manual of Operations. It is the responsibility of the Executive Director to report any discrepancies in procedure to the Executive Committee as soon as they become apparent and work with the Executive Committee to develop solutions.

The Director works directly with the Board President and Chairpersons of Commissions to develop meeting agendas, recruit candidates for the Board and commissions, and coordinate the primary service areas of the Association.

The Executive Director is the direct supervisor of all paid staff and oversees contracted services provided from outside consultants and vendors. The Director works with the Executive Committee to provide continuous oversight and an annual evaluation of all paid staff, as well as the regular review of and negotiations for the engagement of all contracted services.

Chief responsibility for the fiscal health of the Association falls to the Board of Directors, which is legally responsible as well. Their agent, the Executive Director, has the day-to-day authority and responsibility for financial management and reporting regularly to the Board via the Executive and Finance Committees.

## **POSITION: STATEWIDE MEMBERSHIP COORDINATOR**

### **BASIC FUNCTION:**

Under supervision of the **Executive Director (ED)** the Statewide Membership Coordinator (SMC) will perform a variety of administrative tasks within a framework of established procedures to support the marketing, outreach, recruitment, record keeping and member benefits management operation within ACCCA—a member based organization. The SMC will contribute to related projects overseen by other staff, as well as other ongoing projects, as assigned by the ED.

General duties include strategic and calendar planning, member data entry and records maintenance, and direct communication with members, both business and education members, retired members and potential members as well as volunteers and affiliate group representatives via telephone, email and in person. The SMC will also be required to develop and present information at workshops and conferences, as well as at Board and campus meetings with regard to membership in ACCCA.

### **SPECIFIC DUTIES:**

**Communications & Outreach:** Receive and route incoming calls and emails; provide membership benefit information and assistance, both in writing and electronically, to members, potential members, commission members, Board members, volunteers, business members and potential business members, affiliates and the public.

Monitor and interface with other staff with regard to schedules and procedures, member benefits and requirements/criteria related to all members of the Association.

Work with the Communications Coordinator to maintain a current presence for all aspects of membership on the Association's web site and all of the Association's social media outlets.

Marketing ACCCA for membership and volunteer involvement is the top priority of the Statewide Membership Coordinator. The position requires some public speaking, copy development, infrequent presentations to the Board, commissions and affiliate groups, as well as maintaining a strong outreach program through direct campus contact and on-campus visits.

Establish and maintain a network of campus representatives through which communication to members and non members is facilitated. Under the supervision of the ED, the SMC will plan, budget and schedule all campus outreach visits in advance each year.

**Member Records Maintenance:** Maintain current and archival member and subject files, process incoming member enrollment forms, requests for information and event or program reservations; update and maintain operational and informational records, file materials and update information, both written and electronic.

**Production:** Working with the Communications Coordinator, the SMC will develop and keep current all marketing materials pertaining membership benefits and services, and maintain archival files on member statistics, comparative data, historical marketing materials and other materials related to recruitment, benefits.

**Strategic Planning and Development:** Under the direct supervision of the ED, the SMC will provide analysis of member data, benefit options, member survey data and demographic analysis in order to provide the Board and ED with current and relevant information for Strategic Planning and Development purposes.

**Requirements of the Position:**

The position of ACCCA Statewide Membership Coordinator is a 40 hour per week, full time salaried position. The ACCCA Office operates on a Monday through Friday, 8:30 a.m. to 5:00 p.m. basis, and frequent travel is expected. As with all employees of the Association, the Statewide Membership Coordinator is expected to adhere to all requirements of the Employee Guidelines document issued by the Association and signed by each employee upon hire.

**Expected Skills:**

- Modern office practices and equipment & standard pc software;
- Organizational and record keeping abilities and an emphasis on strategic and schedule planning;
- Effective communication skills (both written and oral) and knowledge of publication development; and including the ability to speak and properly use English, grammar, spelling, punctuation and vocabulary;
- The ability to work independently and establish and maintain a cooperative, positive and effective working environment and form productive relationships with those contacted in the performance of required duties while exercising judgment and tact.

**EDUCATION AND EXPERIENCE:**

Two years of college or comparable training program with at least two years of verifiable, successful experience within an office environment. Some knowledge of association operations is preferred. Employees must possess a valid California driver's license.

**APPEARANCE AND OFFICE DECORUM:**

Employee will maintain a professional appearance and demeanor compatible with a business environment. This includes office attire of business casual most days, and business attire for travel and meetings.

## **POSITION: COMMUNICATIONS COORDINATOR**

### ***BASIC FUNCTION:***

The position of Communications Coordinator reports directly to the Executive Director of the Association.

Minimum requirements of the position are a high school diploma, demonstrated training in the area of electronic and print communications and applicable experience with an emphasis on writing skills and web site management experience. A Bachelors degree in Journalism or Communications is preferred.

The scope of the work will encompass the following areas:

### ***Editorial Management:***

- Serve as staff to the Communications Commission and Editorial Board of the Association and as editor of the monthly ACCCA newsletter including monthly meetings of the Editorial Board/COC
- Develop an annual editorial calendar in consultation with the Executive Director and Communications Commission
- Work with the Editorial Board to develop story ideas for each issue and make writing assignments
- Solicit submissions from the members at large, college PIOs, Editorial Board members, affiliated organizations, corporate members and other sources
- Write or recruit writers for articles, and proof & edit each issue
- Coordinate with graphic designer for the production of each issue

### ***Web Site Management***

- Provide continuous review and oversight of the ACCCA website
- Provide advice and counsel to the Executive Director regarding overall marketing, membership recruitment, member services, and informational concepts and uses of website
- Keep website current including daily updating and frequent review of individual pages
- Create and manage forms and reports for event registration, proposal submissions, award nominations, and other member-response functions of the site
- Review & provide statistical reports to the Executive Director which serve to evaluate the effectiveness of website communications and make adjustments accordingly

### ***Communications Management***

- Work with the Executive Director and other staff to develop and execute an annual communications strategic plan for association
- Advise the Executive director and provide integrated communications planning and expertise to all aspects of association communications; incorporating web, print, email, and event communications and marketing
- Coordinate with the Executive Director to set annual communications goals
- In addition to Editorial Board and Communications Commission meetings, participate in board and other commission meetings as directed and provide information as requested

### ***Event Marketing & Membership Recruitment***

- Work with the Associate Director of Meetings and Events to develop and manage marketing and outreach related to ACCCA events and member recruitment activities
- Develop annual event marketing plan in consultation with Executive Director
- Work with designated staff and volunteers to execute all aspects of event marketing plan using the following media: website, Email blasts, social marketing tools, and printed materials
- Work with Membership Coordinator and designated volunteers (campus reps) to conduct an annual, and ongoing, recruitment activities to attract new members to ACCCA and retention of existing members, including corporate members

### ***Print and Web-Based Advertising***

- Work with staff to market the Association's *Jobtrac* subscription service and other advertising opportunities in the ACCCA newsletter and on the web site
- Coordinate advertising in the newsletter and on website
- Send periodic emails to university Ed.D. program heads, corporate members & affiliate groups to solicit advertising
- Coordinate with advertisers on contracts, rates, submissions of artwork, edits, proof sheets
- Work with staff to ensure timely billing of advertising customers

### ***Salary Survey & Other Reports***

- Work with staff to facilitate an annual salary survey of administrators
- Manage development and execution of the survey, including coordination with survey consultant
- Communicate with the Board and Executive Director about topics for other research and information which should be made available to members via publications issued by ACCCA
- Maintain an archive of reports issued for historical purposes

### ***ACCCA Social Marketing***

- Develop and manage ACCCA YouTube Channel
- Shoot video content as appropriate for ACCCA YouTube Channel
- Develop and maintain a Facebook page for ACCCA
- Develop and maintain a Twitter account for ACCCA
- Coordinate development of other social marketing tools to enhance member services, fundraising and member recruitment efforts

## POSITION: MEETING AND EVENT COORDINATOR

### **BASIC FUNCTION:**

Under the supervision of the Executive Director, the Meeting and Event Coordinator serves as the Association's day to day meeting and event contact person and works with the ED to plan and facilitate all of the Association's face to face meetings and professional development events for members.

The Coordinator reports directly to the Executive Director and assists them in overseeing the services of the meeting planning consultant. The Coordinator will work in cooperation with the membership services coordinator, the communications coordinator, and the administrative assistant to carry out their duties and serves as the Association's liaison to the Management Development Commission (MDC) and assists the commission in accomplishing their goals as outlined in the Association's by-laws.

### **SPECIFIC DUTIES:**

The duties of this position are described below as they relate to each of the Association's five key service areas outlined in the ongoing strategic plan:

6. **Member Benefits & Services:** The Meeting and Event Coordinator will assist the Executive Director and the Membership Coordinator in ensuring that members and campus reps are engaged in professional development events and that established recruitment and retention strategies are implemented as a regular part of each learning program. The Coordinator will work with staff, the MDC and COC to establish a template for the engagement of new members and the enlistment of Campus Reps in the planning and execution of ACCCA events. Tasks include:
  - Work with the communications coordinator to ensure that members are kept informed about the Association's calendar of events, have access to a user-friendly registration process for each event and that each event benefits from a planned marketing strategy.
  - Work with staff to ensure the accurate processing of all event transactions including registration, invoicing, and updating event statistics.
7. **Advocacy and Related Services:** Under the supervision of the Executive Director and in cooperation with the CFLA, the Coordinator will incorporate a legislative component in events as appropriate. Events which are specific to the Association's advocacy program and legislative agenda (annual budget workshop; legislative reception and annual Board of Governor's dinner) will be planned, organized and facilitated under the direction of the Meeting and Event Coordinator.
8. **Professional Development Administration:** The Coordinator will work with the Executive Director and the MDC via various planning committees to assist in the development of, oversight of the facilitation of all training programs, conferences, workshops, receptions and other professional development opportunities offered by the Association including those provided electronically. General tasks include:
  - Work with the Executive Director and MDC to establish an annual calendar of events comprised of effective professional development opportunities for members based on

a thorough analysis of previous programs, results of the annual survey of members and state and national trends in professional development;

- Work with the Executive Director to establish a budget for each event and provide budget updates at regular intervals. Will prepare a post-event report on financials and statistics to share with board members.
- Work with the Association's contracted meeting planner and Executive Director to review potential venues and assist in the development of recommendations for contracting sites for events and professional training programs.
- Work with the Executive Director, Meeting Planning consultant and Communications Coordinator to develop and execute a marketing plan for each event, including sponsor and exhibitor outreach where applicable.
- Work with staff to facilitate a smooth online registration, confirmation and on-site registration process for members and others for each planned event and monitor event statistics.
- Prepare regular reports to the Executive Director, MDC and Board on registration and fundraising status throughout the planning process and provide a post-event wrap up report to the Executive Director including budget outcomes.

***REQUIREMENTS OF THE POSITION:***

The Meeting and Event Coordinator is expected to work an 8-hour day, Monday through Friday, beginning at a time mutually agreed upon with the direct supervisor unless otherwise arranged, with one hour each day for lunch and appropriate break times.

**Should possess knowledge of:**

- Appropriate Office Protocols
- Efficient Recordkeeping techniques
- Effective and tactful communications, both written and oral
- Proper use of English including good grammar, spelling, punctuation and vocabulary
- Interpersonal skills using tact, patience and courtesy

**Should have the ability to:**

- ***Communicate professionally*** both verbally and in writing
- Perform routine clerical duties using standard office equipment
- Learn and interpret regulations, policies and procedures
- Understand and carry out both oral and written directions
- Establish and maintain cooperative and effective working relationships with those contacted in the performance of required duties

**EDUCATION AND EXPERIENCE:**

*Education:* BA Degree preferred

*Experience:* One year of direct event management experience or of a related field, or any combination of experience and education that would provide the required knowledge and skills.

**APPEARANCE AND OFFICE DECORUM:**

Employee will maintain a professional appearance and demeanor compatible with a business environment. This includes office attire of business casual most days, and business attire for meetings and on-site at events unless other uniformed attire is stipulated.

**TERMINATION OF EMPLOYMENT:**

Non-adherence to the above requirements will result in the commencement of disciplinary actions which may include verbal and/or written warning, and may ultimately result in termination.

Excessive absences, tardiness and personal calls or office visits that interfere with the work of the office will not be tolerated and are grounds for termination of employment. Misuse of the office equipment including abuse of internet access is cause for dismissal.

A more detailed termination process is described in "Employment Guidelines" contained in the Operating Manual.

## **POSITION: OFFICE MANAGER/BOOKKEEPER**

### ***BASIC FUNCTION:***

Under the supervision of the **Executive Director**, the Office Manager/ Bookkeeper (OM/B) will perform a variety of administrative and office management duties including day to day accounts receivable/accounts payable (AR/AP) functions within a framework of established procedures.

### **DISTINGUISHING CHARACTERISTICS:**

The OM/B performs general administrative and office management tasks typically included, but are not limited to the following: reception; AR/AP data entry and filing; clerical functions such as duplication and mailing; inventory and maintaining supplies in support of, and as directed by the Executive Director.

- **Reception:** Primarily responsible for office reception including receiving and making calls on a networked multi-line phone system and performing related duties including: providing general information about the Association, taking messages or referring callers to other office staff, as appropriate; keeping the master calendar updated and making travel arrangements, as requested. In this capacity the OM/B will provide assistance to association members, commission members, Board members, volunteers, affiliates and the public; explain schedules and procedures as directed; and process mail, as instructed.
- **Filing/Record Maintenance:** Maintain Association AR/AP records via Quickbooks and other software applications; maintain archive and subject files; update and maintain operational and informational records; file materials, post and update written and electronic information.
- **AR/AP Processing and Production:** Process all incoming payments both checks (via daily direct deposit reports) and electronic/online payments via point of sale portals. Under supervision, the OM/B will process all Accounts Payable invoices according to procedure on a weekly basis and will produce original documents from drafted material or verbal instruction for variety of correspondence, forms, reports, bulletins and other materials as requested and according to established priority.
- **Assistant to Executive Director:** As the direct assistant to the Executive Director, the OM/B must be knowledgeable of the Constitution, By Laws and Operating Procedures of the Association; possess a full understanding and knowledge of the Calendar of Events; the organizational structure of the Association as well as its affiliated organizations.

### **Requirements of the Position:**

The OM/B is expected to work an 8-hour day, Monday through Friday, beginning at 8:30 a.m., with one hour each day for lunch and appropriate break times, unless otherwise arranged.

### **Knowledge of:**

- Appropriate office protocols
- Efficient and accurate recordkeeping techniques
- Effective and tactful written and verbal communications
- Proper use of English including good grammar, spelling, punctuation and vocabulary
- Interpersonal skills using tact, patience and courtesy

**Ability to:**

- Communicate professionally both verbally and in writing
- Perform routine administrative duties using standard office equipment
- Learn and interpret regulations, policies and procedures
- Understand and carry out both oral and written directions
- Establish and maintain cooperative and effective working relationships with those contacted in the performance of required duties

**EDUCATION AND EXPERIENCE:**

Equivalent to completion of high school with three years general clerical experience; one year of bookkeeping and/or accounting experience and, any combination of experience and education that would provide the required knowledge and skills. Applicants should be proficient in both Excel and Quickbooks software and 10-key operation.

**APPEARANCE AND OFFICE DECORUM:**

Employee will maintain a professional appearance and demeanor compatible with a business environment. This includes office attire of business casual most days, and business attire for meetings

**TERMINATION OF EMPLOYMENT:**

Non-adherence to the above requirements will result in the commencement of disciplinary actions including verbal and/or written warning, and may result in termination.

Excessive absences, tardiness and personal calls or visits will not be tolerated and are grounds for termination of employment. Misuse of the office equipment including abuse of internet access is cause for dismissal.

A more detailed termination process is described in "Employment Guidelines" contained in the Association's Operations Manual.