

HUMBOLDT STATE UNIVERSITY



Extended Education Program Coordinator (Internal & CSU-wide APC Employees Only)

College of Extended Education and Global Engagement
Job #21-17

Revised Close Date: Thursday, June 24, 2021

(Job #21-17) Extended Education Specialist II, Extended Education Program Coordinator, \$5,351-7,633/month. Appointments are typically made at the beginning of the salary range. Salary is commensurate with qualifications and experience. This is a full-time, benefited, exempt, 12-month pay plan, permanent position with a one-year probationary period in the College of Extended Education and Global Engagement. This position comes with an extensive benefits package that includes comprehensive medical, dental, and vision coverage, CalPERS retirement, Fee Waiver eligibility (reduced tuition on most CSU system classes), life insurance, and voluntary pre-tax health and dependent care reimbursement accounts. Additional benefits information can be found at <https://hraps.humboldt.edu/employee-benefits>. Please note that this is an internal recruitment open only to active, stateside, staff Humboldt State University Employees and CSU-wide Article 13.10 APC Employees.

Humboldt State University is a Hispanic-Serving Institution that strives to foster an inclusive and equitable community to support our students of diverse backgrounds. HSU is committed to achieving the goals of equal opportunity and endeavors to employ faculty and staff of the highest quality committed to working in a multicultural and multiracial community that reflects the diversity of the state. Additional information about Humboldt State University can be found at www.humboldt.edu.

Position Summary: The Extended Education Program Coordinator is responsible for planning, development, marketing, delivery and evaluation of Extended Education course offerings and CEEGE Special Programs (credit and non-credit) which include but are not limited to: certificate programs, online degree completion programs, workshops, travel study, mid-career training, professional development opportunities, seminars, institutes and conferences.

Duties:

Planning and Development of Educational Programs

- Support the development of potential courses and programs across various disciplines (classroom based, off campus or online) in response to requests from potential faculty, students or community organizations.
- Conduct needs assessments and market analyses as a first step in supporting the development of new programs (or revising existing programs).

- Evaluate and recommend potential course or program offerings or changes to existing programs based on ongoing analysis.
- Work with outside agencies to identify and coordinate training and professional development needs throughout the region.
- Coordinate course proposal process for new courses.
- Establish, monitor and review budgets for individual programs.

Coordination of Educational Programs and Courses

- Serve as the primary contact and support for faculty, including coordinating and facilitating regular meetings, responding to requests, and co-developing marketing materials.
- Coordinate with faculty to deliver successful learning opportunities, including assisting instructors with obtaining necessary course materials and online support.
- Coordinate with instructors, academic departments and college offices to obtain approval for course offerings.
- Coordinate identification and arrangement for facilities, services, materials, supplies and equipment as necessary for courses.
- Review course and instructor evaluations, provide feedback to instructors, and recommend course changes as necessary.

Communications and Outreach for Extended Education Programs

- Work with Director and team to coordinate outreach and communication through the Customer Relationship Management (CRM) platform; develop communication plan content for various online degree and certificate programs, including course confirmations and program outreach campaigns.
- Develop communication pathways (both in person and online through CRM) with students about CEEGE program expectations, application/payment procedures and registration requirements.
- Represent HSU and CEEGE in the community and develop positive working relationships.
- Serve as the program contact for students in CEEEGE courses and programs.

Marketing of Extended Education Programs, Degrees & Certificates

- Develop and manage digital and print marketing strategy for all Extended Education programs, including online degree and certificate programs and face-to-face courses.
- Work closely with Director and other team members to develop annual marketing plan and complementary branding across programs
- Establish tracking mechanisms and analytics for marketing campaigns and provide monthly reports to Director
- Identify and build relationships with media outlets and advertisers, both regionally and nationally.
- Generate content and layout templates for advertising, collaborate with graphic designer to develop promotional materials
- Coordinate the production of Extended Education bulletin produced 3 times per year
- Coordinate content and regular updates for program websites, social media campaigns and other forms of digital marketing and outreach.

Minimum Qualifications:

Experience: Equivalent to three years of experience in planning classes and events for higher or extended education programs; including communication with faculty, developing resources, working with budgets, marketing plans and serving as a liaison to the community.

Education: Equivalent to graduation from a four-year college or university, preferably with courses in adult education and curriculum planning.

Required Knowledge, Skills, and Abilities: Knowledge of the procedures and practices in educational program and curriculum planning in education, and knowledge of the processes required to plan and construct academic programs and course outlines. Knowledge of the resources of the HSU campus and the surrounding communities.

Ability to determine needs for new or revised programs; ability to plan hours and develop course outlines with instructors, ability to develop budgets and to analyze costs; ability to write promotional material and to develop and implement a variety of promotional strategies; ability to representing the CSU system to the community and to develop working relationships; ability to manage logistics of providing classes and to analyze cost information and statistics; ability to develop and implement strategic marketing plans (and corresponding budgets) for education programs, including utilizing social media and various digital marketing strategies.

Position requires strong communication skills. Must be able to establish and maintain effective working relationships, and interpret, apply and recommend various policies. Must be able to use independent judgment and work in a high-speed, production-oriented environment with frequent deadline pressures and interruptions. Must have experience coordinating varied and complicated projects. Position requires ability to anticipate potential problems and to respond appropriately. Requires strong organizational skills.

Preferred Qualifications:

Experience: Equivalent to two years of experience in marketing programs or services, including developing marketing plans, digital and social media campaigns and print publications; experience working with Customer Relationship Management (CRM) programs

Education: Master's degree preferred

Application Procedure: To apply, qualified candidates must electronically submit the following materials via Interfolio (link below):

- Letter of Interest
- Resume or Curriculum Vitae
- Contact information for at least three professional references
- HSU Employment History Form (HSU Employment History Form: <https://forms.humboldt.edu/employment-history-form>; NOTE: Download the HSU Employment History Form and save it as a PDF file prior to filling it out. If the form is completed in an online browser, content WILL NOT be saved).

CLICK HERE TO APPLY NOW: <http://apply.interfolio.com/88451>

Application Deadline: The revised deadline to submit application materials is 11:59 p.m. on Thursday, June 24, 2021.

Any inquiries about this recruitment can be directed to careers@humboldt.edu or HSU's Human Resources Office at (707) 826-3626.

Humboldt State University sits on the traditional homelands of the Wiyot people in what is currently called Arcata, CA. The Wiyot people call the area Goudi'ni (over in the woods). HSU was the first campus in the California State University system to offer a stand-alone major in Native American Studies.

HSU is committed to enriching its educational environment and its culture through the diversity of its staff, faculty, and administration. Persons with interest and experience in helping organizations set and achieve goals relative to diversity and inclusion are especially encouraged to apply.

Humboldt State University is part of the 23-campus California State University system. The University has a comprehensive arts and sciences curriculum, which is recognized nationally for its high academic quality. Founded in 1913, HSU is one of the premier public institutions in the Western United States; it is a rural and residential campus of approximately 7,000 students. The main campus is located in Arcata, California, in the northwestern part of the state along the coast, and situated among redwood trees in an area that offers unmatched scenic beauty, moderate climate, and opportunities for outdoor activities. The surrounding Humboldt County locale has a population of approximately 135,000. The community offers an excellent range of businesses, services, and cultural activities and performances. The local schools are ranked in the top performance percentiles, both nationally and in the state.

It is the responsibility of the applicant to provide complete and accurate employment information. Incorrect or improperly completed applications will not be considered for vacancies. Any reference in this announcement to required periods of experience or education is full-time activity. Part-time experience or education--or activities only part of which are qualifying--will receive proportionate credit. Humboldt State University is not a sponsoring agency for staff or management positions (i.e. H-1B Visas).

Evidence of required degree(s), certification(s), or license(s) is required prior to the appointment date. A background check (including a criminal records check, employment verification, and education verification) must be completed satisfactorily before any candidate can be offered a position with the CSU. Certain positions may also require a credit check, motor vehicle report, and/or fingerprinting through Live Scan service. Adverse findings from a background check may affect the employment status of candidates or continued employment of current CSU employees who are being considered for the position.

Humboldt State University is committed to achieving the goals of equal opportunity and endeavors to employ faculty and staff of the highest quality reflecting the ethnic and cultural diversity of the state. Additional information about Humboldt State University can be found at www.humboldt.edu.

Humboldt State University is a Title IX/Affirmative Action/Equal Opportunity Employer. We consider qualified applicants for employment without regard to race, religion, color, national origin, ancestry, age, sex, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, disability, marital status, protected veteran status, or any other legally protected status.

Compliance with the California Child Abuse and Neglect Reporting Act (CANRA) and CSU Executive Order 1083 Revised July 21, 2017 (EO 1083) is a condition of employment. CSU employees in positions with duties that involve regular contact with children or positions which supervise such employees are designated as Mandated Reporters under CANRA and are required to comply with the requirements set forth in EO 1083. Upon appointment to this position, the successful candidate(s) will be notified of and required to acknowledge their CANRA reporting status.

Additionally, all CSU staff and faculty receive training annually on their obligations in responding to and reporting incidents of sexual harassment and sexual violence. You will be notified by email when you are required to take this mandated training.

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See more photos at [Humboldt State University's Flickr page](#).