DAVENPORT UNIVERSITY

TITLE OF POSITION: Dean, Online Education

CLASSIFICATION: Professional

STATUS: Full-time, Exempt

DEPARTMENT: Academics

LOCATION: Grand Rapids – Lettinga Campus

REPORTS TO: EVP for Academics/Provost

SUMMARY:
This position is responsible for the overall leadership, direction and oversight of online services and policies for online offerings. The primary focus will be to develop, implement, and monitor strategies for quality and growth in online educational offerings while working closely with other university leaders to ensure the best program offerings, work processes, delivery methods, technology and resources are available to students, faculty and staff to insure their success. These responsibilities are performed in an ethical manner consistent with the University’s mission, vision, and values.

RESPONSIBILITIES:
1. Provide overall leadership for online education, ensure quality delivery of online educational offerings that are effective and meet university strategic goals and academic policies. Ensure work process and delivery methods are focused on giving students the highest quality experience. Ensure infrastructure can sustain growth and meet standards of quality.
2. Support the quality delivery of distance and blended educational offerings that are effective, efficient and meet university strategic goal and academic policies to ensure work process and delivery methods are focused on giving students the highest quality experience.
3. Explore and champion new growth opportunities in regional, national and international markets. Stays current on the demographics driving the current distance and blended educational markets, advises on how to position the university to penetrate potential future markets.
4. In collaboration with marketing to implement web-based marketing strategies such as SEO, SEM and Social Media.
5. Work with the Admissions to develop admissions training program for online recruitment.
6. Develop and maintain a sustainable long-term plan for quality and the continued enrollment growth in distance and blended educational offerings through the online department so that it positions the University to be a recognized leader both nationally and internationally.
7. Identify components needed to create an exceptional virtual teaching and learning environment for faculty and students. Stays current on any new trends, technologies or resources that help the University create and maintain that environment.
8. Oversee departmental budget, ensures budgetary goals are meet. Make recommendations as needed for budgetary increases to help support the department’s growth.
9. Develop and implement solution concerning long-term technical support needs for faculty and students utilizing the learning management system. Monitor and adjust solution as needed or as technology changes.

10. In collaboration with the EVP for Quality and Effectiveness, develop and implement measures of quality.

11. Provides GREAT customer service, anticipating and exceeding the needs of our customers.

12. Demonstrate and promote the University Cultural Values.

13. Perform other duties as assigned.

QUALIFICATIONS:

- Master’s degree in a related field required, terminal degree preferred.
- Minimum of five years experience teaching online in higher education.
- Minimum of five years professional experience in a related field. Experience that crosses the fields of business, technology and health preferred.
- Demonstrated history of successful leadership within a higher education setting.
- Understanding of differences between adult students and traditional students.
- Understanding of differences among learning styles.
- Ability to set short-term and long-term business plans with action plans for accomplishing critical results.
- Commitment to life-long learning and professional development.
- Demonstrated ability to think critically, analyze data, and process detailed information.
- Demonstrated ability to work accurately and effectively with computerized data systems (PC and mainframe).
- Demonstrated ability to work effectively with people of diverse backgrounds and promote a positive working environment, spirit of cooperation and positive reactions to change and conflict resolution.
- Demonstrated excellent interpersonal, communication and presentation skills, both written and oral which transcend diverse audiences.
- Demonstrated ability to communicate effectively and relate well to students, parents, faculty, staff, and others while maintaining appropriate confidentiality.
- Demonstrated motivational and problem solving capabilities with a high degree of integrity, ethics, and dedication to the mission of the University.
- Must be able to work an irregular schedule, evenings or Saturday as needed, additional hours during peak times or as required.

ENVIRONMENTAL FACTORS:

Business office environment. Prolonged sitting and standing. Use of personal computer and telephone (eye and hand strain). Some travel between locations required (own transportation). No regular lifting requirements, occasional lifting up to 20 pounds.