OUTREACH PROGRAM MANAGER
UW-STEVEN'S POINT CONTINUING EDUCATION AND OUTREACH
POSITION DESCRIPTION

UW-Stevens Point Continuing Education and Outreach (CE) extends university programs and resources beyond the campus by offering credit and non-credit courses, workshops, and conferences to meet the learning needs of audiences of all ages. Each year, CE enrollments exceed 20,000 in approximately 800 offerings. The 25-member staff has offices located on three campus.

A CE Outreach Program Manager has administrative, fiscal, programmatic, personnel, and strategic responsibility for one’s program team and provides team and unit-wide leadership for outreach education including credit courses, non-credit professional development and enrichment activities. The Outreach Program Manager’s role includes liaison with campus and other external constituencies under the direction of the Director of Continuing Education.

This position requires an entrepreneurial, enterprising, and creative individual, and reports to the Director of Continuing Education and Outreach. This position is funded through program revenue.

Primary Assignment Area: Marshfield or Wausau Branch Campus

The Branch Campus Program Manager is responsible for developing and fostering relationships with internal and external partners to identify needs and design, develop and administer professional development, personal interest and youth programming. Under the supervision of the Director of Continuing Education and Outreach, they must work cooperatively with the Branch Campus Executive, faculty, staff and community professionals to assess needs and develop successful programming which is appropriate for the campus and community. This position works with local stakeholders to identify and develop content and related resources for programs. Knowledge of local audiences and needs is desirable. This position requires the ability to:

- build collaborative and sustained partnerships
- determine needs and identify content for programs regardless of audience
- develop and manage all aspects of program budgets
- solicit and secure external funding whenever appropriate
- develop a marketing plan including electronic and print marketing
- manage logistics including facilities, onsite details, speaker contracts and support, and specific purchasing for each program
- hire, train and supervise support and student staff

Administrative Duties and Responsibilities
All duties and responsibilities are carried out under the direction and supervision of the Director of Continuing Education and Outreach.

Program and Team Activities 70%

- Facilitate, coordinate, and direct new program development and initiatives for non-credit programs and offerings in collaboration with appropriate external partners or campus units.
- Budget management as part of the overall unit budget, including a business plan/budget for each program with estimated start-up costs, personnel, and required materials.
• Supervisory responsibility including hiring and evaluation of professional and student staff.
• Foster collegial camaraderie and teamwork in the development of new, creative and responsive outreach programs
• Develop marketing plan for branch campus programming as part of an overall regional continuing education office
• Develop tools and methods for program evaluation and incorporate evaluation data in program continuation decisions.

Outreach and Partnership Building  20%
• Participate as a liaison with other members of the UW System, other UW institutions and divisions, Wisconsin Technical Colleges and various government, business and industry, and school organizations as they relate to the unit’s scope of work
• Serve as an advocate and voice for Continuing Education throughout the campus, to students, customers, and external public and private sectors

Planning and Policy  10%
• Participate in the unit’s strategic planning; lead the team’s planning efforts and align the team’s annual plan with the unit’s plan; report on plan status
• Assist the director with in developing the unit and UW System Extended Campus Strategic Plan and Inter-institutional Agreement
• Participate in policy development and implementation (monitor systems dedicated to providing excellent service to clientele). Implement and monitor policies and procedures as they pertain to the team
• Other duties as assigned by the Executive Director.

Required Qualifications
• Bachelor’s Degree from an accredited four-year university
• Three years of demonstrated success in the coordination, implementation and management of educational program or event planning
• Demonstrated proficiency in the use of Microsoft Office Product Suite (specifically Word and particularly Excel) or equivalent programs, and file management
• Demonstrated proficiency in budget development utilizing a spreadsheet program such as MS Excel
• Strong written and oral communication and interpersonal skills with the ability to act as a resource for, provide customer service in a courteous manner to, and work effectively with diverse groups of people at various levels both internal and external to the university
• Ability to multi-task and manage multiple projects simultaneously
• Demonstrated experience in facilitating volunteer groups

Preferred Qualifications
• Master’s Degree from an accredited university
• 5 years of demonstrated success in the coordination, implementation and management of educational programs
• Experience in external resource development including working with partners for sponsorship funding