

SAN DIEGO UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

TITLE:	Director, Neighborhood Schools and Enrollment Options	REPORTS TO:	Director, Special Projects - Operations
DEPARTMENT:	Neighborhood Schools and Enrollment Options	CLASSIFICATION:	Certificated Management
FLSA:	Exempt	SALARY GRADE:	034 AASD
ISSUED:	June 9, 2015		

BASIC FUNCTION:

Plan, organize, direct, coordinate and supervise the functions of the Neighborhood Schools and Enrollment Options Office; formulate, develop and implement policies, procedures, and programs related to school choice, neighborhood schools, and school enrollment; collaborate with district staff and community; manage the department functions and supervise assigned staff.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)

E = Essential Functions

Plan, organize, direct, coordinate and supervise the district's neighborhood enrollment and school choice programs by processing school choice applications, developing transportation and feeder patterns, conducting random selection process and assigning students to schools based on information provided by schools and the district's facilities office. *E*

Provide support to school principals in the marketing of their school to neighborhood families. Assist principals with assessing needs and developing a marketing and recruitment plan. *E*

Direct office staff's efforts to support principals, schools, and clusters with neighborhood enrollment. *E*

Direct, coordinate and oversee the implementation of No Child Left Behind public school choice and federal legislation and its integration with the district's existing school choice programs, including the court ordered integration programs of Voluntary Enrollment Exchange Program (VEEP), magnet, and the state legislated Open Enrollment program. *E*

Resolve parent complaints and concerns related to enrollment, school choice, interdistrict attendance permits, and court ordered integration issues. *E*

Oversee, coordinate and collaborate with the district's information technology and facilities departments on district enrollment information and processes such as the enrollment form, address verification, caregiver affidavits, child care affidavits, racial ethnic student background, boundary exceptions, annual matriculation and other enrollment related processes. *E*

Conduct research, analyze data and prepare correspondence, findings and reports for the department, executive leaders, the superintendent and the Board of Education. *E*

Direct, coordinate, and manage the interdistrict attendance permit process for the Board of Education. *E*

Establish policies and contracts with other school districts for the exchange of students between districts in conjunction with state law and the county process; communicate with other districts regarding the transfer process. *E*

Lead cooperative efforts and communicate with other administrators, staff and community organizations for the coordination of programs and activities; resolve conflict and issues and exchange information; develop policies and procedures related to enrollment, interdistrict attendance permits and school choice for the district. *E*

Represent the district and serve as a resource and liaison to internal groups, task forces, committees, and community organizations related to enrollment, interdistrict attendance permits and school choice. *E*

Plan, organize, lead and supervise district staff in a variety of enrollment related projects, such as enrollment fairs and enrollment centers as needed. *E*

Organize, develop and lead the district in notification (district catalog, advertising, fairs) of students and families regarding school choice options and neighborhood schools; plan and lead district-wide meetings on dissemination of Neighborhood Schools and Enrollment Options information (school choice and enrollment). *E*

Direct the preparation and administration of the department budget and ensure efficient and effective use of all funds. *E*

Manage the department and assigned personnel; select, supervise, train, and evaluate assigned staff; provide for continuing departmental staff training in school choice programs and school enrollment processes; develop work schedules; interview and select employees. *E*

Direct the preparation and maintenance of a variety of narrative and statistical reports, records, and files related to assigned activities and personnel. *E*

Perform other related duties and responsibilities as assigned.

EDUCATION AND EXPERIENCE:

A combination of training, education and/or experience equivalent to a bachelor's degree in education, business or related field and five years of progressively responsible experience in school enrollment options leadership to include managing a district department.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Organizational development principles and practices.

District organization, operations, policies and objectives.
Policies and objectives of assigned program and activities.
Principles and techniques of budget preparation and control.
Applicable laws, codes, regulations, policies, and procedures.
Principles and practices of administration, supervision, and training.
Operation of a computer and assigned software and equipment.
Interpersonal skills using tact, patience and courtesy.
Oral and written communication skills.

ABILITY TO:

Provide leadership and direction in assigned functions.
Maintain current knowledge of applicable provisions of federal, state, and district laws, rules, and regulations.
Provide comprehensive narrative and statistical reports.
Supervise and evaluate the performance of assigned staff.
Analyze problems, make decisions, and be responsible for those decisions.
Communicate effectively both orally and in writing.
Interpret, apply and explain rules, regulations, policies and procedures.
Establish and maintain cooperative and effective working relationships with others.
Operate a computer and assigned software and equipment.
Plan and organize work.
Meet schedules and time lines.

WORKING CONDITIONS:

ENVIRONMENT: Indoor, office setting.

PHYSICAL ABILITIES:

Dexterity of hands and fingers to operate a computer keyboard; sitting or standing for extended periods of time; hearing and speaking to exchange information and make presentations; seeing to read and write reports; lifting light objects.

Job Code 1716

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