



Director - ASI Programs and Services

Definition and Purpose

Under the direct supervision of the ASI Executive Director, the Director - ASI Programs and Services has comprehensive oversight of various programs and services critical to fostering a vibrant campus community. This position will provide leadership and strategic direction for ASI Events, the ASI Craft Center, ASI Student Government, ASI Public Relations, Marketing, and Communications, as well as organizational Diversity, Equity, and Inclusion (DEI) initiatives. The Director - ASI Programs and Services will also oversee ASI's global assessment efforts, ensuring accountability and transparency with ASI's strategic plan and on-going assessment processes.

Additionally, all ASI employees are responsible for upholding the core values of the organization including but not limited to exhibiting professional behavior, acting as a role model to others, displaying a positive and cooperative attitude, communicating effectively, developing expert knowledge in area of specialization, and working together as a team.

Educational and Qualifying Experience, Skills, Licenses, Credentials

Educational/License/Credential Requirements

- Graduation from a four-year college or university
- Master's degree in related field (4 years applicable experience may be substituted for educational requirement).

Experience Requirements

- Minimum eight (8) years' experience that demonstrates the ability to perform the essential functions of the job.
- Minimum five (5) years of professional student services experience, including advising student organizations.
- Minimum five (5) years' experience coordinating programs for students or developing social/entertainment events.
- Strong understanding of assessment best practices and standards.
- Experience in budgeting and fiscal management.
- Supervisory experience required.

Knowledge/Skill Requirements

- Thorough knowledge of correct English grammar, spelling, and punctuation.
- General knowledge of office methods, equipment, procedures, and practices.
- Knowledge of Windows-based computer systems.
- Ability to effectively communicate both orally and written; strong public speaking ability.
- Demonstrated skills in group supervision/leadership.
- Ability to gather and analyze complex data and situations in order to draw valid conclusions and make appropriate recommendations.
- Excellent organizational skills and the ability to coordinate multiple projects and meet deadlines.
- Working knowledge of safety standards, procedures, risk assessment and mitigation.
- Working knowledge and understanding of financial record-keeping methods, procedures, and practices.
- Demonstrated ability to adapt to organizational, procedural, policy, and technological changes.
- Ability to interpret, communicate, and apply administrative regulations, codes, policies, procedures, and precedents.
- Knowledge of public and business administration including organizational, fiscal, and personnel management.
- Awareness of student programming trends.
- Working knowledge of the practices, procedures and activities of student personnel development and programming.
- Ability to plan, organize, and lead others to work collaboratively to meet project and organizational goals.
- Ability to work well with diverse populations, campus entities, and those with special limitations or needs.

- Ability to establish and maintain a cooperative working relationship with staff, students, faculty and others.

Supervisory Responsibilities

- Directly supervise the Assistant Director – Public Relations, Leadership, and DEI, Coordinator – ASI Events, Coordinator – Craft Center, Administrative Assistant II – University Union, Assessment Student Assistants.
- Oversee supervision of all subordinate staff in the Public Relations, Marketing, and Communications, ASI Events, ASI Craft Center, and ASI Student Government departments.
- Facilitate meetings, conduct performance evaluations, establish goals, and monitor day-to-day operations.

Essential Duties and Responsibilities

Organizational Responsibilities

- Coordinate and implement organization-wide functions as assigned by the ASI Executive Director as a member of the ASI Director team.
- Meet regularly with other management personnel to establish and ensure effective on-going communication and coordination between departments.
- Navigate, understand, and advise on ASI and university related issues.
- Use professional judgment, discretion, and in-depth knowledge of ASI, University, and CSU policies with regard to access to confidential records and sensitive information.

Global Duties and Responsibilities

- Develop, analyze, and implement policies and procedures within areas of responsibility.
- Develop, prepare, and monitor the final budget for specific program areas.
- Develop and execute assessment of programs and/or services for areas of responsibility including, but not limited to, setting and implementing goals, evaluating outcomes and ongoing enhancement.
- Prepare all necessary documentation for quarterly and annual reports.
- Ensure continuous evaluation, benchmarking, and comprehensive assessment of department services, programs, personnel, safety, and risk management.
- Develop and implement program meetings, retreats, and workshops for staff/volunteer training and development.
- Respond directly to participant/customer concerns and problems.
- Advise students individually or in groups on varied and complex matters.

ASI Events

- Establish long term vision and monitor progress towards goals for ASI Events.
- Oversee all aspects of ASI Events programming, including research, proposal, execution, and evaluation.
- Ensure comprehensive marketing strategies are used to promote ASI Events programs, ensuring maximum outreach and attendance.
- Ensure compliance with risk management protocols and policies to mitigate potential hazards and ensure the safety of event participants.
- Support the collaborative efforts of ASI Events with on-campus partners and local vendors.

Craft Center

- Establish long term vision and monitor progress towards goals for the Craft Center.
- Oversee all aspects of Craft Center programming, including research, proposal, execution, and evaluation.
- Oversee the management, production, marketing, promotion, and evaluation of the Craft Center.
- Ensure compliance with risk management protocols and policies to mitigate potential hazards and ensure the safety of event participants.
- Support the collaborative efforts of the Craft Center with on-campus partners and local vendors.

Student Government

- Oversee the Assistant Director - Public Relations, Leadership, and DEI in the execution of a comprehensive ASI Student Government program.
- Assist the ASI Officers with development of the annual ASI Student Government budget.
- Ensure the successful implementation, and assessment of all transition, orientation, training, retreat, and quarterly kick-off activities for the ASI Student Government Leadership Team and other Student Government members.
- Ensure compliance with all applicable national, state, CSU, Cal Poly, and ASI policies, procedures, bylaws, and Executive Orders as it relates to the ASI Student Government. Serve as the Staff Representative to applicable ASI Student Government committees.

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Public Relations, Communications, and Marketing

- Establish the vision and monitor progress for public relations, marketing, and communications initiatives.
- Ensure communication strategy is consistent and reflects the organization's strategic vision.
- Foster and promote collaborations with university and community partners.
- Oversee ASI's presence in all platforms (social media, print, web, media, etc.)
- Ensure standards and processes are documented, communicated, followed, and evaluated on an ongoing basis.
- Oversee third-party vendor agreements, ensuring clear deliverables and execution of the terms of the agreement.
- Ensure compliance with university requirements for public relations, media relations, and Cal Poly branding.

Assessment

- Develop and execute assessment of programs and/or services for areas of responsibility including, but not limited to, setting and implementing goals, evaluating outcomes, and ongoing enhancement.
- Participate in the overall ASI assessment planning and goal setting.

Diversity and Inclusion

- Identify and implement practices intended to eliminate racial, gender, or any other form of bias in processes, policies, and procedures.
- Develop, implement, and monitor programs that promote diversity and inclusion within the organization.
- Develop training and initiatives to create and foster an open and inclusive environment.
- Regularly communicate internal and external diversity and inclusion initiatives, events, and progress.
- Identify, build, and sustain community partnerships to support corporate diversity and inclusion projects/plans/initiatives and business strategies.
- Support the Assistant Director - Public Relations, Leadership, and DEI with the implementation of ASI's Inclusive Excellence Action Plan.

Other Duties and Responsibilities

- Represent ASI on committees as appropriate.
- Attend and participate in meetings as necessary.
- Ensure continuous professional development.
- This position is part of a team of ASI essential personnel required to report to their designated work location on campus as soon as practicable during an emergency or when the University has suspended operations.
- The person holding this position is considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in ASI policy as a condition of their employment.
- Other duties as assigned.

Background Check

This position is subject to a background check (including criminal records) as well as National Address Locator (Social Security Number [SSN] Trace), 7-year County Criminal Search in each county and/or state the applicant lived in based on the SSN Trace, National Criminal Database Search, Name Search, Employment Verification (All employers in past 7 years) and Education Verification (Highest Degree). Credit Reports, Motor Vehicle Record Check and Professional License Verification may also be required based upon the essential functions of the position.

Salary Schedule

- Annual Salary Range: \$121,155.99 - \$193,849.58
- Annual Starting Salary: \$121,155.99
- Premium Overtime: No
- Shift Differential: No
- Exempt

Benefits

- Medical Insurance
- Dental Insurance
- Vision Insurance

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- Life Insurance
- Long Term Disability Insurance
- Public Employees' Retirement System (CalPERS)
- Social Security (FICA)
- Paid State Holidays
- Vacation Time
- Sick Leave
- Personal Holiday
- Birthday Holiday
- Workers' Compensation Insurance
- Unemployment Insurance

Date of Last Equity Review 01/01/2022

Date revised: 4/11/2024

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