

**PANOLA COLLEGE  
JOB DESCRIPTION**

<b>JOB TITLE:</b>	Workforce and Continuing Education Healthcare Specialist	<b>FLSA status:</b>	Exempt
<b>DEPARTMENT:</b>	Workforce and Continuing Education	<b>REPORTS TO:</b>	Director of Workforce and Continuing Education

**Position summary:** Under the direct supervision of the Director, this position is responsible for developing training partnerships in First Aid and CPR with the community, business/industry, hospitals, fire departments, civic organizations, colleges and schools.

**Position responsibilities:**

- Research and develop professional development courses for healthcare professionals requiring CEUs needed to maintain professional status.
- Monitor WECM site for compliance with funding and make revisions to current classes/programs as needed.
- Develop program schedule for each semester for Healthcare classes (except C.N.A. classes).
- Monitor class enrollment to determine cancellations when appropriate.
- Oversee class start-ups and provide documentation for students and classes.
- Evaluate current classes and revise, continue, or eliminate based on enrollment and the revenue generated and expenses incurred.
- Develop syllabi for programs/classes.
- Create and work closely with educational partners in the initiation of courses/programs.
- Closely track immunization requirements and compliance, enforcing rules.
- Distribute, collect, and analyze student evaluations to identify problem areas and implement program changes as needed.
- Recruit, interview, and recommend instructors.
- Supervise instructors by assigning classes/programs, monitoring compliance with college policies and procedures, keeping them informed of changes within program criteria and expectations, and providing training and support.
- Measure quality of instruction by frequently performing visits to classes in progress.
- Ensure instructional curricula and classroom instructional needs are met.
- Monitor professional licensing and credentialing compliance of instructors.
- Form alliances with community entities to promote college activities.
- Participate in community activities and information fairs.
- Evaluate the needs of the community in order to provide relative educational and/or training opportunities.
- Develop and distribute marketing information flyers to promote programs.
- Develop newspaper advertising ads and information pieces.
- Work closely with local healthcare providers to ensure that training programs meet realistic needs.
- Create a Workforce & Continuing Education Healthcare Advisory Council.
- Develop community partners with nursing homes, home health agencies, physician clinics, hospitals, and other healthcare facilities.
- Project costs for future classes with the Director of Workforce and Continuing Education.
- Develop Kids College classes with the Director of Workforce and Continuing Education.
- Counsel potential students in Healthcare Workforce and Continuing Education.
- Work with advisors to keep them informed of new programs and related registration requirements.
- Work with campus police to perform criminal history checks on all healthcare students enrolled in workforce training programs.
- Generate surveys among classes/programs to test processes and see which need more development to further improve class offerings.
- Counsel with students when complaints are expressed regarding programs, instructors, or personal issues.
- Collaborate with other campuses.
- Write and administer grants where applicable; administer, monitor, and report as described in grant guidelines in order to ensure compliance.
- Manage recordkeeping and documentation for all programs/classes in retention files per state regulations where applicable.
- Perform all other duties as assigned.

**Minimum Position Requirements:**

- Associate's degree with at least 3 years' experience in educational setting and familiarity with the healthcare industry preferred and building community partnerships required.

**Knowledge, Skills, and Abilities Required:**

- Strong interpersonal and communication skills
- Skill in using Microsoft Office software: Outlook, Word, Excel, PowerPoint, and Publisher
- Ability to foster a cooperative work environment
- Ability to determine informational needs and collect and analyze information
- Skill in organizing resources and establishing priorities
- Must be a self-starter. High energy, team player very important
- Ability to work with diverse populations in marketplace
- Work a flexible schedule (including evenings and weekends) in order to meet the needs of various groups and programs

**Physical Demands and Work Environment:**

- Work is normally performed in a typical interior/office work environment.
- Some travel required.
- No or very limited physical effort required; however, the employee must occasionally lift and/or move up to 15 pounds.
- No or very limited exposure to physical risk.

**Quarterly Evaluation of Position:**

- A method for evaluating success in this position will be developed focusing on the following for each quarter of the academic year. Each year the Director and Dean will establish a goal for Criteria 1 – 3 based on four quarters per year.
  - Contact hours generated on funded courses for each quarter.
  - Contact hours generated on non-funded courses for each quarter.
  - Number of courses taught for each quarter:
    - Civic/Community
    - Business/Industry
    - Hospital/Healthcare
    - Fire Departments
    - County/Cities
    - Colleges
    - Schools (ISD's, Charter, Private)