



Approved by President's Cabinet: September 1, 2020  
Revised: April 1, 2022

## **JOB DESCRIPTION: VICE PRESIDENT FOR CORPORATE AND COMMUNITY RELATIONS**

Reporting to the President, the Vice President for Corporate and Community Relations (VPCCR) is the Corporate and Community Relations Officer of the University and strategic partner in long-range university planning, specifically tasked with working with all University departments to enhance, create, implement, and oversee partnerships with corporate and business leaders, the non-profit sector, P-12 education, community colleges, and community organizations in ways that strengthen the University's academic leadership in the area. The VPCCR develops the vision, mission, and strategic goals for Corporate and Community Relations in connection with related academic, advancement, business, and student support areas. The incumbent ensures that the University's community outreach accomplishes strategic goals and meets standards set by accreditation bodies.

The VPCCR shares responsibilities for relationship building, program development, and student success, and participates in alumni relations and fundraising, as appropriate. The VPCCR oversees or performs managerial, personnel, and operational functions concerning operating budgets dedicated to Corporate and Community Relations, the Center for Lifelong Learning, and other units as assigned.

### **STRATEGIC**

#### **The Vice President for Community and Corporate Relations shall:**

- Provide leadership in matters of partnership strategies, policies, and administration and regularly advise the President on these matters.
- Understand the university's special mission and history, appreciate all disciplines and interdisciplinarity, be cognizant of current future trends in the higher education environment, and comprehend the educational ecosystem and labor market in which the university is located.



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- Participate in university-level strategic planning and lead corporate and community relations planning which feeds into the broader planning process.
- Ensure the implementation of the university vision, mission, and pillars of the strategic plan as they relate to corporate and community relations.
- Work with the Provost/ VPAA to identify, consider, and build relevant, viable, innovative, and high-quality academic programs for lifelong learning.
- Provide leadership for innovative and collaborative partnerships, programs, and services.
- Advocate for experiential learning, with particular focus on service learning, internships, coops, and mentoring.
- Contribute to the development, improvement, and execution of university plans for data analytics; diversity, inclusion and equity; technology; and communications/public relations as they apply to Corporate and Community Relations.
- Help create a culture in which University employees and their corporate and community partners work toward mutually beneficial goals, feel satisfied with their efforts and effects, are developing their competencies, and have positive supervisory and peer relationships.

## MANAGERIAL

### **The Vice President for Community and Corporate Relations shall:**

#### *Corporate and community Relations*

- Enhance or create and implement mutually beneficial partnerships with corporate and business leaders, the non-profit sector, P-12 education, community colleges, and community organizations to strengthen the University's academic and leadership role in the North Alabama area.



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- Partner with faculty, staff, and students engaged in corporate and community outreach activities to form connections, lend support, and bring recognition to their accomplishments.
- Realize efficiencies in and capitalize on relations.
- Oversee and coordinate the corporate and community outreach activities through an awareness, classification, communication, and implications of it in all of its forms, levels, and capacities as it relates to Corporate and Community Relations.

#### *Financial affairs*

- Work with direct reports to plan, develop and implement the annual budget for the corporate and community relations division of the University; approve expenditures; and stay within budget.
- Analyze resource allocation decisions with an ROI lens, being prepared to reallocate human and financial resources to other uses that better support the mission.
- Assess the efficiency (costs and productivity of inputs) and effectiveness (outcome achievement) of Corporate and Community Relations on an ongoing basis.

#### *Faculty and staff human resources*

- Screen hiring requests and recommend new and replacement positions to the Cabinet.
- Ensure the continual professional development of employees from orientation through the phases of their careers.
- Encourage and support research, grant-writing, publishing, and other forms of knowledge formation and dissemination as these relate to innovation and community outreach.
- Engage in the evaluation/appraisal of staff as directed by human resource policies.
- Ensure diverse staff are hired, feel included, are retained, and are treated equitably in terms and conditions of employment.
- Ensure communication with faculty, staff, and students, working closely with the Presiding Officer of Faculty and Staff Senates to promote quality enhancement and shared governance.



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### *Partnerships*

- Appear before the Board of Trustees to discuss matters related to Corporate and Community Relations.
- Collaborate with the President on his/her vision for corporate and community outreach.
- Accelerate progress in program development at the ACA with faculty in the Arts, Dean of the College of Arts and Sciences, Calhoun leadership, and Decatur leaders.
- Advocate for the university, and participate in fundraising and alumni relations, in conjunction with the VP for Advancement.
- Partner with the Provost/ VPAA to determine new program niches and opportunities for internships, coops, mentoring, and service.
- Coordinate with the VP for Financial Affairs in the planning for the effective and efficient use of facilities.
- Work closely with the VP for Enrollment and Student Services to promote access and success for our students, establish and maintain learning partnerships with corporate entities, and market corporate discounts for their employees.
- Participate in decision-making, sometimes possibly questioning and disagreeing, but afterwards sharing in collective responsibility for decisions, defending those decisions to others.

### *Direct reports*

- Supervise the Director of the Center for Lifelong Learning.

## **OPERATIONAL**

### **The Vice President for Community and Corporate Relations shall:**

- Collaborate with the Cabinet, College Deans, and Associate/Assistant VPAAAs on identifying, seeking, creating, and promoting Corporate and Community partnerships.
- Delegate appropriate tasks.



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## **OTHER**

### **The Vice President for Community and Corporate Relations shall:**

- Serve on Administrative Council, President's Cabinet, and other committees as needed.
- Serves as *ex-officio* member of administratively appointed committees and boards.
- Perform other duties as assigned or delegated by the President.