



Classification Description

Job Title: Associate Director, Academic Advising Operations

Pay Grade: 118

Job Code: 4779

FLSA Status: Exempt

Job Purpose

The Associate Director of Academic Advising Operations is responsible for collaborating with Academic Advising leadership and other campus stakeholders on project management, data analysis, technical operations, and the general operations of the Office of Academic Advising and its associated staff, across all campus locations. This position is a combination of administrative leadership and general advising duties and has a caseload of assigned advisees. Advisors within the Office of Academic Advising provide direct service, support, and advising to students and make appropriate referrals to College resources to promote student success. The Associate Director reports directly to the Director, Academic Advising. This position sets the tone for a student-centered, high-performance culture that emphasizes excellence in service, quality, productivity, and standards.

General Responsibilities

Essential Functions

In collaboration with the Director of Academic Advising and Advising leadership, plans, coordinates, and executes projects to ensure the effective and efficient delivery of quality academic advising services to current and prospective students.

Under the supervision of the Director, independently leads ongoing operational projects for the department, such as early alert, advisor reassignments, data tracking, error auditing, data reporting, and the implementation of new departmental practices.

Under the supervision of the Director, leads the implementation of large-scale projects such as program map creation and maintenance and Guided Pathways development initiatives.

Serves as the principal department liaison to 2+2 and transfer partner institutions, including the cultivation and maintenance of relationships, event programming, and issue resolution. Oversees Department initiatives related to Destination FGCU and other State University System programming.

Under the supervision of the Director, supports the planning, implementation, analysis, and timely completion of Institutional Effectiveness projects, goals, and reporting.

ASSOCIATE DIRECTOR, ACADEMIC ADVISING OPERATIONS

Under the supervision of the Director, collects and analyzes data regarding the Office of Academic Advising to ensure that students and advisors are achieving desired outcomes. Prepares and presents reports related to caseload interventions, early alert activity, assessment of student learning outcomes, caseload management, and retention and completion metrics. Collaborates closely with the Director on analyses and reports to ensure the Department meets demand for high-quality Advising services.

With the Director and Associate Director and Department Manager, helps to manage the College-wide advisor assignment process. Reviews and analyzes customer service-related measures such as student volume, wait times, and other quality measures to ensure equitable workload distribution among Student Success Advisors.

Serves as the principal Department liaison to other programs and departments, as assigned, including FSW's Lee Collegiate High School and the Honors Scholars Program. Supports a specialized caseload of students from assigned programs and departments. As assigned, serves as a department representative on committees, including the Curriculum Committee.

Collaborates closely with the Associate Director and Department Manager on the development, maintenance, and delivery of training for new Academic Advisors.

Responds to communications from students, parents, and other interested parties regarding exceptional situations, concerns, or other matters requiring attention from department leadership.

Mediates complex student issues and advocates for effective and positive resolutions.

Assists with the office's operational involvement in the College's new student enrollment process including new student group advising workshops and coordinates with the Office of Student Engagement; engages in strategic long-term orientation planning with the Director and Associate Director and Department Manager.

Collaborates with the Director on communication planning and implementation for the Office of Academic Advising, including delivery of outreach campaigns, coordination of responses to inbound general inquiries (by phone, email, chat, text, and other methods), and web/social media presence. Serves as the primary responder to general inbound email and chat inquiries and ensures prompt professional responses on all communication channels among staff.

Plans and executes department events and programs including site visits, student fairs, participation in College events, and professional development opportunities.

Supports office logistics including office setup, facilities requests, and setup of common work areas.

Coordinates delivery of technology platforms utilized by the Office of Academic Advising, including tools used for communication, appointment scheduling, and data collection.

ASSOCIATE DIRECTOR, ACADEMIC ADVISING OPERATIONS

Coordinates and oversees recruitment and hiring of work-study Student Assistants employed by the office and serves as their primary supervisor. Develops and implements training, supervision, and quality assurance practices for Student Assistants. Manages the Student Assistant schedules to ensure effective use of their time in support of department operations.

Supports an assigned caseload of students, as their primary advisor, providing advising services in person, by phone, remotely, and via email, as needed throughout the year. In this capacity, the Associate Director is subject to the duties and responsibilities described in the Student Success Advisor II job description. The Associate Director's caseload size shall be proportionally smaller than the average caseload for Student Success Advisors at the Lee Campus, as determined by the Director.

Meets with, advises, and prepares official educational plans for all student types as needed or during peak advising timeframes. Prepares for and conducts new student group advising workshops as needed or during peak advising timeframes.

Evaluates degree audits, transfer credits, College placement tests, and other student achievements to guide students in the selection of appropriate courses to fulfill program requirements.

As assigned by the Director, may advise specialized cohorts and sub-populations of students as part of their caseload. In this capacity, the Associate Director develops and implements projects and programming to meet the needs of these specialized populations.

Develops advising materials and presentations to support individual and group student sessions.

Represents the office as needed on appropriate/designated College committees.

In collaboration with the Director and Department leadership, establishes effective relationships with the appropriate campus resources to ensure a smooth referral process for students with needs beyond the scope of the Office of Academic Advising.

Acts as the departmental lead in the absence of the Director and Associate Director and Department Manager.

Accurately disseminates information in a clear and concise manner, maintains detailed and accurate records, and provides appropriate referrals.

Through their work with advisors, colleagues, and students, supports and assists the Director in implementing Dedicate to Graduate (D2G) initiatives to increase student degree and credential attainment.

Maintains current knowledge of institutional policies and College operating procedures, including admissions requirements, new programs, course changes, deadlines, important dates, costs, expanding facilities, updates in College-wide initiatives, transfer requirements, and state and federal mandates.

ASSOCIATE DIRECTOR, ACADEMIC ADVISING OPERATIONS

Seeks opportunities to participate in College sponsored professional development activities.

Serves as liaison and fosters collaborative relationships with advisors, offices, Colleges, and departments.

Performs other duties as assigned by the Director.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

Knowledge, Skills and Abilities

Minimum Qualifications

Master's degree from a regionally accredited institution of higher education preferably in counseling, education, social field, or related discipline.

Two (2) years of full-time professional, related work experience to include a minimum of at least one (1) year of full-time experience as an Academic Advisor in a College or University setting.

Personal and educational philosophy compatible with the goals, objectives and missions of Florida SouthWestern State College.

Demonstrated experience using a personal computer and office software such as MS Office and electronic mail. Must also be able to navigate websites proficiently.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Possess a working knowledge of operational and fiscal analysis techniques.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students, other student services departments, and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail-oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.

ASSOCIATE DIRECTOR, ACADEMIC ADVISING OPERATIONS

- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.
- Speak publicly to large and small groups of students or colleagues.

Critical Skills/Expertise

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical:	Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.
Environmental:	Normal general office.
Mental:	Routinely requires the ability to interpret, analyze and perform critical thinking skills.

Approved: January 7, 2026.