# Classification Description

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| **Job Title:** | **Director, Online Teaching and Learning Experience** | **Pay Grade:** | **Administrator** |
| **Job Code:** | **3993** | **FLSA Status:** | **Exempt** |

## Job Purpose

The Director, Online Teaching and Learning Experience provides leadership, innovation, and accountability in online teaching and learning. This position engages in quantitative and qualitative research to identify high impact teaching strategies and technology tools that promote student success and support student development in online. This position is responsible for creating, developing, and coordinating research-based professional development programming that fosters inclusive online teaching and learning practices. This position is also responsible for developing, designing and maintaining internal publications and specialty reports related to online teaching and learning; providing comprehensive data analyses to allow for strategic planning and informed decision making; and collaborating across College departments, divisions and academic units to achieve a cohesive understanding of the online student and faculty experience. The Director must adhere to policies that outline acceptable use of data, maintenance of FERPA regulations, other policies associated with student privacy, and guidelines for ethical use of learning analytics. This is an administrator on annual contract position.

## General Responsibilities

### Essential Functions

Monitors, analyzes and assesses retention metrics, student-success rates, and other available data to inform continuous improvement plans for online student success. Consults and collaborates with the Office of Institutional Research, Assessment, and Effectiveness to ensure consistency and comparability of courses and outcomes across online instructional modalities.

In collaboration with the AVP, Online Learning, initiates research projects, develops grant proposals, designs and conducts research studies, writes manuscripts and submits findings for publication.

Supervises staff and/or student employees and provides leadership and guidance for faculty coordinators that support online learning.

Conducts needs assessments, develops related professional development opportunities, evaluates the impact on instructional practice and student learning, and develops improvement plans.

Contributes to the implementation of technology-rich professional development that promotes inclusivity, techquity, and digital-age best practices in teaching, learning, and assessment.

Coordinates professional development that models design and implementation of technology enhanced learning experiences.

Ensures that the College mission to inspire learning and prepare a diverse population for creative and responsible participation in a global society is supported and carried out in online instruction.

Seeks student, faculty, and staff feedback and measures the impact and effectiveness of the strategies implemented.

Evaluates the results of professional development to determine effectiveness in the areas of deepening content knowledge, improved pedagogical skills, and increasing student learning.

Creates and manages an annual FSW Online Fact Book that presents a graphically rich overview of FSW's online programs and courses, student and faculty achievements, online course quality indicators and other meaningful data. Collaborates with FSW's Marketing and Media department to ensure consistent branding, compliance with College policies, and distribution.

Oversees internal publications and specialty reports related to online learning, which may include weekly, monthly, annual, and/or special project status reporting.

Ensures ethical use of data, preserves data integrity and qualifies data as necessary to ensure credibility of all results that are presented. Upholds security and privacy requirements as outlined in College policy and as defined by statute.

Extracts, combines, manipulates and analyzes data sets from multiple systems to identify trends in teaching modalities.

Uses quantitative and qualitative data analysis software such as SPSS or NVivoto to produce aggregate data for dissemination.

Facilitates the creation of numeric and graphic displays for succinct and meaningful consumption.

Engages in professional development, professional organizations, and research focused on emerging education technology trends and methods, and the data research that informs their efficacy in instruction and student learning to remain current in a rapidly evolving industry.

Manages special projects and other duties as assigned.

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 in order to determine if she/he can safely 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.

Three (3) years demonstrated, successful full-time professional work experience in the fields of education, reporting or technology. Appropriate combination of education and experience may be substituted.

Knowledge of and ability to utilize Banner, SAS/SPSS, and BI reporting tool such as Argos or Cognos preferred. Demonstrated experience using office software such as Microsoft Office and Adobe programs.

Personal computer expertise including, but not limited to, relational database, statistical analysis, spreadsheet, word processing, presentation graphics, data analytic and communications software.

An ability to establish and maintain cooperative relations with other staff members, special consultants, College officials and the general public.

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.
- Work independently and follow through on assignments.
- Make presentations in front of various group sizes.
- Collaborate and work effectively with all constituencies of the College, including diverse student and faculty populations.
- Communicate effectively, both orally and in writing.
- Exhibit solid organizational skills and be detail oriented.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Anticipate, investigate, and analyze problems and address them proactively.
- Collect, organize, analyze and present information in a meaningful manner.
- Work with large, complex datasets and databases (such as Banner or other student information systems).
- Present a wide-range of data visually for diverse audiences.
- Interpret data, identify relevant trends, and recommend aligned actions.

## 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 communicate and collaborate 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

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| 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 necessary. |

Approved: December 14, 2021, January 29, 2026 (r).