



Leadership Job Descriptions

This document defines the role and reporting structure of administrative leadership positions in Drexel University’s Antoinette Westphal College of Media Arts & Design, including the roles of Dean, Associate Deans, Department Heads, Program Directors, and professional staff leadership. Westphal College has a shared governance structure, sharing governance between the Dean’s Office and Faculty Caucus. Governance is coordinated according to the *Westphal Charter of Faculty Governance* and the *Bylaws of the Westphal Faculty Caucus* documents approved on January 1, 2019.

Note that as any job descriptions below are adjusted, this document should be updated. If a new leadership position is created, this document should be updated.

Descriptions of Dean’s Office management and leadership advisory councils, including Executive Council, Academic Council, Staff Council, and Student Council can be found in the document, *Advisory Councils to the Antoinette Westphal College Dean* ([link](#)).

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Dean

The Dean's role is to be a dynamic, entrepreneurial, and strategic leader of Antoinette Westphal College of Media Arts & Design (Westphal College). Reporting directly to the Provost, the Dean will lead the College with an eye toward teaching and innovating at the cutting edge of design, media, and the arts, and with the vision to continue shaping a range of forward-looking programs into the next era of excellence, while driving toward a more inclusive and anti-racist Westphal College.

The Dean joins engaged faculty with an abiding commitment to undergraduate education as well as robust and growing graduate programs. The Dean should be a creative and collaborative leader to build on Drexel's position as one of the nation's leading private, comprehensive research universities with a historical commitment to impactful teaching, research, and technological leadership. The Dean shall work to fulfill the goals of the College and University's strategic plans.

The Dean is the chief administrator of the College, and shares governance with Westphal College Faculty Caucus. All administrative and faculty leadership roles report to the Dean.

Essential Functions include:

Strategic Planning

- Work in partnership with the faculty, students, and staff of Westphal College to establish a vision built upon the deep interdisciplinary ties within the College.
- Partner with Caucus and staff to establish a formal strategic planning and implementation process on a regular cycle, coordinating with Drexel University Strategic Plan and Implementation processes.
- Coordinate and manage Associate Dean of Research and Planning's efforts in partnering with faculty and staff on all planning and implementation processes.

University and College Leadership Teams

- Regularly communicate with University leadership.
- Represent Westphal on University committees and leadership meetings, as appropriate.
- Represent Westphal at all graduation events.
- Provide thought leadership and advocacy for Westphal in all University leadership meetings.
- Build a culture of support for College leadership, establishing clear reporting structures and a collaborative work environment that includes a focus on wellness.
- Hosts All College, Executive Council, Academic Council, Program Director, All Staff, Staff Council, and Student Council meetings to regularly hear from, guide, and collaborate with College community.

Partnerships

- Grow strategic partnerships and extend the reach of the College across the campus and to external collaborators.
- Manage Dean's Council of alumni and other important individuals from creative fields.
- Collaborate with other Deans on potential new interdisciplinary learning opportunities.
- Form relationships with important CEO, NGO, and non-profit leaders to build potential learning and research opportunities.
- Advise and collaborate with key partnership offices at Drexel, including the Office of University and Community Partnerships, Steinbright, Drexel Solutions Institute, the Dornsife Center, ExCITE, the Lindy Center and others.

Fundraising

- Expand on Westphal College’s fundraising base and build key partnerships toward resource growth.
- Partner with Institutional Advancement (IA) staff assigned to Westphal College.
- Advise on strategic fundraising plan created by IA staff, renew plan on yearly basis. As part of plan, establish primary fundraising areas to focus on.
- Attend meetings, conferences, speaking engagements, and all other events planned for fundraising by IA staff.
- Execute fundraising activities related to partnerships described above
- Do all required communications for fundraising (calls, letters, etc.)
- Meet and exceed fundraising goals set by IA.

Diversity, Equity and Inclusion (DEI) and Anti-Racism

- Demonstrate a commitment to diversity and foster a culture of equity, inclusion, and belonging across the College, and work to fulfill the goals and imperative of the Anti-Racism Taskforce.
- Partner with College Associate Dean of DEI and Diversity, Equity & Inclusion Council (DEIC) on college DEI initiatives, including but not limited to, Westphal BRIDGE Scholars Program, student support, curriculum, scholarship, training, hiring, community building, policy change, and more.
- Fundraise and identify funding to support DEI initiatives of College.

Budget and Facilities

- Adeptly and skillfully steward the College financial resources and facilities.
- Partner with Associate Dean of Finance, Facilities and Operations on budget and facilities management.
- Determine budgets and facilities for all Departments and Programs, based on analysis of need and available funds and space. Establish and manage clear and transparent system for determining budgets, and work towards fair and equitable budget and pay systems.
- Determine financial and space plan for College on a regular basis, looking ahead to future opportunities and potential areas for financial improvement.
- Review University capital improvement investment plan on a yearly basis.
- Advocate with Provost’s office for financial and capital investment as needed.

Caucus Shared Governance

- Coordinate with Caucus according to the *Westphal Charter of Faculty Governance* and the *Bylaws of the Westphal Faculty Caucus* documents approved on January 1, 2019.

Faculty Success

- Support all tenure, promotion, and award activities, including writing support letters, identifying peer reviewers, setting up mentoring activities, and more.
- Support faculty growth, attracting projects for research, building connections inside and outside of Drexel and aligning other resources as necessary.
- Support faculty training and leadership growth.
- Monitor for and support training around diversity, equity, and inclusion activities
- Monitor for and support training around faculty Human Resources and Office of Equality and Diversity issues.

Staff Success

- Guide the proper staffing of the college, including establishing collaborative communication lines for staff offices across College.
- Establish Staff Advisory Council to advise Dean’s office on staff related issues.
- Support staff training and leadership growth.

- Monitor for and support training around diversity, equity, and inclusion activities,
- Monitor for and support training around faculty Human Resources and Office of Equality and Inclusion issues.

Teaching & Curriculum

- Conduct teaching activities, as appropriate.
- Support teaching mission of the College, in partnership with leadership of College and faculty Curriculum Committee, as appropriate.
- Create and maintain review systems to annually review and revise curriculum to align with mission and budget needs of college.
- Review course release requests.
- Grow curriculum innovation in accordance with strategic plan objectives, including interdisciplinary, DEI, and technology innovation imperatives.
- Guide changes in teaching structures to address outside factors (pandemics, etc.)

Scholarship

- Conduct scholarly activities, as appropriate.
- Support scholarship mission of College in partnership with Assoc. Dean of Research and Planning and Institutional Advancement offices, including aligning partnerships, funding and assistance for faculty; partnering with research council and central research resources, and more.

Student Success

- Coordinate on all student issues and support systems with Vice President of Student Success and Academic Associate Dean and their teams.
- Create and manage Student Advisory Council, regularly communicating with leadership of Westphal student organizations.
- Handle student concerns and issues as they arise, such as financial, ethical, etc. - coordinate with appropriate offices as needed.
- Work with Director of Communications and Events on student facing activities.
- Prioritize financial aid/scholarship fundraising for students.

Recruitment

- Advises on and approves recruitment plan for the year for Westphal.
- Chief liaison for College on leadership-related recruitment discussions and efforts as they relate to EMSS/DUO/Graduate office.
- Partners with Recruitment and Communications team on all Recruitment activities, including attending and speaking at events, writing and reviewing materials, and attending weekly planning meetings.

Communication and Events

- Primary spokesperson for College at major events and activities.
- Set plans and goals for office of Communications and Events in Partnership with Academic Associate Dean and Director of Communications and events.
- Attend regular meetings to advise on the execution of goals.

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Associate Deans

Reports to: Dean

Associate Deans report to the Dean. Associate Deans are advisors and part of the core leadership team of the College, assisting the Dean with decision-making on all major decisions, in partnership with faculty and staff. Associate Deans manage staff, as appropriate. Associate Deans partner with Department Heads and Program Directors on accomplishing the College mission and vision.

Associate Deans are responsible for coordinating, effecting, and managing administrative area functions, and being knowledgeable of Drexel University policy. Associate Deans are given the authority to achieve these duties working with staff and faculty in the unique ways that fit their respective administrative areas.

Associate Deans with faculty appointments receive a 12 month stipend to pay for their service work as Associate Dean. Workload credit expectations for Associate Deans are outlined in the Westphal College Workload Policy, available here: <https://drexel.edu/westphal/resources/faculty-caucus/Academic-Policies/-CSCO-30--/~media/Files/westphal/Workloadpolicy.ashx>

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Associate Dean for Academic and Faculty Affairs

Reports to: Dean

The Associate Dean for Academic & Faculty Affairs fosters academic leadership development across the College, including assisting with the orientation of new department heads and program directors. The Associate Dean works coordinates faculty recruitment, promotion and tenure policies and processes, and faculty resources across the college in collaboration with the Associate Dean of DEI.

On the academic side, the Associate Dean for Academic & Faculty Affairs leads the Director of the Office of Academic Advising, the Directors of the Office of Recruitment & Retention, the Director of Scheduling, and the Director of Communications and Events in promoting a student body that represents diversity and academic excellence, advances innovative pedagogy, fosters an environment that endorses student achievement and support, and provides leadership in curricula and program development, implementation, evaluation, and accreditation.

Essential Functions include:

FACULTY SUPPORT

Faculty Development

- Develop and implement strategies for faculty development that link faculty initiatives to College and University strategic goals (with AD for Research) for Non-Tenure Track, Tenure Track and Tenured faculty
- Oversee academic searches / hiring processes and faculty promotion processes including supporting the Dean in the negotiation of faculty offers and the process of recruiting new faculty
- Hold regular meetings with Tenure Track faculty (with AD for Research)
- Provide training and support for Department Heads and Program Directors including training for new Department Heads and Program Directors
- Serve as an expert resource on University policies and processes related to faculty

NTT Promotion

- Maintain calendar for NTT promotions and communication on promotion matters with the Provost's office (including forming of committees, etc.).
- Communication with Provost's office re: deadlines and compliance with policy
- Support and advise faculty on promotion process and dossier
- Oversee uploading to Provost
- Advise Dean as necessary

Tenure and Promotion

- Maintain calendar for tenure review, 3rd year review and communication on tenure matters with the Provost's office (including forming of committees etc).
- Communication with Provost's office re: deadlines and compliance with policy
- Support and advise faculty on promotion process and dossier
- Review selection of tenure committee
- Review of external reviewers (w/ Dean)
- Oversee uploading to Provost
- Review and revision of Westphal Tenure Policy with Faculty Caucus (when warranted)
- Advise Dean as necessary

Faculty Workload

- Review projections and resulting teaching assignments for compliance with college policy
- Review sabbatical requests with Dean and Department Heads
- Review Course Release requests with Dean and Associate Dean for Research & Planning
- Monitor workload policy for all FT faculty in conjunction with the Westphal Faculty Caucus

ACADEMIC SUPPORT

Assessment

- Provide leadership, support, and mentoring for all assessment and accreditation activities in the College
- Review Assessment tools (such as teaching evaluation forms, coop assessment, and college/program data provided by Tableau)
- Support programs with annual internal assessment processes (PAR every seven years and proposed yearly assessment, through the Provost's Office)
- Support College accreditations such as National Association of Schools of Art & Design (NASAD), Council for Interior Design Accreditation (CIDA) and National Architecture Accreditation Board (NAAB).

Curriculum

- Serve as ex-Officio on the CCAA
- Serve as an expert resource on University policies and processes related to academics
- Review new programs, courses and curricular revisions based on academic integrity, resources, relation with other programs, relative to mission and College goals
- Review new programs and changes with respect to NASAD compliance
- Review and resolve curricular and programmatic issues across colleges
- Collaborate with Associate Dean for DEI on curricular infusion of culturally sensitive pedagogy
- Serve as a resource when resolving faculty and/or student issues related to courses and programs

College and University Committees

- Assign faculty and staff to appropriate University Committees to represent the college in consultation with Department Heads
- Oversee committee representation that is outside of the Westphal Faculty Caucus

Student Support and Academic Advising

- Support Director of Academic Advising in advising and mentoring policy and implementation, registration, overrides,
- Support Office of Academic Advising and Program Directors on co-op issues including working directly with the Steinbright Career Development Center.
- Advise on student issues with Assistant Dean including student discipline, grade appeals, and other problem resolution

Scheduling

- Support Director of Scheduling in: Class sizes, Room Use, addressing Low enrolled courses, annual catalog updates and registrar issues
- Work with Department Heads and PD's to collect information for Annual Projections, Galleys, Justifications
- Hire and oversee faculty for WEST courses

Recruitment and Retention

- Work with Directors of Recruitment to oversee college and departmental undergraduate and graduate student recruitment, advising, and retention activities college-wide
- Support Directors of Recruitment in: Target enrollment and monitoring of applications for new undergraduate, undergraduate transfer and graduate applicants, Recruitment schedule, Program workshops, Open houses and other recruiting events, Mailings, Marketing plan, Budget for recruitment, New Student Week / Orientation, Summer workshops and Articulation agreements
- Participate in National Portfolio Day as needed
- Review Undeclared Media and Design applicants
- Communicate with financial aid (on behalf of students with ongoing financial need/issues)

Communications

- Support Director of Communications and Events in: Marketing and communications planning, events, including newsletters, social media etc. (w/ Dean)
- Attend weekly communications meetings

Online

- Direct Report: Director of Instructional Support
- Work with Director of Instructional Support to oversee support for online programs and initiatives within the college
- Work with faculty and staff from program areas and departments to promote the development of alternative delivery formats (e.g., off-campus, on-line, hybrid, and remote) courses and programs

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Associate Dean of Diversity, Equity and Inclusion (to be hired)

Reports to: Dean

The Associate Dean of Diversity, Equity and Inclusion (DEI) will play an integral role in (1) the oversight and growth of the College's DEI initiatives; (2) ensuring the success of the College's implementation of with the University's Anti-Racism Taskforce's report; and (3) leading new initiatives that advance the College's DEI goals.

A Westphal Associate Dean of Diversity Equity and Inclusion will:

- Lead faculty, staff, and students in the planning, implementation, and evaluation of goals related to DEI, anti-racism, and access within Westphal and maintain ongoing dialogues with all stakeholders.
- Develop and articulate programs, practices, and processes that connect equity, diversity, inclusion, and anti-racism with organizational culture and success.
- Be a thought partner and collaborator with administrative leadership in setting annual goals for advancing DEI initiatives.
- Provide guidance, leadership, and opportunities for professional development to faculty and staff around DEI initiatives.
- Facilitate new initiatives, activities, and events that promote DEI and anti-racism within Westphal
- Monitor and assess DEI and anti-racism outcomes as outlined in the strategic plan
- Utilize metrics to determine effectiveness of diversity, equity and inclusion initiatives
- Serve as a direct liaison between university wide leadership of DEI and anti-racism work.
- Participate in senior leadership meetings, task forces, and special committees as deemed necessary by senior leadership, and inform stakeholders of activities that advance the College's strategic priorities in around DEI work.
- Address social climate issues and propose strategies that will help the college advance in diversity, equity, and inclusion.
- Liaise and collaborate with areas in the college such as Curriculum Committee, Recruitment, Alumni Relations, Institutional Advancement, Student groups, etc. to support and/or improve DEI related initiatives, programs, and activities.
- Establish and maintain memberships with professional organizations that encourage and support diverse populations.
- Serve as the Dean's representative to University committees and related groups as needed

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Associate Dean for Finance, Facilities & Operations

Reports to: Dean

The Associate Dean for Finance, Facilities, and Operations serves as the chief financial officer of the College and reports to and works directly with the Dean in executive management of the College.

Essential Functions include:

- provides comprehensive financial management in budgeting, fiscal analysis, reporting and strategic planning
- coordinates personnel matters and procedures
- oversees the College's IT department
- serves as liaison to space and facilities management

Finances

Budgeting

- Coordinates the development, presentation and defense of the annual College budget
- Makes timely and appropriate decisions related to finances on behalf of the College
- Advises the Dean and other school, College, and unit leadership on impact of budget commitments and communicates arising matters
- Provides Dean with financial projections
- Structures internal budgeting processes and establishes internal controls to monitor operations and maintain budget limitations in alignment with College and University business processes

Analysis and Strategic Planning

- Applies strategic thinking in administering the College's operations in support of its academic mission and goals
- Understands the differences among unit budgets and determines if spending is appropriate within each budget
- Develops long-term models to project the impact of changes or new assumptions affecting the school, College or unit's budget
- Uses strategic thinking to balance budget and finances either by utilizing existing funds or by creating new resources
- Proposes College-wide savings opportunities through operational changes

Human Resources

- Advises and works with the Dean in the planning of all human resource activities related to the hiring, performance review and merit award, promotion and disciplinary and dismissal processes
- Works with the Dean and Department Heads in the recruitment and retention of staff and faculty including setting salary and start up/retention packages
- Manages conflict of interest/commitment process and issues
- Serves as liaison to University Human Resources department

Facilities and Construction Management

- Plans, oversees, and tracks space allocations and determines the level of efficiency related to use and costs

- Serves as College liaison to Facilities Management to coordinate maintenance and custodial upkeep of College spaces
- Works with University Facilities and Planning, Design & Construction Offices to oversee the planning and completion of facility renovations
- Organizes and develops proposals for new buildings, including identifying needs and specifications
- Works with architects to provide building specifications and key considerations for all decisions made during construction
- Represents the Dean or Department Head during planning meetings for new buildings

Information Technology

- Provides administrative supervision to Westphal IT department through the Director of Information Technology.
- Reviews and approves long term planning of IT infrastructure for classroom instruction, faculty and administrative support
- Reviews IT department's assessment of computing and network efficiencies and needs
- Reviews IT plans and approves all major equipment purchases

Support to Dean

- Fosters an effective working partnership with the Dean based on mutual trust, honesty and transparency in serving the best interest of the College
- Acts as a sounding board for ideas to help inform the Dean's and Department Heads' thinking and decision-making
- Communicates and advises the Dean on matters related to: the working environment; difficult information and feedback; and policies, procedures and controls
- Communicates and illustrates implications of budget consequences or shortfalls
- Participates in meetings, makes decisions on behalf of the Dean or Department Heads as necessary, provides timely follow-up to inform them and confirm these decisions

Management of College

- Develops a deep understanding of the College's mission, goals and working environment
- Effectively educates and communicates on operational matters related to budgets, finances and resources to Dean and College leadership
- Provides strategic planning, oversees the implementation of changes and ensures smooth coordination of College projects
- Uses discretion, respect, diplomacy and good judgment in handling difficult or sensitive situations
- Ensures excellence, effectiveness and efficiency of College's business operations
- Builds and maintains an effective operations team

Relations with Other University Contacts

- Networks and builds strong working relationships with other staff and faculty across Drexel University to provide better planning and problem-solving on behalf of Westphal College
- Develops a better understanding of the mission and goals of the University and other Schools, Colleges and units and utilizes that information in the planning processes

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Associate Dean for Research and Planning

Reports to: Dean

The Associate Dean of Research and Planning will play an integral role in (1) the oversight and growth of the College's research enterprise and related initiatives; (2) ensuring the success of the College's strategic planning process and its implementation; and (3) leading new initiatives that advance the College's goals and position it for success.

Essential Functions include:

Research, Scholarship, and Creative Activity (RSCA)

- Increase the scope, reach, and impact of RSCA at Westphal as evidenced by increased activity, funding, recognition, and collaboration
- Build a culture of RSCA that integrates it into the broader strategies of the College and the work of all faculty
- Ensure that all Westphal faculty can successfully pursue sponsored research, scholarship, and creative activity that aligns with their areas of expertise and interest
- Lead the Westphal Research Council and create effective means for the Council to implement its three priorities of: (1) improve faculty training and education to increase their ability to undertake RSCA, (2) enhance outreach and collaboration within the University to foster interdisciplinary collaboration, and (3) develop effective policies and procedures that support faculty and their RSCA.
- Compile benchmarking data and analyses on the College's RSCA to monitor and assess progress and growth
- Create and implement systems for tracking RSCA programs within the College
- Provide faculty with support, consultation, and mentoring on their RSCA efforts and ideas to improve their ability to secure funding
- Serve as a liaison with Drexel's Corporate & Foundation Relations team to enhance opportunities for funding
- Collaborate with Westphal's Executive Director of Development for Institutional Advancement on developing and executing new funding opportunities from individuals and corporations
- Foster collaborative RSCA by creating opportunities for faculty to connect with colleagues outside of the College
- Develop and implement policies and procedures that improve organizational effectiveness and increase efficiencies

Planning, Strategy, and Initiatives

- Lead strategic planning activities as the Dean's Office representative to the College strategic planning process
- Coordinate planning process activities with external consultants and stakeholders in data gathering, analysis, and recommendations
- Track, monitor, and evaluate the College's progress in the implementation of its strategic plan
- Ensure that College planning processes and implementation projects align with the University
- Develop and lead new initiatives for RSCA funding opportunities, faculty recognition, and other opportunities to highlight the work of the College

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Department Heads

Reports to: Dean

Department Heads report to the Dean. Department Heads manage Program Directors. Department Heads establish and guide the vision and direction of a Department in concert with all program faculty and in collaboration with faculty and staff from across the College and University.

Department Heads are responsible for coordinating, effecting, and managing Department functions, and being knowledgeable of Drexel University policy. Department Heads are given the authority to achieve these duties working with Program Directors and faculty in the unique ways that fit their faculty and respective programs.

Department Heads receive a 12-month stipend to pay for their service work as Department Head. Workload credit expectations for Department Heads are outlined in the Westphal College Workload Policy, available here: <https://drexel.edu/westphal/resources/faculty-caucus/Academic-Policies/-CSCO-30--/~media/Files/westphal/Workloadpolicy.ashx>

Essential Functions include:

Vision and Leadership

- Chart a course for the Department and the Programs within it in alignment with the College and University, including continued SWOT analysis of the Department to capitalize on any potential opportunities and threats to the operation of the Department, alignment with strategic plans and diversity, equity and inclusion goals.
- Strive for excellence in the Department and the Programs within it.
- Serve as a champion for the Department and the Programs within it.
- Provide counsel and leadership for the faculty and staff in the Department.
- Encourage faculty to realize their potential as collaborators, teachers and as artists, scholars, and researchers.
- Encourage Department staff to realize their potential as collaborative members of the College community.
- Promote excellence in education, research, and interdisciplinary collaborative partnerships with external academic, private or governmental organizations.
- In every decision, consider the potential impact on students.
- Understand policies and ensure that the Department faculty and staff adhere to them.
- Represent the Department's interests to the Dean's Office and upper administration.
- Communicate initiatives from upper administration to Department faculty and staff.
- Work with the faculty and staff to initiate ongoing processes to assess academic offerings.

Personnel - STAFF, FACULTY and OPERATIONS

- Oversee search and hiring processes for tenure-track faculty, teaching faculty, and staff.
- Understand the faculty and staff needs in the department and advocate to the Dean's office with evidence for the positions needed in the department to fulfil university and college initiatives
- With Program Directors, prepare faculty teaching loads and other assignments in accordance with the College and University Workload Policy

- Support faculty in assessing their teaching through multiple modes (course evaluations, peer-to-peer, classroom observations, midpoint surveys, Teaching and Learning workshops etc.).
- Support ongoing professional development including efforts for DEI and increasing student success for both staff and faculty.
- Conduct Annual Reviews with faculty and staff and provide raise recommendations.
- Prepare and review ACE forms for contract/teaching faculty contracts.
- Use data from annual reviews to make recommendations on salary and merit raises
- Support Teaching faculty in the promotion process.
- Support Department staff in promotion process, as appropriate.
- Mentor and assess the progress of faculty and staff throughout the year.
- Work with Program Director regarding contract renewals for teaching faculty
- Mediate when issues arise concerning faculty, staff, or students.
- With Program Directors, coordinate adjunct hiring and evaluation of adjunct faculty, as appropriate.

Tenure Process

- Conduct First-Term Reviews with new tenure-track faculty.
- Discuss progress towards tenure with tenure-track faculty at Annual Review each year.
- Form Tenure Review Committees for Mid-Term and final Tenure and Promotion reviews. (See provost calendars and Tenure Policies for more details).
- After receipt of Tenure Review Committee report, conduct an independent review of and evaluate each tenure candidate in a written report for both Mid-Term and Final reviews.
- Recommend candidates for Full Professor consideration.

Financial

- Prioritize and develop an annual department operating budget.
- Oversee and audit the department accounts and all program accounts.
- Oversee and authorize expenditures.
- Prepare requests for new faculty and staff positions.
- Prepare requests for non-salaried program needs (equipment and renovation) (working with PDs).
- Prepare requests for departmental technology needs by program (working with PDs)
- Project, report, and monitor adjunct teaching costs.

Space and Equipment

- Plan use of Department space with Program Directors.
- Assist the Dean's Office in negotiating for space to accommodate Department needs.
- With Program Directors, plan strategic use of facilities
- With Program Directors, oversee renovations when needed.
- With Program Directors, plan for equipment purchases as needed.
- Support planning for security measures for facilities.

Curriculum

- With Program Directors, review, oversee and insure currency of program curricula.
- Work with Program Directors to insure maintenance of appropriate accreditation.
- Identify and advocate for resources to support program initiatives.

- Facilitate course and curriculum development.
- Facilitate program and/or Department advisory committees where applicable.
- Facilitate program alumni and organizational partnerships.
- Coordinate, review and approve course offerings through the College Scheduler (working with PDs).
- Collect data to support metrics important for success each year through university data, and additional program surveys or data sets.

Recruitment and Retention

- Develop enrollment targets for Department with EMSS and the Dean's Office.
- With the Associate Dean and Program Directors, assist in delivering program-based marketing and recruitment initiatives.
- Support Program Directors as needed throughout the application process.
- With the Associate Dean, the Office of Advising and Program Directors, facilitate activities and efforts that improve retention.

Administrative

- With Program Directors, interface with Office of Academic Advising regarding student success and any student issues, as appropriate.
- Communicate routine information to the Department.
- Coordinate Department interface with other Programs, Departments and University offices
- Anticipate problems, facilitate proactive solutions; promptly address unanticipated problems.

College and University

- Participate as a member of the Academic Council.
- Serve on College Committees or Task Forces as needed.
- Participate in workshops and planning activities as organized by the Provost's Office and by the Vice-President for Administration.
- Serve on Committees or Task Forces for the Faculty Senate or other University offices as appropriate.
- Coordinate with partnerships across the University including with the Dornsife and Lindy Center, Student Life initiatives, etc.

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Program Directors

Reports to: Department Head

Program Directors report to Department Heads and should consistently check in and coordinate with Department Heads. Program Directors, in coordination with Department Head, help establish and guide the vision, direction, goals and outcomes of their respective programs in concert with all program faculty and in collaboration with faculty and staff from across the College and University.

Program Directors are responsible for coordinating, effecting, and managing program functions. Many of the duties below can be done by faculty in the Programs at the coordination of and collaboration with the Program Directors, as appropriate. Program Directors are given the authority to achieve these duties working with program faculty in the unique ways that fit their faculty and curricula, are encouraged to spread workload across faculty in their respective programs, and to partner with staff as appropriate.

Program Directors receive a 12-month stipend to pay for their service work as Program Director. Workload credit expectations for Program Directors are outlined in the Westphal College Workload Policy, available here: <https://drexel.edu/westphal/resources/faculty-caucus/Academic-Policies/-CSCO-30--/~-/media/Files/westphal/Workloadpolicy.ashx>

Essential Functions include:

1. **Curriculum Development/Coordination/Review of Program**
 - Develop courses with faculty.
 - Coordinate curriculum revision.
 - Present curriculum revisions to Department.
 - Ensure staff are doing CourseLeaf updates and maintenance, as appropriate.
 - Coordinate with other programs to track which courses in the PD's curriculum are requirements/offering or elective courses in other majors.
2. **Faculty and Staff Coordination**
 - Hold regular program faculty meetings.
 - Attend department meetings.
 - Coordinate with department staff.
 - Distribute program service obligations among faculty.
 - Contribute to annual faculty reviews with Department Head, as appropriate.
 - Serve as chair or member of search committees for tenure-track and auxiliary hires, as appropriate.
 - Assist in orienting new full-time faculty to Drexel and aid in their development.
 - Develop annual teaching assignments, and mentor and support faculty teaching, in coordination with Department Head, as appropriate.
 - Adjunct Faculty coordination, as appropriate.
 - Coordinate recruitment and recommends for hires, as appropriate.
 - orient to campus, advocate for, and coordinate adjunct faculty.
 - support (do change-of-grades, help with syllabi & resources, etc.).
 - evaluate adjunct faculty in partnership with Department Head.
 - *Note:* Area Coordinators hire adjuncts in Studio Art.
3. **Co-op + Academic and Professional Mentoring of Students**
 - Mentoring of students on academic issues/coordinate with the Office of Academic Advising.
 - Guide students in career development/assist students with post-graduation placement.

- Coordinate with Steinbright around Co-op (except Architecture 2 + 4 program).
 - Appoint and schedule Graduate Assistant and Work Study students.
 - Advertise opportunities for co-op and freelance jobs.
 - Promote and assist faculty and students wishing to enter competitions, juried exhibitions, etc.
 - Liaise with Office of Institutional Advancement to award scholarships.
 - Provide guidance for student government and activities groups affiliated with the major.
 - Advise students in program minors, as appropriate.
4. **Coordination with Office of Academic Advising**
- Problem-solve with students and OAA on advising issues.
 - Liaise with ISSS to ensure to support international students.
 - Coordinate with college transfer advisor.
 - Provide pre-graduate and graduate advising, where appropriate.
 - Coordinate with Office of Academic Advising (OAA) on clearance for graduation.
5. **Coordination with College Scheduler** (Note: some Departments do this through their administrators who works with the scheduler)
- Review, and when necessary, update Course projections (Galleys) for following year, counting cohorts and term scheduling.
 - Assign faculty to courses.
 - Balance sections and justify low-enrolled courses.
6. **Recruitment/Retention/Enrollment management**
- Coordinate recruitment with Directors of Recruitment.
 - Coordinate and oversee the review of applications.
 - Attend University-wide and College open houses.
 - Attend University summer orientation sessions.
 - Coordinate program-specific extracurricular programs (summer programs, workshops etc.), in collaboration with Office of Communication and Events staff.
 - Attend drop-in and scheduled visits of prospective students and parents.
 - Coordinate yield activities such as postcards, telephone calls and email correspondence.
7. **Special Events coordination with Office of Communication and Events (OCE), Institutional Advancement (IA) office.**
- Coordinate large events, Senior exhibitions.
 - Coordinate guest speakers and lecturers with faculty and/or student groups.
 - Liaise with gallery and/or facility staff to coordinate gallery exhibitions and invitational events.
 - Coordinate master classes and workshops for students.
8. **Communications coordination with Office of Communications and Events (OCE)** (Note: Some Depts. do these duties through their administrative staff, PD is consulted for text and approve all communications)
- Coordinate with OCE on creation of brochures, flyers, and posters.
 - Coordinate with OCE on event scheduling.
 - Provide text/images for college and university publications/website/social media.
 - Coordinate with the Dean's office on electronic newsletters and announcements to students and alumni.
9. **Fundraising, Industry and Alumni coordination with Office of Institutional Advancement (IA) and Associate Dean of Research and Planning**
- Network with individuals and corporations.
 - Attend fundraising events.
 - Coordinate alumni and professional contacts with IA.
 - Coordinate with IA to host professional meetings/initiate and maintain advisory boards, as appropriate.
 - Solicit contributions of equipment, supplies, and services.

- Maintain general contact with professional and academic organizations.
10. **Review and monitor program performance per priority indicators and data/Participate in formal reviews**
- Oversee committee writing self-studies, as appropriate.
 - Compile supporting materials.
 - Make strategic decisions based on available performance data in Tableau/gather other data as appropriate.
 - Part of hosting visit for accreditation/reviews.
 - Complete annual reports, as appropriate.

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Program Director/Department Head Responsibilities that vary by department

The following functions are managed differently in different departments:

1. Program Directors oversee Budgets and Account Managing

- Assess budget needs with Department Head.
- Advocate for adequate resources.
- Oversee and authorize expenditures, coordinating with staff.
- Maintain financial records, audit agreement with official Drexel financial systems, and keep track of expenditures.

Difference with the above Duties by Dept:

Architecture, Design and Urbanism - Program Directors do not maintain records and keep track of expenditures; they keep track of what they want to use budget for, but oversight is done by DH and tracking is conducted by Admin staff.

Art and Art History - The Department Head reviews the budget and allocates to the various budget lines based on prior years budgets as well as determining faculty support for the fiscal year. Area coordinators are responsible for monitoring expenses; instructors are responsible for collecting lab fees and tech fees.

Digital Media - All financial management is done by the Department Head. The Digital Media programs share all resources.

Performing Arts - Ensemble budgets exist in each program. Those are not managed by the Program Director, but by the individual ensemble director. Specific ensemble allocations are done through a process of submitting an annual budget request to the Department Head and Department Admin. Allocations are made after that based on a three year's history of spending and the specifics of the request.

2. Program directors do Facilities, Supplies, Equipment coordination with Department Head and Administration Staff

- Coordinate instructional materials, supplies, and equipment.
- Write proposals for, purchase, and maintain equipment.
- Coordinate student access.
- Coordinate with or supervise facilities staff.
- Coordinate work orders and physical plant services.
- Develop potential spaces to be used for program/participate in the design and planning of facilities.
- Coordinate with Library as needed.

- Develop and maintain procedures for professional facility use by faculty and students.

Differences with above listed Duties by Department:

Architecture, Design and Urbanism - Interior Design has its own Resource Library, which it maintains.

Arts & Entertainment Enterprise - Music Industry Program Director manages the daily tasks of their Facilities Manager; Department Head conducts the annual review of Facilities Manager.

CINETV - Program Directors are not involved in facilities management.

Digital Media - The Digital Media programs share all facility resources, and manage in coordination with Department Head.

Performing Arts - The Department Head works on finding and developing space at the request of the Program Directors.

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Professional Staff Leadership Positions

Professional Staff leadership report to an Associate Dean or to the Dean directly. Staff Leadership work in partnership with the Dean and faculty leadership administrators to help guide and execute the vision, direction, goals, and outcomes of the College in collaboration with faculty and staff from across the College and University. The following professional staff leadership sometimes lead teams of employees.

Professional Staff Leadership are responsible for coordinating, effecting, and managing staff area functions. Professional Staff Leadership are given the authority to achieve their duties working with faculty leadership and other staff in the unique ways that fit their staff area, are encouraged to spread workload across staff in their respective areas, and to partner as appropriate.

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Assistant Dean for Academic Advising

Reports to: Associate Dean for Academic and Faculty Affairs

The Assistant Dean for Academic Advising is responsible for the supervision of a team of Academic Advisors and Administrators who support the academic success and well-being of the Westphal student body. The Assistant Dean is a key contact for Westphal Department Heads, Program Directors, faculty, and staff regarding all things related to academics- processes, policies, etc.

Essential Functions include:

- Hire, Train, Supervise Team of Academic Advisors and Administrators in the Office of Academic Advising in the following proficiencies:
 - Establish a collaborative and trusting relationship with all stakeholders: students, faculty, staff, and families
 - Time-sensitive communications with students through various modes
 - Support students through developmental advising which includes: critical/ethical reasoning, goal setting, identifying /working through obstacles, making referrals where appropriate
 - Participate in a collaborate environment within the office, college and university in support of student development and retention to degree
 - Establish a proactive approach to help identify & support students at risk
 - Maintain a database of student advisement, status and progress
 - Serve on college and university committees as assigned and/or agreed upon
 - Participate in Welcome Week, Commencement and other special projects as they relate to student support
- Manage office budget
- Serve on Internal (College) Committees including but not limited to:
 - Curriculum – ex-officio
 - Academic Standing - Chair
 - Westphal Studies - Chair
- Serve on external (University) committees including but not limited to:
 - Advising leads
 - Data Analytics & Survey Liaison Group
 - CPOS
- Coordinate/Manage college student side of graduation
- Coordinate/Manage advising portion of Welcome Week & new student onboarding
- Liaison with all Westphal College Deans, Department Heads, Program Directors, Faculty & Staff
- Liaison with all Drexel University offices that support student success including but not limited to
 - Education Abroad
 - Inter-College Advising
 - Steinbright Career Development Center (SCDC)
 - Student Life
 - Academic Information Systems (AIS)
 - Center for Learning and Academic Student Success (CLASS)
 - Office of University Registrar (OUR)
- Cooperate and support specific recruitment activities including but not limited to:
 - Academic Opportunities Fair
 - Transfer Admitted Student Days
 - TR Student evaluations, credit assessment & onboarding
 - Advanced Credit evaluation, assessment, onboarding

- Visiting International Student Assessment, onboarding
- Westphal Studies program coordination, assessment, onboarding & advising
- Coordinate and advise visiting students (students studying at Drexel from abroad)
- Undergraduate & Graduate Student advising
- College course override administration
- Student Crisis Management, support, training, Liaison
- College Student Conduct support, Liaison
- College Honors/recognition analysis, recognition
- Student Retention & Graduation support
- Degree Clearance for UG & GR students

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Director of Academic Operations

Reports to: Associate Dean for Academic and Faculty Affairs

The Director of Academic Operations (DAO) oversees and creates integrated course schedules for 20 undergraduate and 9 graduate Westphal College programs, coordinating with university courses from other colleges as necessary. Galleys listing all planned courses for upcoming terms must be compiled and edited as needed. Section balancing and course overrides must be coordinated with the home department for each course offering. The DAO also supports the Academic Associate Dean in researching academic standards and practices for curriculum development, develops and implements surveys and serves on college committees.

Essential Functions include:

- Maintain course and faculty schedule data, including student enrollments and room utilization.
- Share information and coordinate with department heads, advisors, and deans for all scheduling in all academic programs.
- Generate with Program Directors conflict-free schedules for courses offered by Westphal College.
- Responsibilities for Galley process include:
 - Coordinate section balancing/course overrides with department head, Office of Academic Advising, and Program Directors.
 - Coordinate scheduling with other colleges within Drexel as necessary. Assemble, check and edit galleys.
Responsible for Freshmen Block Scheduling (create conflict-free schedules for all incoming freshmen).
 - Provide general advisement for faculty and staff on registration issues.
 - Schedule and coordinate all Westphal lecture halls, labs, specialized classrooms.
 - Maintain relations with (University) Room Allocation Manager to best meet Westphal College needs.
 - Liaison with related University offices and activities.
 - Participate in Course Scheduler's Forum and assist College Caucus Committee on Academic Affairs.
- Provide Data Collection, analysis, and presentations for Dean's office and College programs.
- Coordinate and verify on-line catalog listings.
- Serve on other college and university committees as needed.
- Support the Academic Associate Dean in researching academic standards and practices for curriculum development, develops and implements college surveys.
- Perform other duties as assigned

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Executive Director of Communications & Events

Reports to: Dean

The Westphal's Executive Director of Communications & Events reports directly to the Dean under limited direction and is charged with: overseeing the internal and external communications strategy for the College and project delivery supporting the Dean's office and reporting units, producing successful communications and events to increase awareness of the Antoinette Westphal College of Media Arts & Design, support fundraising efforts, drive recruitment, and achieve student learning outcome. Working closely with Dean's office leadership, department heads, faculty and staff across the College, the Executive Director will play a critical role in driving integrated marketing communications to showcase Westphal research, academic and community outreach activities and achievements to regional, national, and international audiences.

This position works with the Office of University Communications to gain placement in traditional and digital media and through the strategic use of social media in the Philadelphia region and beyond. The Director works closely with the Associate Director of Communications, Event Coordinator, Directors of Recruitment, the Institutional Advancement team, College leadership team, and communications representatives from each of the College's departments to achieve this mission. The individual in this role will manage the College's communications and marketing budgets and is expected to stay abreast of industry and marketing trends, develop strategic plans for measuring results and use relevant metrics to drive the performance of the communications and marketing teams

Duties/Responsibilities

- **Leadership & Strategy:** Oversee creation and implementation of strategic communication and marketing plans to elevate the reputation of the colleges, promote the expertise of the college communities and further the strategic, fundraising and recruitment priorities of the colleges.
- **Storytelling & Creative Direction:** Serve as creative director for copy, design, visuals and more to tell a compelling story of the Westphal brands to diverse audiences across a range of work products.
- **Team & Relationship Building:** Support the high-performing Westphal MarCom team and continue to build strong partnerships with colleagues across the colleges and University departments by promoting a positive, collegial culture of collaboration, innovation, and respect.
- **Crisis & Strategic Communications:** Lead crisis and strategic communications in collaboration with the Dean of Westphal and University Crisis Communications team. Oversee the development of leadership communications, including speeches, presentations, and video scripts.
- **Assessment:** Use data and market research to inform decision making; demonstrate a bias towards experimenting quickly and scaling the programs that produce results. Ensure all tactics align with clear strategy.
- **Budgeting:** Working with Dean, manage operating budget for all communications and marketing activities

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Executive Director of Development for Institutional Advancement

Reports to: Associate Vice President of Institutional Advancement

The Executive Director of Development for Institutional Advancement (IA), Antoinette Westphal College of Media Arts & Design will serve as chief advancement officer of the College. This position will play a central role in building a multifaceted advancement program encompassing annual fund, alumni relations, donor relations, communications, planned giving, foundations & corporations, and major and principal gifts. They report, strategize and collaborate with the Associate Vice President of Institutional Advancement, Unit Leader – CoAS, Law, Westphal. The Executive Director will have a secondary reporting relationship to the Dean, Antoinette Westphal College of Media Arts & Design.

Essential Functions include:

- Provide Drexel University Antoinette Westphal College of Media Arts & Design (Westphal) advancement efforts with strategic, creative, collaborative, and energetic leadership. Design and enhance the structure and direction to the College's advancement efforts, including alumni relations, annual fund giving, major gifts, planned giving and foundation and corporate relations initiatives.
- Develop and execute programs that produce measurable, sustainable results which elevate the visibility, success, and growth of the College's philanthropic programs.
- Identify, cultivate, solicit, and steward a select group of major gifts prospects.
 - Collaborate and work with the dean, faculty and professional staff of Westphal to support and improve development efforts and capabilities; and enhance collaboration both within the College and with other Drexel University colleges and schools to maximize fundraising opportunities for the College.
 - Recognize the unique contribution of each academic and research components of Westphal and work closely with college department chairs and faculty members to promote development strategies tailored to these programs, their histories, and their funding base.
- Represent the College to a broad range of constituencies, including trustees, alumni (which consist of legacy and Drexel graduates), parents, friends, faculty and staff, senior corporate executives, and foundations.
- Supervise an Associate Director of Development, who will be primarily responsible for engaging alumni of the college through outreach, events, and building a pipeline of volunteers and donors.

More Detail:

- Annual Fund – collaborate with the Central IA Annual Fund team to design and implement strategic and sustainable annual giving program utilizing traditional and emerging solicitation efforts.
- Manage and oversee the ADoD who will implement programs that encourage Westphal constituents to progress as donors by joining the Anthony J. Drexel Society (\$1,000 or more annually).
- Alumni Relations – collaborate with Central IA Alumni Relations and the Alumni Relations Coordinator for the College to develop strategic and meaningful activities that will engage our constituents with the primary objective to engage and reengage graduates.
- Donor Relations – steward donors through ongoing communications, recognition activities and invitations to key events.
 - Communications – collaborate with the Central IA Communications and Marketing team in concert with the College's marketing and communication team
 - Gift Planning – collaborate with the Central Institutional Advancement Office of Gift Planning to development and implement programs and materials customized for the College.

- Foundation and Corporate Relations - support the foundation and corporate relations development program in cooperation with the Executive Director of Foundation and Corporate Relations.
- Major Gifts/Principal Gifts - secures major & principal gifts and develops future major donors by pursuing the identification, qualification, cultivation, solicitation, recognition, and stewardship of private support from individuals, corporations, and foundations
 - i. Identify, build and manage a dynamic portfolio of 125 prospects and suspects who are believed capable of making commitments of \$25,000 or more, based on giving patterns, prospect research, and other indicators. This portfolio will evolve steadily as prospects/suspects are brought to closure, referred to other development officers, or dropped from the portfolio for lack of potential or inclination.
 - ii. Maintains an active schedule of face-to-face meetings with major gift suspects and prospects, averaging ten (10) or more such meetings per month.
 - iii. Prepare and present a minimum of 15 proposals annually \$25K+.
- Serve as the primary advancement point of contact with the Dean. Partner closely with dean to create and implement effective fundraising strategies to build relationships with constituents both internally and externally.
- Builds and manage the Dean's Advisory Board. Expand volunteer engagement and pipeline with significant alumni and friends of the College.
- Utilize software (Reeher Analytics and Banner Advance) to strategically define and implement programs.
- Promotes University priorities and image to constituents. Serves as front line staff to promote campus goals and objectives. Maintains current knowledge of university-wide institutional priorities. As appropriate, cultivates and solicits prospects on behalf of other campus units.
- Other duties as assigned.

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Director of Finance & Administration

Reports to: Associate Dean for Finance, Facilities & Operations

The Director of Administrative Services acts as the day-to-day financial and personnel administrator for the college. Primary responsibilities include oversight of the college's expenditures, accounts payable and budgets, adjunct hiring as well as all personnel matters. This person serves as the liaison between the college and the university administrative offices, providing orientation and systems support for the college staff.

Essential Functions include:

Budget Administrator responsibilities:

- Oversee accurate fiduciary records
- Supervise the completion and keeping of records of all check requests, deposits, purchase orders, credit card payments and travel forms
- Monitor all departmental and program cost centers
- Monitor Web Financials for account summaries, expense tracking, etc.
- Oversee and monitor Web Salary
- Report on Lab Fee funding; monitor program expenses according to allocated funding
- Oversee college faculty search budgets
- Authorize large purchases, funding transfers, cost center requests, Web Financials access
- Work with the Office of Financial Aid and the Director of Recruitment to authorize scholarships and student awards
- Track and report on research expenditures and funding
- Work with Institutional Advancement to track and record donor gifts
- Oversee budget for faculty development mini-grant program and Rankin Scholars in Residence fund
- Work with department heads to collect and organize course projections for adjunct budgeting
- Track and prepare reports on faculty load and adjunct spending
- Monitor and report on expenditures and revenues of college enterprise
- Assist with fiscal year budget preparation and reporting
- Monitor end of fiscal year closing

Personnel Administrator:

- Coordinate procedures and forms for faculty and staff hiring
- Process quarterly adjunct hiring and maintain budgets. Authorize all E-hiring and new adjunct paperwork, record and audit all adjunct materials for the college.
- Collect materials and prepare all contracts and personnel paperwork for annual rehiring of teaching faculty
- Prepare contracts, requests for hire and collect personnel paperwork for new auxiliary and tenure-track hiring
- Authorize job postings, for full time faculty and staff positions in Drexel Jobs
- Prepare and track faculty teaching loads and course projections
- Authorize and process materials for graduate assistant hiring
- Authorize all temporary employees, supplemental pays and stipends for the college
- Authorize all E-hiring of student employees and work-study students for the college
- Collect and submit all faculty annual reviews, process Web Merit and prepare merit letters for college faculty and staff
- Maintain and update Budget and HR forms

Assist Office of the Dean operations:

- Prepare annual NASAD accreditation report
- Assist with special projects and reports
- Prepare for review and authorize leave reports for Dean's Office staff

Training and support to department staff:

- Supervise Administrative Coordinator in Dean's office, complete performance evaluations and set goals
- Provide technical support to administrative staff, program directors and department heads on administrative matters
- Act as liaison between college and other university offices such as Accounts Payable, Human Resources, Procurement and Provost's Office
- Coordinate training sessions to college staff

Service to University:

- Represent Westphal on the Academic Administrations Group
- Represent Westphal on the Human Resources Advisory Council
- Represent Westphal on the Procurement Card Advisory Council
- Represent Westphal on the I-Forum lead by the Office of Equality and Diversity

Other duties as assigned by Supervisor

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Director of Information Technology

Reports to: Associate Dean for Finance, Facilities & Operations

The Director of Information Technology supervises the daily operations of our IT department to meet the information technology needs of faculty, staff, and students, including directing the daily workflow of the College's IT staff. The Director serves as technical lead for the college, ensuring the stability, currency, and security of all technology; e.g. computer labs (virtual and physical), audio/video equipment, printers, web servers, database servers, license servers, and file servers. The Director of Information Technology must be able to identify user needs, research and effect procedures for accomplishing tasks; coordinate closely and communicate regularly with administrative staff regarding services needed and provide technical support.

Essential Functions include:

- Manage IT staff to:
 - provide advanced onsite helpdesk and desktop support;
 - maintain staff, faculty, classroom, and administrative equipment in all Westphal College facilities
 - create and maintain computer images for all desktop systems; and
 - assist with resolution of network and classroom technology issues.
- Negotiates hardware and software purchases on behalf of programs, departments, and the college.
- Manage the daily operations of Westphal College's IT department.
- Plan and recommend necessary software, hardware, and systems upgrades to the College's and departments' administration.
- Work with Drexel IT for major system upgrades, implementing new operating systems, etc.
- Provide desktop support to faculty, staff, and students as needed.
- Maintain computer images for faculty, staff, and student computer labs
- Maintain and upgrade the college's computing systems as needed, including operating systems, software updates, servers, and hardware etc.
- Initiate and assist faculty and staff with the procurement process, including quotes, specs, software, etc.
- Design, develop and implement training programs and materials based on the needs of faculty, staff, and students.
- Accept technical support calls and log them in to ticketing system.
- Assist with use of classroom audiovisual equipment for classes/events.
- Set up and configure workstations and peripherals.
- Assist with creation and documentation of IT systems and related equipment.
- Keep current with equipment, programs and system software to evaluate user problems.
- Assist with a variety of IT related projects as assigned.
- Work with value added resellers, independent software vendors, and manufacturers to negotiate purchases for software and hardware used by faculty, staff, and students.

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Director of Instructional Design

Reports to: Associate Dean for Academic and Faculty Affairs

The Director of Instructional Design for Westphal provides faculty with course design support in creating effective and engaging learning environments primarily in the Arts Administration & Museum Leadership, Retail & Merchandising and Television Management online graduate programs. The role involves consulting with faculty to identify course goals and applicable instructional strategies. An area of focus is the integration of innovative online and technology-enhanced course components to enhance learning through Bb Learn. The DID also provides one on one training to faculty regarding topics related to online teaching, the Blackboard LMS, course design, and integration of instructional technology.

Essential Functions include:

- Port master courses into live courses each quarter, set timings and update standard content
- Provides instructional design support to faculty through consultation
- Assists faculty in the development of course materials for delivery of hybrid and online courses.
- Develops and manages the schedule for online course development and delivery for assigned programs
- Communicates effectively with faculty about expectations and deadlines
- Develops new courses, updating current courses and resource portals as needed
- Assists faculty with conversion of face-to-face courses to hybrid and online formats.
- Assists faculty with onboarding of new adjuncts and new to online teaching faculty
- Assists in looking for ways improve process & procedures
- Trouble shoot LMS issues as needed
- Special projects as assigned

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Directors of Recruitment and Retention

Reports to: Associate Dean for Academic and Faculty Affairs

The Director is responsible for national and/or international outreach efforts that support robust enrollment for Drexel University's Westphal College of Media Arts & Design's eighteen undergraduate and nine graduate programs. The Director will collaborate on strategy and produce outcomes that will result in increased applications, enrollment growth, diversity, selectivity, and rising yields. The Director will interface with national and international secondary schools through on-site visits to build relationships and target prospective students. The Director will also partner with the Westphal College application reviewers and the Drexel office of Enrollment Management & Student Success to ensure selective admission standards and meet enrollment goals.

Essential Functions include:

- Develop, execute, and update an annual comprehensive integrated marketing and recruitment plan in collaboration with the Dean and Academic Associate Dean that employs the College's website, direct mail, print media, social media, on and off campus activities, and other recruitment activities to produce improved enrollment outcomes.
- Work closely with the University's Enrollment Management dovetail and leverage their extensive recruitment efforts to achieve enrollment goals.
- Develop an extensive understanding of the College's academic programs, facilities, faculty and initiatives as well as of the University's in order to provide prospective and admitted students and parents with an understanding of academic majors, admission procedures, scholarship opportunities, and other subjects of concern to prospective students.
- Direct the development and delivery of numerous recruitment/admissions events to best represent the College and its programs and to address the needs of prospective students. Coordinate recruitment activities with individual Westphal academic programs, such as high school programs, that serve as focused recruitment efforts.
- Direct the development and delivery of extensive international/national off-campus recruitment initiatives, to include high school presentations, recruitment fairs, externally-delivered information sessions, etc.
- Partner with the staff to produce outcomes and manage workflow
- Help to ensure accurate and timely processing of student communications and applications
- Coordinate with the Financial Aid office to ensure accurate and timely communication of aid options to prospective students
- Deliver reports to the Academic Associate Dean and the Dean
- Develop processes to capture and assess student and parent input related to the effectiveness of outreach and marketing strategies.
- Additional duties as assigned by the Dean or the Academic Associate Dean.

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