



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
JOB DESCRIPTION

POSITION TITLE: Director, School Choice & Parental Options
JOB CODE: New
CLASSIFICATION: Exempt
SALARY BAND: D
BARGAINING UNIT: ESMAB
REPORTS TO: Chief, Portfolio Services Officer
CONTRACT YEAR: Twelve Months

POSITION GOAL:

To support the development, optimization, communication and monitoring of comprehensive school choice options to meet local, state and national statute and policy requirements.

ESSENTIAL PERFORMANCE RESPONSIBILITIES:

The Director, School Choice & Parental Options shall carry out the essential performance responsibilities listed below.

- Supervise and instruct staff on the use of applicable research and reporting tools including web-based access in the collection and processing of parental choice applications, reporting of demographic data and associated impact.
- Use advanced GIS software to generate professional, publication-quality maps and perform spatial analysis of choice student enrollment and choice demographic trend data.
- Use statistical software and methods for quantitative analysis of choice student enrollment data, including discovering key patterns/trends, causal impact, data modeling and predictive analysis.
- Ensure effective communication of School Choice and Parental Options information by conducting training and information sessions, presenting insights and analyzing School Choice data for large and small groups including: the State of Florida, the School Superintendent, School Board members, Senior Management, District staff, principals and school staff, community, and government officials and staff.
- Develop and research choice application information systems including analytics, application processing and notification, and reporting requirements for all District student choice assignment processes.
- Determine choice timelines and coordinate notice with newspapers and other publications within the District, ensuring that any state required timelines for specific choice models are met.
- Participate and organize cross-District school choice opportunities with other school districts in the State of Florida in meeting state statutes.
- Collaborate with District staff and external agencies for data collection, analyses, mapping, public communications, reporting, and coordinating actions that identify attendance areas, facility locations, and associated transportation routes.
- Remain abreast of new student choice assignment options, charter schools or private schools in Broward County by meeting and coordinating with education organizations, municipal and county agency staff and performing field surveys to obtain information regarding other school opportunities for parents.
- Provide recommendation and data on elimination, optimization, reduction or replication of choice models based on choice data trends to formulate District business strategies.
- Provide oversight and direction on the dissemination of information on School Choice Options by school-based staff.
- Analyze enrollment and projections data in forecasting seats available for the annual choice processes.
- Combine cartography, report generation, and illustration of spatial concepts and demography through technical writing into a presentable and publishable product for choice processes.
- Perform and promote all activities in compliance with the equal employment and non-discrimination policies of The School Board of Broward County, Florida.
- Participate in training programs offered to enhance the individual skills and proficiency related to job responsibilities.
- Review current developments, literature and technical sources of information relevant to job responsibilities.

- Research and have familiarity with School District databases and performance evaluation models.
- Ensure adherence to safety rules and procedures.
- Perform other duties as assigned by the immediate supervisor or designee.
- Follow federal and state, as well as School Board policies.

MINIMUM QUALIFICATIONS & EXPERIENCE:

- An earned bachelor's degree from an accredited institution.
- A minimum of six (6) years, within the last ten (10) years, of progressively more responsible experience and/or training in the field related to the title of the position.
- Prior experience in research and analysis in demography, planning, or GIS (Geographic Information System) fields and student choice assignments.
- Knowledge of residential developments in Broward County and population projection methodologies.
- Effective verbal and written communication skills.
- Effective interpersonal skills.
- Computer skills as required for the position.

PREFERRED QUALIFICATIONS & EXPERIENCE:

- Degree majors in planning, public policy, information systems, or related field.
- Bilingual skills.

SIGNIFICANT CONTACTS – frequency, contact, purpose, and desired end result:

Ensure effective communication of School Choice and Parental Options information by conducting training, presenting information and analyzing data for large and small groups including: the State, Superintendent, School Board members, Senior Management, district, area, principals and school staffs, community, and government officials.

PHYSICAL REQUIREMENTS:

Light work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the School Board.

EVALUATION:

Performance will be evaluated in accordance with Board policy.

Board Approved:
Board Adopted:
2017-2018 Organizational Chart