



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

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**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 Geographic Information Systems (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 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 timeline 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.
- Research and have familiarity with School District databases and performance evaluation models.

- 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 the training programs offered to enhance the individual skills and proficiency related to the job responsibilities.
- Review current developments, literature and technical sources of information related to job responsibilities.
- Ensure adherence to safety rules and procedures.
- Follow federal and state laws, as well as School Board policies.
- Perform other duties as assigned by the immediate supervisor, or designee.

**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 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:



THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA  
JOB DESCRIPTION

POSITION TITLE: Director, Demographics & ~~Student Assignments~~ School Boundaries  
JOB CODE: R-043  
CLASSIFICATION: Exempt  
PAY GRADE: D  
BARGAINING UNIT: ESMAB  
REPORTS TO: Chief Portfolio Services Officer  
CONTRACT YEAR: Twelve Months

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**POSITION GOAL:**

Support the development of comprehensive plans and programs for the use of land and the development of physical facilities for the Broward County School District by overseeing all phases of data collection, analyses, mapping, public communications, reporting, and coordinating actions that determine attendance areas, facility locations, and associated required capital resources.

**ESSENTIAL PERFORMANCE RESPONSIBILITIES:**

The Director, Demographics & ~~Student Assignments~~ School Boundaries shall: carry out the essential performance responsibilities listed below.

- Supervise staff as assigned in the performance of job duties.
- ~~supervise~~ Supervise and instruct staff on the use of applicable research and reporting tools, including web-based access in the collection of key demographic data and in the reporting of school boundary data and documents; advanced Geographic Information Systems (GIS) and office software to generate professional, publication-quality maps and reports as well as accompanying tables of student enrollment and demographic trend data; and ~~Areview Districting Extension~~ Geographic Information Systems (GIS) to aid in generating new Single Board Member Districts during the Redistricting Process.
- ~~ensure~~ Ensure effective communication of Boundary information by conducting training, presenting information and analyzing data for large and small groups including: the Superintendent, School Board members, Senior Management, District, area and school staff, community, and government officials and staff; coordinate notice for public hearings with newspapers and other publications within the District ~~within~~ and in accordance with the time constraints of the Florida Statutes.
- ~~gain~~ Gain knowledge of new residential developments and growth trends in Broward County by meeting and coordinating with municipal and county agency staff and performing field surveys to obtain information regarding county demographics and growth management data.
- ~~oversee~~ Oversee and supervise demographic projects with outside consultants, government agencies, and universities including student generation rate study, student database geocoding and redistricting.
- ~~provide~~ Provide input on optimal locations for new Broward County schools by serving on the Site Review Committee for new schools.
- ~~ensure~~ Ensure key enrollment and projections data is available for developing the 5-year District Facilities Educational Plan.
- ~~combine~~ Combine cartography, report generation, and illustration of spatial concepts and demography through technical writing into a presentable and publishable product for the District.
- ~~perform~~ Perform and promote all activities in compliance with the equal employment and non-discrimination policies of The School Board of Broward County, Florida.
- ~~participate~~ Participate in the training programs offered to enhance the ~~individual's~~ individual skills and proficiency related to the job responsibilities.
- ~~review~~ Review current developments, literature and technical sources of information related to job responsibilities.
- ~~ensure~~ Ensure adherence to ~~good~~ safety rules and procedures.
- ~~follow~~ Follow federal and state laws, as well as School Board policies.
- ~~perform~~ Perform other duties as assigned by the ~~Chief Portfolio Services Officer~~ immediate supervisor, or designee.

**MINIMUM QUALIFICATIONS & EXPERIENCE:**

- An earned master's degree from an accredited institution. (Leslie had this bullet as Master 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 required in research and analysis in demography, planning, or GIS (Geographic Information System) fields.
- Preferred degree majors include ~~planning, geography, demography or related field.~~
- ~~Prior experience required in research and analysis in demography, planning, or GIS (Geographic Information System) fields.~~
- Requires ~~working~~ Working knowledge of residential developments in Broward County, population projection methodologies, geography, maps, demographic information, and report writing.
- ~~Bilingual skills preferred.~~
- Computer skills as required for the position.

**PREFERRED QUALIFICATIONS & EXPERIENCE:**

- Preferred degree majors include in planning, geography, demography or related field.
- Bilingual skills preferred.

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

Ensure effective communication of Boundary information by conducting training, presenting information, and analyzing data for large and small groups including: the Superintendent, School Board members, Senior Management, District, area 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.

**FLSA OVERTIME CATEGORY:**

~~Job is exempt from the overtime provisions of the Fair Labor Standards Act.~~

**EVALUATION:**

Performance will be evaluated in accordance with Board Policy.

Board Approved: 12/19/85 &

Adopted: 1/16/86

Alignment Title Change: 4/12/94

Realigned: 4/11/95; 4/01/03

Alignment Title Change: 8/20/96; 5/9/00

Reclassified: 5/1/2001

Board Adopted: 12/16/03

Title Change Adopted: 5/4/04

Board Adopted: 3/1/05

Reporting Change: 07/01/11