Reporting to Associate Vice President of Academic Affairs, the Director of Digital Fluency serves as the campus subject matter expert and leads the implementation of the College’s five-year strategic digital fluency initiative. The overarching goal of the initiative is to improve students’ digital fluency skills and career outcomes, such as increasing the number of students who find a job in a high-demand tech career after graduation. Responsible for all aspects of the initiative, the Director’s primary role is establishing connections to people, knowledge, and experiences in digital fluency that will enhance a strong liberal arts education.

The Director has full accountability for the effectiveness of the digital fluency initiative—building external relationships to benefit Franklin College students; implementing efforts to differentiate Franklin College’s brand with digital fluency and increasing enrollment; designing professional development opportunities to increase faculty and staff competencies in digital fluency; advising faculty on the implementation of pilot projects and digital fluency competencies in the curriculum; implementing co-curricular activities for students to support both recreational and professional development of digital fluency skills; recommending capital improvements to technology and campus infrastructure related to digital fluency; reporting outcomes to funding agencies, maximizing the use of physical spaces at Franklin College for the digital fluency initiative by on-and off-campus groups; and analyzing data and effectiveness of the program against established goals.

The Director utilizes strategic planning, critical thinking, relationship building, and networking skills to achieve goals and implement Franklin College’s digital fluency plan in a timely manner. The Director must adapt, improvise, and secure support for changes based on new information gathered throughout implementation.

At this time, the Director does not supervise others. The Director is a key campus leader, partner, and liaison to other offices on campus. The Director is expected to be an active member of the campus community, attending meetings, serving on committees, and supporting student activities and campus events.

**Responsibilities of the Director include:**

- Develop partnerships with community leaders, corporate partners, alumni, and external organizations to expand and enhance awareness of Franklin College’s
digital fluency initiative in collaboration with the Digital Fluency Advisory Council (30% of time)

- Advise the Faculty and Staff Digital Fluency Steering Committee on the plans for and implementation of professional development opportunities related to digital fluency. Provide support and guidance to faculty as pilot projects are implemented, and digital fluency competencies become part of the curriculum. (20% of time)

- Plan and implement co-curricular, such as activities in conjunction with the Center for Exploration, Office of Student Development, and Esports to promote the development of students’ digital fluency competencies through professional and recreational student life activities; emphasis on developing work-based learning opportunities for students. (20% of time)

- Contribute to efforts to increase enrollment and develop strategies to generate revenue by maximizing the use of the physical space and providing visibility to digital fluency through existing enrollment and marketing campaigns in conjunction with appropriate campus offices. (20% of time)

- Some travel, including overnight stays (estimated at 10% of time).

As needed:

- Make recommendations to ensure campus technology and infrastructure will support the digital fluency initiative
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; and participating in professional organizations
- Serve on appropriate committees and attend meetings across campus
- Manage program budget for the digital fluency initiative
- Collect and analyze data, in conjunction with other departments, from prospective and current students, faculty and staff, and other constituents to measure outcomes, adapt activities, and compile reports.

**Required Qualifications**

- Minimum of a bachelor’s degree in related field required – master’s degree preferred
- Demonstrated experience in building internal and external partnerships and managing dynamic relationships with stakeholders
- Demonstrated knowledge, skills, and abilities in digital fluency competency areas
- Knowledge of Indiana’s and/or current national tech ecosystem and workforce development needs. Experience working for a tech startup or established tech company preferred.
• Knowledge of contemporary uses of technologies leveraged to enhance teaching and learning.
• Demonstrated understanding of scaling and implementing programs, especially within a college or university setting.
• Ability to develop and implement strategy, effectively plan, develop goals, meet deadlines, and accomplish goals
• Effective public speaking, training, and presentation skills
• Demonstrated positive organizational skills
• Ability to work accurately and effectively with technology systems
• Strong budget and fiscal management
• Ability to analyze and maintain data, and communicate to the campus community effectively
• Demonstrated ability to work effectively with people of diverse backgrounds and promote a positive working environment, spirit of cooperation, and positive reactions to change and conflict resolution
• Excellent interpersonal, communication, and presentation skills, both written and oral, that transcend diverse audiences
• Demonstrated ability to communicate effectively and relate well to stakeholders while maintaining appropriate confidentiality
• Must be highly motivated and solution-oriented with a high degree of integrity, ethics, and dedication to the mission of the College

Ability and availability to work an irregular schedule, evenings or Saturday as needed, additional hours during peak times or as required.

Application Process
Human Resources will accept applications on a rolling basis until the position is filled. It will begin to narrow the candidate pool immediately. The new director will be invited to begin immediately. Applications should be submitted (MS Word or Adobe PDF). Materials should include a letter of application, a resume, and the names and contact information for three references. Click link to apply for position here or go to employment opportunities.

Contact Human Resources with additional questions.

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www.FranklinCollege.edu

Franklin College is committed to providing an inclusive and welcoming environment and to ensuring that educational and employment decisions are based on individuals’ abilities and qualifications. Consistent with these principles and applicable laws, it is therefore the college’s policy not to discriminate on the basis of age, color, disability,
gender, gender expression, gender identity, genetic information, national origin, marital status, race, religion, sex, sexual orientation or veteran status as consistent with the Policy on Prohibited Discrimination, Harassment and Related Misconduct. No person, on the basis of protected status, shall be excluded from participation in, be denied the benefits of, or be subjected to unlawful discrimination, harassment, or retaliation under any college program or activity, including with respect to employment terms and conditions. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.