

June 18, 2009

09-104 AUTHORIZE CREATION OF THE OF ASSOCIATE VICE PRESIDENT, COLLEGE ADVANCEMENT POSITION AND APPROVE THE APPOINTMENT OF KRISTIN WATKINS TO THE POSITION

PREPARED BY: Jerry Donnelly, Director, Human Resources

APPROVED BY: Wing-Kit Chung, Vice President, Administrative Services
Dr. Preston Pulliams, District President

REPORT: The organizational impact of the areas of responsibility of the Director, College Advancement has grown substantially in recent years. The position includes external relations functions affecting public perception of the College, as well as public funding and philanthropic support through the areas of college marketing, alumni relations, media relations, community engagement, crisis communications, and government relations. It also includes leading the staff and operations of the independent, non-profit PCC Foundation. The position serves as a key advisor to the District President on all matters of external and governmental relations and serves as a member of the President's cabinet. After review and consideration of the key role of this position the President believes these responsibilities warrant the position being revised to the Associate Vice-President level.

Kristin Watkins has served as Director, Institutional Advancement since September, 2006 with prior PCC service as Manager, Grants Development and Manager, Employment and Training. Ms. Watkins academic credentials include a Master of Arts in Public Affairs from the University of Minnesota (1992) and Bachelor of Arts in International Studies from Virginia Polytechnic Institute and State University (1990).

RECOMMENDATION: That the Board authorize the President to create the position of Associate Vice-President, College Advancement and approve the appointment of Kristin Watkins to the position.