



**Program Director  
Minnesota Intelligent Rural Communities  
Program for Business Communities (MIRC)**

### **Position Announcement**

**Title:** Program Director  
**Extension Center:** Community Vitality  
**Location:** University of Minnesota  
St. Paul Campus  
**Application review begins:** July 14, 2010; open until filled

#### **ABOUT EXTENSION**

The University of Minnesota Extension is a major outreach arm of the University of Minnesota, a land grant institution with a mission to serve the public through applied research and education. The mission of the University of Minnesota Extension is: *Making a difference by connecting community needs and University resources to address critical issues in Minnesota.*

As one of four centers, the Extension Center for Community Vitality makes a difference by engaging Minnesotans to strengthen the social, civic, economic and technological capacity of their communities through the faculty and staff in its two program areas: Leadership and Civic Engagement (LCE) and Community Economics (CE). The center is led by the Associate Dean for Community Vitality and Public Engagement. LCE helps communities strengthen social capital, make informed decisions, encourage and develop local leadership and create productive public forums. CE helps communities retain and expand local business, know and grow the retail sector, make informed public finance decisions and develop successful tourism opportunities.

#### **LOCATION OF POSITION**

This Program Director will be based at the St. Paul Campus and will work within the Center for Community Vitality's Community Economics program area. Up to eighteen communities around the state will be engaged in identifying a stronger future for broadband technology within their local economy. The director will also engage the Center in relationships with MIRC project partners to optimize project success, including the Blandin Foundation which is the lead grant recipient for the MIRC project.

#### **ABOUT THIS POSITION**

This position will achieve goals through coordination of activities, coaching and tracking of community activities, and integrating project learning into the Center for Community Vitality's education and outreach. The position will also succeed by understanding the full scope of resources in Minnesota that are available to provide technical assistance to business communities after the grant period is over. Grant reporting and accountability is key to success.

The overall goal is to engage each participating community, through local steering committees, in planning that will help them envision a stronger business community through the adoption of broadband technology options. Their plans will include a strategy to have technical assistance available to businesses that are not using high-speed technology opportunities. Each community will receive community economics program offerings from an Extension Educator to enrich their thinking through educational programming and applied research.

This position reports to the Program Leader for Community Economics (CE). The Program Leader will provide performance evaluation and direct personnel actions.

**About the Project:** The Minnesota Intelligent Rural Communities program is funded through the American Recovery and Reinvestment Act's (ARRA) Broadband Technology Opportunities Program (BTOP) to create more technologically and economically vital communities that compete and thrive by increasing broadband adoption. Extension's role in this statewide, multi-partner initiative is to 1) help small businesses in identified communities understand the potential uses and benefits of broadband, 2) coordinate technical assistance to a subset of these businesses, 3) build capacity and develop community networks that will be sustained after the grant period and 4) promote the use of broadband to small businesses in rural areas of Greater Minnesota.

## **RESPONSIBILITIES AND PERFORMANCE EXPECTATIONS**

To conduct outreach and manage involvement of targeted communities and audiences for technology adoption in Greater Minnesota, the program director will:

- Plan and coordinate project activities with educators, regional coaches, community coordinators and other project staff.
- Collaborate with project partners to make use of resources available across the state.
- Assess the technical assistance and educational program needs of communities in relation to technology adoption through active engagement with local liaisons and steering groups.
- Determine ways to help businesses that don't use broadband to enhance their profitability and efficiency through broadband. Guide communities to consider sustainable ways that technical assistance can be available to such businesses in a sustainable, community-based strategy.
- Identify, attract and utilize educational materials for technology adoption.
- Tie initiative to partners within and outside of the University of Minnesota.
- Work with administrative staff to provide accountability reports to key stakeholders.

## **REQUIRED QUALIFICATIONS**

Bachelor's degree is required. The candidate must have five years of experience in one or more of the following through professional or volunteer experience: 1) consultation to small business communities; 2) organizing or facilitating community initiatives; 3) community technology programming; 4) e-commerce and e-commerce education. Candidate should have experience coordinating projects, events, programs or other components of large initiatives. Candidate should have advanced skills using technology for practical business purposes, such as business-

to-business and/or business-to-customer e-commerce, GPS, Web 2.0 or related technology. Position will require strong interpersonal, group and organizing skills with evidence of ability to establish and maintain positive relationships with, for example, business owners, civic leaders, organizations, foundations, and community partners. Candidate should have experience supervising others. Candidate should possess excellent task, time and meeting management and prioritization skills as well as strong verbal presentation skills.

### **PREFERRED QUALIFICATIONS**

Experience coaching and connecting others through planning or other community engagement processes. Experience coaching for technology adoption. Experience working in very rural areas. Experience in one or more of the following areas: business network development, business management, community development. Advanced group process skills utilized within coalitions of businesses or organizations and/or conflict resolution. Understanding of and experience in working in a project team that creates overall guidelines and protocols for project implementation. Experience working on grant-funded projects with reporting requirements. Proven ability to be self-directed.

### **TRAVEL APPOINTMENT:**

This position requires frequent travel throughout the state to perform these work responsibilities. The individual in this position will use a personal vehicle for traveling around the state with reimbursements provided according to the University travel and reimbursements policies.

### **BENEFITS/APPOINTMENT**

1. This is an academic administrative annually renewable appointment as Program Director (9340).
2. The Program Director position has an annual University academic administrative appointment.
3. This is a temporary, grant-funded full-time position. This position is currently funded for a two-year period, from appointment.
4. University of Minnesota appointment and benefits, including health and life insurance. Benefits are listed on the University of Minnesota Human Resources web page: [www.umn.edu/ohr/eb](http://www.umn.edu/ohr/eb).
5. Reimbursement for travel and subsistence is available in accordance with University policy. Successful applicant must provide their own means of transportation, maintain their driver's license and carry legally required vehicle insurance.
6. Salary commensurate with education and experience.

### **TO APPLY**

Please attach your cover letter; resume or vita at <https://employment.umn.edu/applicants/Central?quickFind=87966>

Three names of professional references; transcripts for all college work (unofficial transcripts are acceptable) are also required to complete your application. To submit three professional letters on-line; you can attach them to the "references" section of the "optional documents." To submit

your unofficial transcripts on-line; you can attach them to the "Additional Document" section of the "optional documents".

Three names of professional references and your unofficial transcripts that cannot be submitted online should be sent to or if you have questions about applying online please contact:

Naaz Babvani  
Extension Human Resources  
260 Coffey Hall, 1420 Eckles Ave.  
University of Minnesota  
St. Paul, MN 55108  
Telephone: 612-624-3717  
Fax: 612-624-7749  
babva001@umn.edu

*For more information about this position contact:*

Michael Darger  
Extension Program Leader, Community Econ  
Ext Ctr for Community Vitality  
Phone: 612-625-6246  
E-mail: darger@umn.edu

## **APPLICATION REVIEW**

The review of applications begins on July 14, 2010; open until filled

\*To check the status of your application, log-in to the University of Minnesota employment website at <https://employment.umn.edu/>. To log-in, you will need the user name and password you create when you apply for the position.

\*\*Any offer of employment is contingent on the successful completion of a background check.

*The University of Minnesota Extension is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status or sexual orientation.*