


STATE OF SOUTH CAROLINA
FRANCIS MARION UNIVERSITY
POSITION DESCRIPTION/EMPLOYEE PERFORMANCE EVALUATION FORM FOR
UNCLASSIFIED EMPLOYEES
(To be used for Administrative Staff, Executive Compensation Employees, Academic Administrative Staff, Professional Librarians, and Coaches)

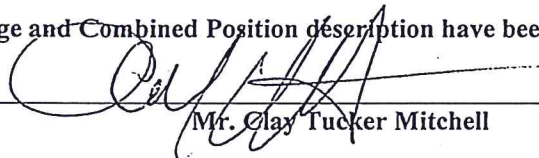
Name	Performance Review from:	Performance Review to:
Mr. Clay Tucker Mitchell	July 1, 2013	June 30, 2014

University Title	Class Code/Slot/Position No.	Date Assigned to Current Position	State Employment Date
Executive Director of Public Affairs	UC61/0001/148147	July 1, 2013	July 1, 2013

PLANNING STAGE ACKNOWLEDGMENT
 (Sign this section as your Planning Stage)

Rater/Supervisor:  Date: 8/26/13
 Dr. Fred Carter

Reviewing Officer: _____ Date: _____
 N/A

My Planning Stage and Combined Position description have been reviewed with me.
 Employee:  Date: 8/26/12
 Mr. Clay Tucker Mitchell

Section 1
Briefly describe your management functions as they related to your agency's overall mission. What is the primary purpose of your position?

Founded as a state college in 1970, Francis Marion University adheres to the primary purpose of its establishment: to make available to people of all ages and origins an excellent undergraduate education in the liberal arts and selected professional programs. It also offers professional graduate programs. The University supports scholarly pursuits by students and faculty in order to promote academic development and intellectual stimulation and strives to provide the Pee Dee region of South Carolina with a variety of educational and cultural enrichment services. In order to continue to improve both quality and efficiency, Francis Marion engages in continuous evaluations of all its activities.

The Vice President for Public and Community Affairs is responsible for establishing and increasing the awareness of Francis Marion University, including its programs, achievements, policies, goals, and opportunities with various constituencies, both on-and-off-campus. The Vice President is responsible for media relations as related to Francis Marion University. Additionally, the Vice President supervises the professional and support staff of the Public Affairs and Community Affairs functions to accomplish university and departmental goals and objectives. Related responsibilities include: planning, developing and directing strategies and programs to promote external relations; maintaining governmental relations program; planning and coordinating special events; supervising printing services and mail center; coordinating the production of University publications; supervising the local governmental access channel in cooperation with the City of Florence; developing and managing all related budgets.

Additionally, the Vice President serves as the Chief Student Affairs Officer, providing supervision and guidance in all related matters, including budget management, personnel, programs, and other activities included within the Division of Student Affairs.

Section 2

Briefly describe the major end results toward which the efforts and activities of your position are directed.

Development of effective university publications in an efficient and relevant manner; timely and accurate communication with the mass media; implementation of promotional activities that identify FMU as an institution with a major impact on the Pee Dee region; and increase the understanding and knowledge of the University mission and priorities among all constituencies.

Provision of appropriate experiences for Francis Marion University students so that they graduate as well-rounded citizens prepared to function in today's society in a civil and productive manner.

Section 3

Essential and Marginal Job Functions of Position Description

Performance Level = P (1,2,3,4); Weighted Level = W (Your weighted points will be 95 for Essential Functions and 5 for Marginal Functions)

#	Essential Job Functions and Success Criteria	P	W
1	<p>Essential Job Function: Completes Position Description/Employee Performance Evaluation for employees supervised performs other personnel related matters appropriately and effectively.</p> <p>Success Criteria: Ensures the Position Description/Employee Performance Evaluation is submitted in an accurate and timely manner for each employee; ensures that employees are informed of appropriate policies and procedures; enforces policies and procedures as necessary. Provides general supervision to all employees within areas of responsibility.</p>		5
2	<p>Essential Job Function: Provides leadership in planning, directing, and managing the University's public relations program through news services, publications, marketing initiatives, photography, and production of electronic media programs for internal and external audiences. Directs local, state, and national media relations. Plans and coordinates marketing, promotional, and publicity programs.</p> <p>Success Criteria Monitors entire public relations and marketing efforts of the University; evaluates all phases of internal and external communications; and develops strategies to improve processes. Monitor news coverage of the University, and higher education in general, with all of mass media; develops resources and strategies to promote FMU to various media outlets. Provides leadership and marketing expertise to develop effective communication strategies with the available resources.</p>		30
3	<p>Essential Job Function: Functions as the chief student affairs administrator.</p> <p>Success Criteria Responsible for personnel, budgets, programs, and activities of all departments within the Division of Student Affairs. Responsible for providing leadership, direction, guidance and supervision for the student affairs programs and functions that support the University's mission and enhance student welfare. Additional responsibilities include coordinating crisis response, program assessment, and risk management for Student Affairs. Supervises the Associate Vice President and select Department Directors. Provides training and supervision regarding University policies and procedures for staff members.</p>		30

Essential Job Functions and Success Criteria

		P	W
	<p>Essential Job Function: Provides oversight for the activities, functions and operation of the local television access channel.</p> <p>Success Criteria Ensures the related facilities and staff are able to meet institutional objectives and mission. Coordinates channel activities with various constituencies and ensures programs enhance educational opportunities for the community and are produced in a professional manner.</p>		5
5	<p>Essential Job Function: Responsible for supervising the University's printing and postal operations, including the procurement of commercial printing contracts for major publications.</p> <p>Success Criteria Monitors the University's printing and mail operations to ensure efficiency and seeks methods to further improve processes.</p>		10
6	<p>Essential Job Function: Coordinates special events to increase awareness of the University. Conducts effective external relations activities and assists with governmental relations program. Promotes community relations with the business/corporate community, governmental agencies, legislators, and appointed officials; interacts with Pee Dee area Chambers of Commerce, city/county officials, civic groups and organizations.</p> <p>Success Criteria Establishes tasks, budgets, schedules and promotional activities concerning major institutional events to increase the awareness of the University and provide opportunities for the University's constituents and general public to interact with the FMU community. Events include Art's Alive, International Festival, Faculty/Staff events, select donor recognition events, Board of Trustee Events, and other activities.</p>		15
7	<p>Essential Job Function:</p> <p>Success Criteria</p>		10
TOTAL WEIGHTED POINTS FOR ESSENTIAL FUNCTIONS			95

Marginal Function

#		P	W
1	<p>Marginal Job Function: Assists the President with special projects as they occur. Represents the University with external groups and other constituencies as directed by the President. Performs related duties.</p> <p>Success Criteria: Uses time effectively and efficiently in accomplishing those tasks that are not required on a regular basis. Displays enthusiasm in performing related duties.</p>		5
TOTAL WEIGHTED POINTS FOR MARGINAL FUNCTION			5

Section 8

What aspects of your job require the greatest attention? Indicate approximate percentage of time required.

Public/Media Relations: 25%
 Student Affairs: 30%
 Community Relations: 20%
 Publications/Printing: 10%
 Broadcast Production: 5%
 Supervision: 5%
 Special Projects: 5%

Section 9

What educational credentials, special licensing, special formal training or prior work experiences are required for your position at entry?

Bachelor's degree is required; Master's degree in relevant field is preferred. Progressively responsible administrative experience is required that includes extensive supervision, fiscal management, and successful organizational operations. Demonstrated professional proficiency in communication (both written and verbal), leadership, crisis response, and management are required.

Section 10

Give any additional information you believe would help someone better understand your position.

As part of the senior administrative staff, the Vice President is involved in strategic planning and operations for the institution. A high level of familiarity with the University's mission, goals, and functions is required to communicate effectively with the diverse constituencies required by this position. Positive and effective interpersonal communication skills are necessary for successful interaction with members of the community, faculty, staff, administration, students, and parents. The Vice President often is challenged to solve unusual problems, respond to a variety of crises, and represent the university in dynamic situations.

Section 11

Supervisory Responsibilities

If this position includes supervisory responsibilities, please indicate the class title and number of positions of the three highest-level subordinates.

#	CLASSIFICATION TITLES OF THREE HIGHEST LEVEL SUBORDINATES	#
1	Dean/Associate VP	1
2	Public Information Director	1
3	Public Information Coordinator	1
4	Administrative Coordinator	1
5	Printing Manager	1
6	Human Services Coordinator	1
7	Academic Program Coordinator	1
8	Director of Rural Community Health Programs	1
9	Administrative Assistant	1
Number of Employees Directly Supervised		9
Total Number Indirectly Supervised:		15
		9