

	Class Codes
DIRECTOR OF MASTERPLANNING AND DEMOGRAPHICS	1952
DEPUTY DIRECTOR OF MASTERPLANNING AND DEMOGRAPHICS	1480

DEFINITION

Manages and facilitates the activities of the School Management Services and the Masterplanning and Demographics Unit whose responsibilities include demographic research and analysis, review of school utilization and operating capacities, analysis the of needs for school facilities to accommodate projected enrollments, preparation of maps and charts, and the development of a comprehensive Facilities Master Plan. The Deputy Director assists in the management of the unit and acts for the Director as required.

TYPICAL DUTIES

- Develops, prioritizes, and recommends the Facilities Master Plan for the District as a comprehensive plan for new and existing facilities, working with, Policy Research and Development, Student Integration, Special Education, Instruction, Budget Services and other departments, divisions, and branches as required.
- Implements the Master Plan and modifies the Plan as sites are identified and approved, and as District needs and goals change.
- Administers programs related to pupil enrollment, academic scheduling, and placing various programs in available classrooms, such as Electronic Enrollment Forecast Process (E-CAST) and Electronic Capacity Assessment Review (E-CAR).
- Oversees the management of Geographic Information Systems (GIS) staff used for masterplanning of school operations and modeling needs.
- Evaluates and makes recommendations for existing building and school closures, classroom consolidations, and other matters relating to maximizing District building use and relief from overcrowding, including Capacity Adjustment Programs.
- Identifies current needs and makes recommendations for new facilities by type, location, size, structure and revenue use.
- Reviews, evaluates, and recommends proposed sites to ascertain how the sites relate to and complement existing sites.
- Analyzes District program needs and works to develop models to meet various needs through multi-use building combinations, taking into consideration demographics, the Education Code, and Board policies.
- Identifies attendance boundaries and meets with stakeholders, e.g., principals, administrators, community groups, to optimize utilization of schools, understand community needs and viewpoints, and make appropriate recommendations for realignment.
- Participates in new school activities including hiring staff, ordering of classroom supplies and instructional materials, and prepares an instructional master program to meet academic needs of students.
- Analyzes projects to ensure appropriate timelines and budgets and recommends requests for additional funding of projects to meet District goals.
- Attends public meetings and makes presentations to the Board.
- Prepares materials for Board committees and senior management.
- Collects student population data, conducts boundary surveys and prepares maps and

charts.

Collects classroom utilization data to assess schools' operating capacities and analyzes and identifies the number of available classrooms and office space for programs such as Special Education and Prop 39 requirements.

Reviews and evaluates environmental impact reports, notices of zone changes and inquiries from redevelopment agencies.

Manages the collection and revision of information regarding the location, mileage and directions to schools and offices for publication.

Recruits, develops and manages staff.

Develops and administers the department budget.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Director of Masterplanning and Demographics has responsibility for the analysis, research, and review of school utilization, area demographics, and operating capacity for new and existing facilities, to develop the District's Facilities Master Plan.

The Deputy Director of Masterplanning and Demographics assists the Director of Masterplanning and Demographics in overseeing the various activities of the unit and assists in activities relating to the analysis, research, and review of school utilization, area demographics, and operating capacity for new and existing facilities, to develop the District's Facilities Master Plan.

The Director of Facilities Planning and Development directs long range asset master planning, identifies requirements for new and existing schools, provides critical information for obtaining CEQA clearance, develops school designs, supports the site selection process for new schools or expansion of existing schools, and recommends procurement of services to obtain new facilities, and perform major modernization of existing school facilities.

SUPERVISION

The Director of Masterplanning and Demographics receives administrative direction from the Deputy Director of Facilities Planning and Development or higher-level administrator and exercises general supervision over lower-level professional, technical and clerical personnel.

The Deputy Director of Masterplanning and Demographics receives administrative direction from the Director of Masterplanning and Demographics and exercises general supervision over lower-level professional and clerical staff such as Chief Boundary Coordinator, Chief Masterplan Coordinator, and Chief Enrollment Analysis Coordinator.

CLASS QUALIFICATIONS

Knowledge of:

Demographics and the distribution of students throughout the District

Research design and methodology regarding school utilization and demographics

Geographical information systems and database modeling, utilizing software such as Archinfo and Archview

Statistical methods and analysis, and graphic presentation

Techniques of conducting population studies and analyzing survey information

Project management

Administrative practices and procedures within the District
Principles of public relations and the public approval process
Basic District personnel rules, regulations, practices and policies

Ability to:

Analyze and evaluate data on a wide variety of matters relating to boundary descriptions, maps, charts, graphs, and statistical tables
Collect, interpret and explain statistical data
Develop and make effective presentations to the Board, administrators and community groups
Communicate effectively both orally and in writing
Manage, motivate, train and evaluate personnel
Provide leadership and prioritize projects
Make, support, and explain recommendations
Utilize standard desktop software

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university preferably including coursework in public or business administration, finance, and statistical analysis.

Experience:

Director of Masterplanning and Demographics:

Five years of experience participating in the development of a master plan, including demographic analysis, urban planning, or demographic projections. Three years of the required experience must be in a supervisory role.

Deputy Director of Masterplanning and Demographics:

Four years of experience participating in the development of a master plan, including demographic analysis, urban planning, or demographic projections. Two years of the required experience must be in a supervisory role.

Special:

A valid driver's license to legally operate a motor vehicle in the State of California and use of a motor vehicle.

SPECIAL NOTES

1. Management class, exempt from bargaining units.
2. Exempt from FLSA.
3. An employee in this class may be subject to the reporting requirements of the District's Conflict of Interest Code.

The class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and/or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

Revised
09-02-21
MHO

Updated
11-05-25
Transportation
Language Only