

## Living Our Vision, Mission and Core Values Campus Director

This document incorporates feedback received from employees of triOS College and Eastern College. Employees identified behaviours that are reflective of an employee working as a Campus Director living our vision, mission and core values. These behaviours help form the performance culture expectations of the Campus Director position at triOS College and Eastern College.



### VISION

To improve lives  
by sharing our knowledge  
and passion for excellence.



### MISSION

Helping students become  
job-ready graduates.



### VALUES

To practice:

- Integrity** Do what we say we will do
  - Dedication** Strive to be the best we can be
  - Readiness** Recognize and react positively to change
  - Respect** Treat others the way they want to be treated
- ... in all of our relationships.

# Performance Culture – Campus Director

The role of Campus Director is to enroll and retain students through the implementation of quality customer service, orchestrated recruitment, instructional delivery, career placement systems and procedures, while maintaining an efficient and profitable campus.

Below we have identified key behaviours for a Campus Director that are in line with our Vision, Mission and Core Values.

---

## **Integrity, do what we say we will do**

1. Be accessible to both staff and students. Create an environment where staff and students know you are approachable and that they can come to you with any issue at any time.
2. If you are going to be away from the campus, ensure your team knows where you are and how you can be reached if necessary.
3. Trust your team to make effective and appropriate decisions.
4. Deal quickly and effectively with student and staff issues/requests.
5. Provide timely and effective communication and follow-up to staff and students.

## **Dedication, strive to be the best we can be**

6. Make prospective and current students feel welcome and comfortable at the campus. This involves:
  - a. Creating a friendly, inviting, and supportive environment.
  - b. Greeting everyone with a smile.
  - c. Greeting staff and students by name.
  - d. Being dressed in business casual attire.
7. Always answer the phone with a smile.
8. Arrive a minimum of ten (10) minutes before the start of your day to ensure you are organized and ready to go when your shift is to start.
9. Provide encouragement to your staff to be the best they can be.
10. Provide encouragement to students to promote active and consistent attendance and academic success.
11. Go beyond the surface to understand issues and concerns raised by staff and students. Form a plan to address the root cause of the issues/concerns.
12. Provide guidance and coaching to instructors to make the best classroom environment.
13. Provide guidance and coaching to staff so that the campus keeps an inclusive and encouraging atmosphere at all times.

14. Recruit and retain the best possible talent to support the objectives and growth of the campus.
15. Maintain a clean and organized campus that emulates a positive image to students, staff, and guests that tour the facility.
16. Provide timely and effective performance feedback to staff.

## **Readiness, recognize and react positively to change**

17. Be proactive and adaptable to changing situations.
18. Anticipate issues, both student and staff, based on data and anecdotal feedback and determine solutions to address the issue before it becomes a problem.
19. Keep instructors informed of any changes to their schedule, rooms, instructor materials, and students.
20. Keep instructors and other key employees informed of any student accommodation requests/needs and our plan to address these requests/needs.

## **Respect, treat others the way they want to be treated**

21. Treat everyone with respect.
22. Avoid having personal and sensitive conversations in open areas. Move these conversations to a private office.
23. Be empathetic, show patience and compassion, and be supportive to students that are struggling to balance school, work, and their personal lives.
24. Provide reassurance to students that may not be confident about returning to school.
25. Maintain a friendly, professional, and respectful demeanor when working with students who are struggling to maintain attendance and their academics.
26. Recognize staff and students for their positive contributions to the team (for doing a good job).
27. Maintain professionalism when dealing with students that are agitated and upset.