

From Teacher to Administrator

Opportunities, Challenges,
Strategies, and Tips

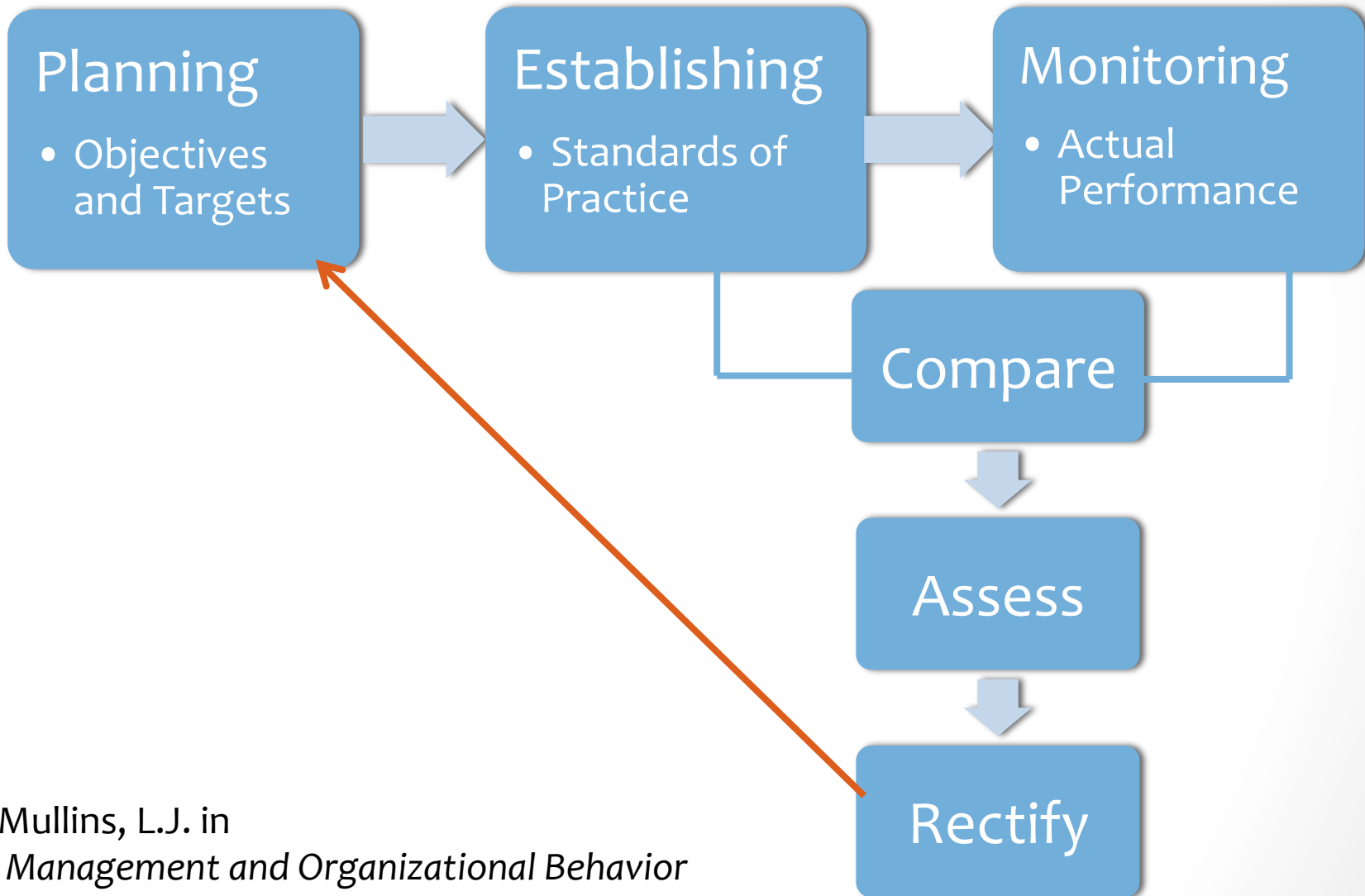
WELCOME

- **Why are you here?**
- **What challenges do teachers face as they become administrators?**



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Management as a System



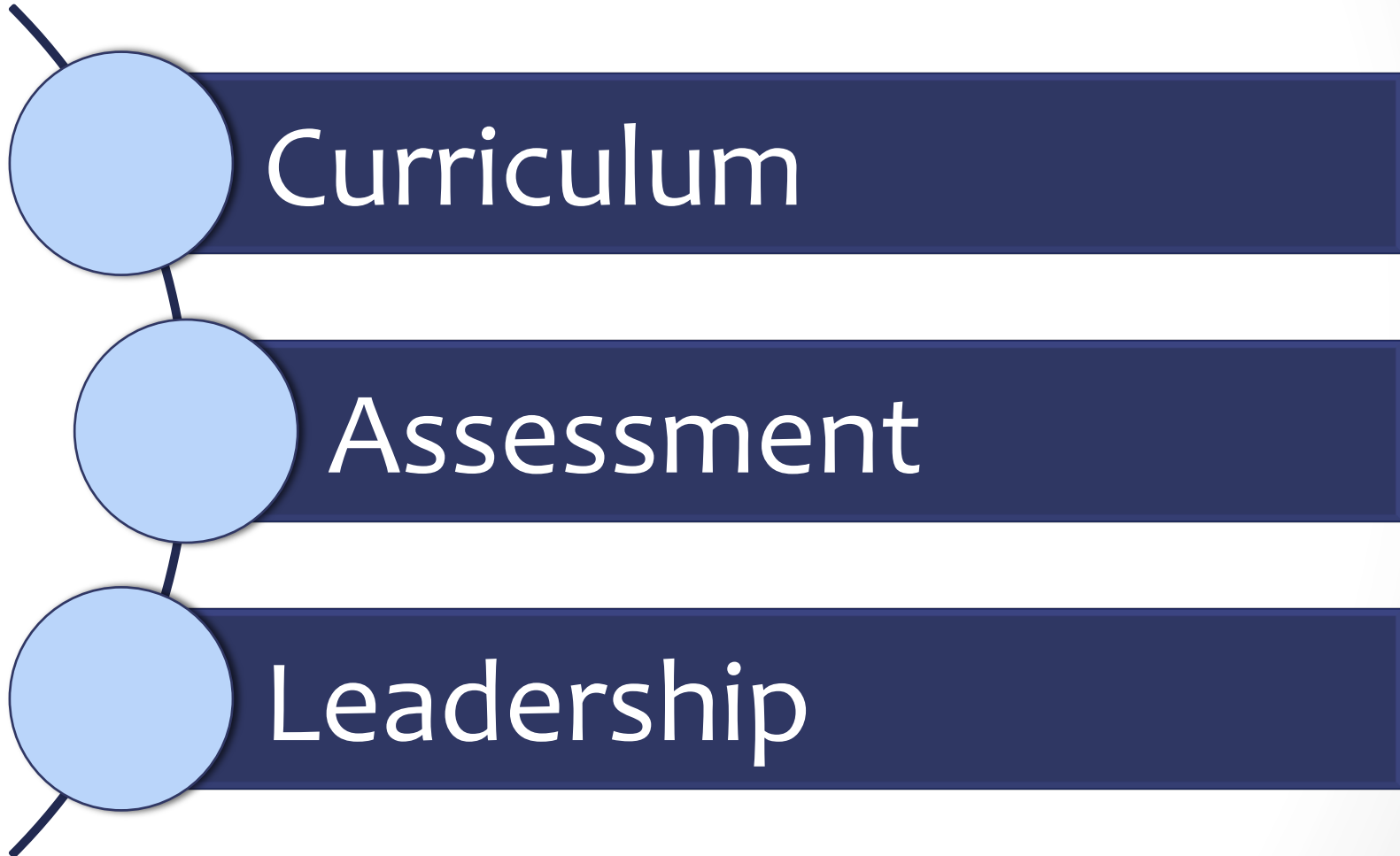
Mullins, L.J. in
Management and Organizational Behavior

Dimensions of Management

- Academic Management
- General Management
- Strategic Leadership
- Promotion and Marketing
- Customer Care
- Fiscal Management
- Human Resources

ACADEMIC MANAGEMENT

Roles and Duties



Clarity

Resources

**Strategies
& Tips**

Mentors

Delegation

Standards

Prioritizing

More
Strategies
& Tips

System

Consensus

GENERAL MANAGEMENT

Roles and Duties

- Coordination
- Integrity
- Managing Change



Strategies and Tips



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Delegation



Managing Changes



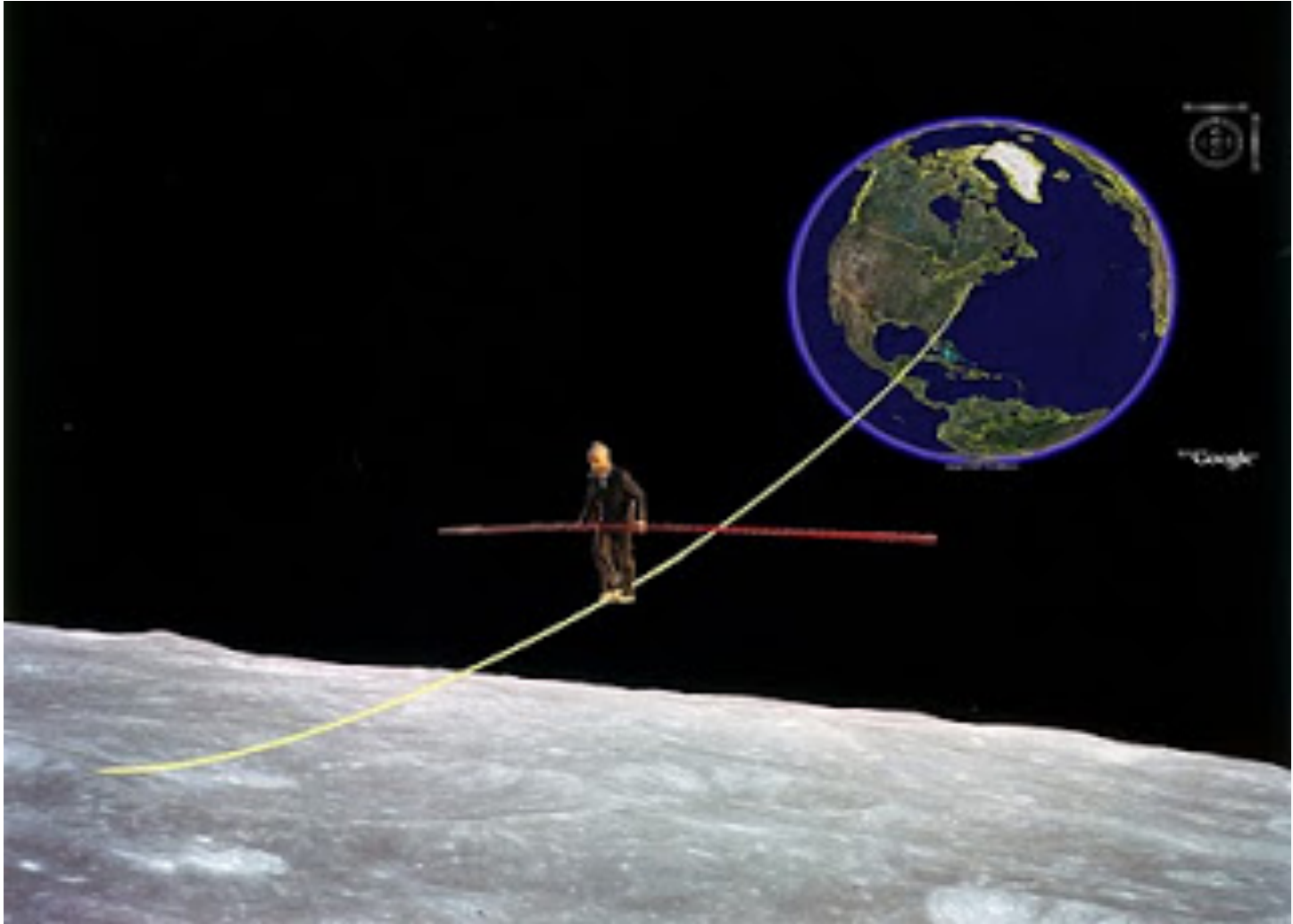
STRATEGIC LEADERSHIP

Roles and Duties

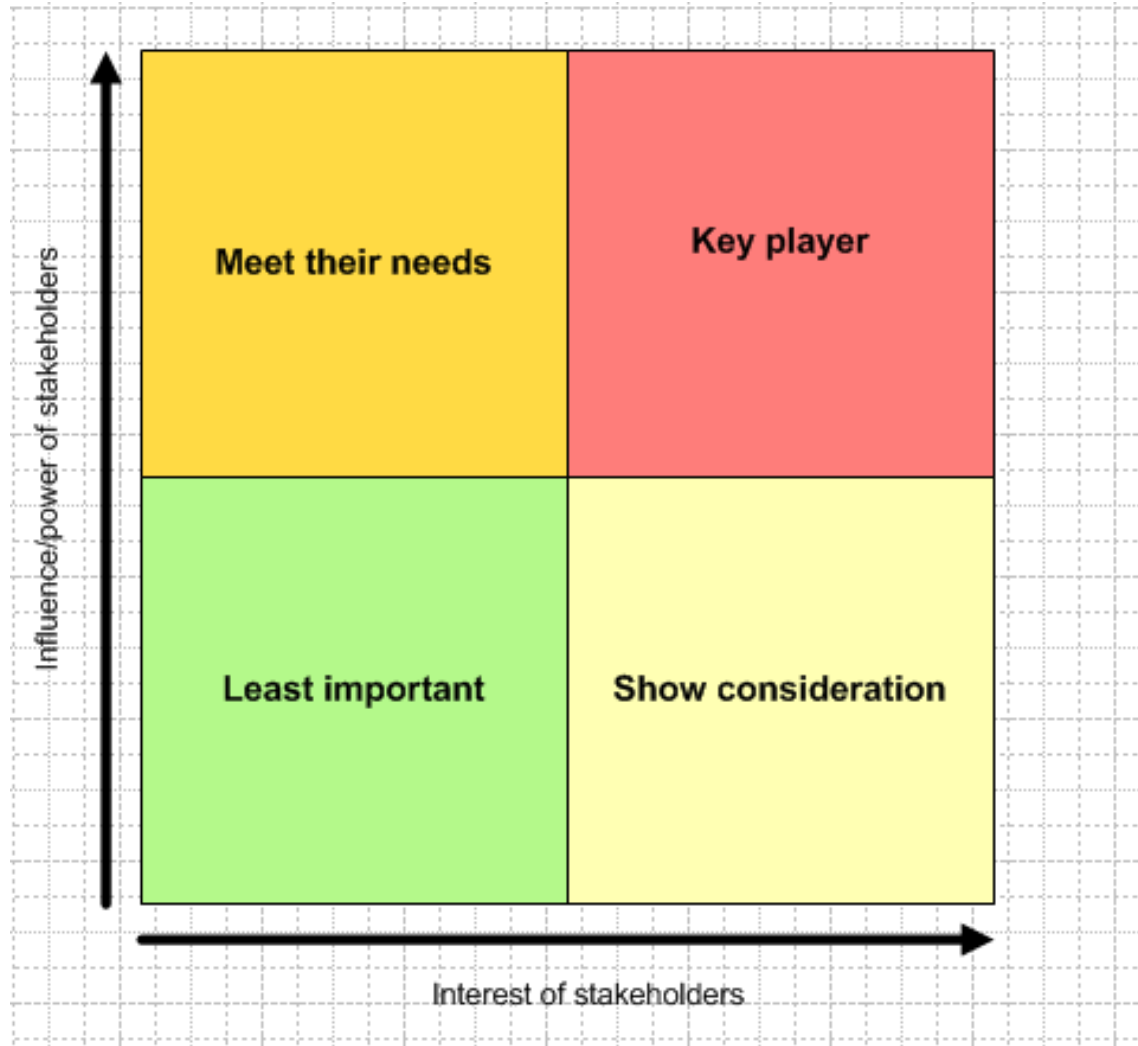
Dealing with Stakeholders

Big Picture Analysis

Focusing on Mission



Stakeholder analysis



	Helpful	Harmful
Internal	STRENGTHS	WEAKNESSES
External	OPPORTUNITIES	THREATS

SWOT ANALYSIS

More Strategies and Tips

- Study the Mission
- Develop a Plan



DATA: Place of Origin of International Students 2011/12 - 2012/13 (IIE-Open Doors)

Rank	Place of Origin	2011/12	2012/13	2012/13 % of Total	% Change
	WORLD TOTAL	764,495	819,644	100	7.2
1	China	194,029	235,597	28.7	21.4
2	India	100,270	96,754	11.8	-3.5
3	South Korea	72,295	70,627	8.6	-2.3
4	Saudi Arabia	34,139	44,566	5.4	30.5
5	Canada	26,821	27,357	3.3	2
6	Taiwan	23,250	21,867	2.7	-5.9
7	Japan	19,966	19,568	2.4	-2
8	Vietnam	15,572	16,098	2	3.4

Decision	Existing Products	New Products
Existing Markets	MARKET PENETRATION	PRODUCT DEVELOPMENT
New Markets	MARKET DEVELOPMENT	DIVERSIFICATION

Ansoff Matrix

PROMOTION AND MARKETING

Roles and Duties



- Vision
- Data and Decision
- Create a Plan

Create a Promotional Plan



Quality

Networking

**Strategies
& Tips**

**Social
Media**

Resources

CUSTOMER CARE

Roles and Duties

- Mind the gap - Learning and satisfaction
- Respond



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Strategies and Tips



- Promote Understanding
- Manage Expectations
- Meet Needs
- Connect
- Listen

FISCAL MANAGEMENT

Roles and Duties



- Projecting Budgets
- Prioritizing Expenses
- Acquiring funding
- Meeting Targets
- Documentation

Learn from
History

Don't Say Yes
Too Quickly

Strategies
& Tips

Protect Your
Credibility

Document

Meeting Targets





**KEEP
CALM
AND
DOCUMENT
EVERYTHING**

HUMAN RESOURCES

"Human resources are the essential capital upon which we rely for quality education and services."

Geddes, J. & Marks, D., 2012, *Personnel Matters, A Handbook for Language Program Administrators*, 2nd Ed.

Human Resources - Overview

- Recruiting and hiring
- Job duties and orientation
- Supervision and performance appraisal
- Feedback and problem solving
- Professional development
- Conflict management

Staffing



What to look for in candidates?

- Qualified
- Capable
- Motivated
- Good fit

Supervision & Evaluation

- Systematic
- Objective
- Clear
- Developmental

Changes in Personnel



Professional Development: Return on Investment



What else with HR?



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What else with HR?

- Problem Solving
- Ongoing Feedback



What are the qualities of a good manager?

- Define 5 items from your experience
- Share with your partner

- **What are you concerned about as you move forward?**
- **How might you address that concern?**
- **Share with your partner**

Q AND A