



**UNC GREENSBORO**

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## Director of Student Health Services

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Prepared by **Keeling Associates**  
Change for Learning

# The Opportunity



**University of North Carolina Greensboro (UNC Greensboro)** is seeking a **Director of Student Health Services** to provide vision and strategic leadership for a comprehensive Student Health Services (SHS) program, including an AAAHC-accredited outpatient primary care facility and a counseling center. This is a tremendous opportunity for a forward-thinking and collaborative leader with extensive healthcare experience and the ability to inspire a strong staff

toward an integrated vision. The Director provides leadership and oversight with strategic planning, budget, and implementation and evaluation of services and programs. SHS's mission is to provide health care designed to empower students to develop lifelong skills that enhance their physical and psychological wellness in an inclusive and affirming environment.

The successful candidate will be an experienced healthcare professional with the ability to engage the University community to ensure the effective delivery of outstanding health and counseling services to a growing and diverse population of approximately 20,000 undergraduate, graduate, and professional students. This position requires a strategic-minded leader with a strong appreciation for working in a team environment and overseeing a highly dedicated staff in support of an integrative approach to care and services. The successful candidate will have a demonstrated commitment to student-centered care and a significant and visible record of being a visionary leader and effective administrator with a commitment to inclusive excellence.





# About UNC Greensboro



[UNC Greensboro](#) is a challenging, supportive, and engaged community where learning is valued and collaboration is key. UNCG, located in the [Piedmont Triad region of North Carolina](#), is 1 of only 40 doctoral institutions recognized by the Carnegie Foundation for both [high research activity](#) and [community engagement](#). Founded in 1891 and one of the original three [UNC System](#) institutions, UNCG is [one of the most diverse universities](#) in the state with [20,000+ students](#), and [3,000+ faculty and staff](#) members representing 90+ nationalities. With [17 Division I athletic teams](#), 85 [undergraduate degrees](#) in over [125 areas of study](#), as well as 74 master's and 32 doctoral [programs](#), UNCG is consistently recognized nationally among the top universities for [academic excellence and value](#), with noted strengths in [health and wellness, visual and performing arts, nursing, education](#), and more. UNCG's picturesque campus includes more than 30 academic buildings and 30 residence buildings on more than 200 acres. Opportunities for students include more than 200 student organizations, 17 intercollegiate athletic teams, intramurals, club sports, recreation center, campus golf course, student newspaper, student literary magazine, student radio station, music and choral groups, drama and dance performance groups, concert and lecture series, film series, internships, Outdoor Adventures program, fraternities and sororities and community service.

For additional information, please visit [uncg.edu](http://uncg.edu)



## Position Summary

Student Health Services (SHS) provides primary and mental health care for UNC Greensboro students. As a health organization operating within an academic institution, we are committed to the support of the educational, research, and service missions of the University. The SHS Director provides administrative leadership over all aspects of Student Health Services (SHS), including the medical clinic, women's health, immunizations, billing, health information management, IT, laboratory and x-ray, pharmacy, massage therapy, the counseling center, and other student wellbeing initiatives.



The SHS Director is responsible for actively fostering and promoting a health service program that is responsive to the needs of students. This individual serves as the lead campus resource on matters pertaining to student health issues. The Director works closely with key administrators in areas such as Housing and Residence Life, Intercollegiate Athletics, Accessibility and Resource Services, Dean of Students Office, Emergency Management, the School of Nursing and the Departments of Health Education, Psychology, and Counseling and Educational Development. The SHS Director is also responsible for COVID case management activities for the campus, including students, faculty, and staff. The SHS Director maintains their readiness to plan, coordinate, and manage responses, working with campus and county partners, to campus health outbreaks/pandemics.



# Minimum Qualifications

- ▶ Master's degree required with a concentration in public health, healthcare administration, public administration, or a related field. All other advanced degrees will be considered.
- ▶ Minimum of six years of full-time experience in health care services and administration.
- ▶ Demonstrated ability to work effectively with students, staff, and faculty, including active collaboration with senior administrators of the University and appropriate community and business personnel.
- ▶ Knowledge of federal and state laws, accrediting body's regulations and standards, quality improvement, and electronic medical records management required.
- ▶ Demonstrated effectiveness in budgeting, staff supervision, facility operations, and strategic planning.
- ▶ Evidence of successful collaboration across university departments, involving students, faculty, and staff as appropriate. In addition, the Director must have expert knowledge concerning the clinical issues facing the college age population.
- ▶ Knowledge of and experience supporting a diverse student community; demonstrated professionalism and cultural competence with awareness of and sensitivity to racial, cultural, religious, socio-economic, gender and sexual orientation diversity; and affinity for working closely with students.
- ▶ Strong leadership, interpersonal, communication, and critical thinking skills are essential.



# Key Responsibilities

## **40% Business Administration and Strategic Planning:**

The SHS Director is responsible for budget, personnel, facilities, and program planning functions. Oversees the delivery of comprehensive, quality health care for eligible individuals through the oversight of all services/activities in SHS: clinical care, mental health services, nursing, medical records, pharmacy, laboratory, x-ray, administrative support services, student insurance, graduate student, and clinical training programs.

Oversees daily operations and maintains appropriate contact with personnel to ensure that students, staff, and visitors are responded to efficiently and effectively and with a service orientation reflecting professional quality. Develops processes that reward and acknowledge staff contributions. Oversees the Risk Management process, assures all comments are investigated, appropriate changes are made, and students/parents receive appropriate responses. Recommends to the Associate Vice Chancellor/Dean of Students the appointment, promotion, and salary adjustments of personnel, including appointments of professional staff members consistent with university policy and state law. Leads a diverse medical and professional staff and maintains appropriate medical administrative policies and structure requiring staff competencies that assure the fulfillment of department and division stated goals.

Oversees and assumes ultimate responsibility for procurement and management of the resources needed for the proper operation of the SHS. Oversees the development of and monitors a budget of approximately \$6 million. Determines need and develops justification for fee increases. Oversees the development of new revenue streams to augment fee budget where possible. Oversees the development of 3rd party billing for the department and the development of budget and financial policies that assure sound business practices following the guidelines set forth by the university.

Maintains a keen awareness of the changing health care environment and makes recommendations to the Associate Vice Chancellor/Dean of Students as appropriate to changing organizational needs, staffing patterns, revenue sources, etc. Responsible for the development of programs and policies and the restructuring of existing programs and policies based on interpreted needs of students through data analysis. Uses all resources available to ensure the best utilization of space and equipment in support of SHS goals, plans for expansion of staff needs, and makes known to the administration.

Serves as an academic resource for students pursuing careers as health professionals. Identifies specific retention issues related to students' success in college.

## Key Responsibilities (Continued)

### **30% Supervisory Duties**

The position reports to the Associate Vice Chancellor/Dean of Students. Student Health Services consists of more than sixty-five employees, both EHRA and SHRA staff-including physicians, psychologists, licensed professional counselors, psychiatric nurse practitioners, physician extenders, nurses, pharmacists, x-ray and lab technicians, insurance billing staff, administrative staff, and other related student wellbeing and support staff positions. Supervisory responsibility includes the Counseling Center Director, Medical Director, Nursing Supervisor, Pharmacy Manager, Assistant Director, Business Officer, and Administrative Support Specialist.

The SHS Director is responsible for oversight of recruiting, training, supervising, developing, and evaluating professional and support staff members.

Sets and communicates policy for Student Health Services staff and interprets the guidelines set by UNCG and the University of North Carolina System Office. Possesses expert knowledge concerning issues affecting the college age population and assures those relevant educational opportunities exist for the medical staff. Provides colleagues with current, relevant, and time-sensitive literature; media tools; and professional resources on student development that will further staff the ability to reach the needs of a diverse student population.

Offers current staff within the unit the opportunity to gain professional development through on-campus and off-campus training, conference attendance, and resource/skill development opportunities. Leads staff by establishing procedures for evaluating their work quality and providing timely feedback concerning their performances and means of improving. Facilitates staff members' development of methods to accomplish their objectives. Monitors the various goal-directed activities to ensure their effectiveness. Builds and maintains a spirit among the services' staff that will facilitate their efforts.



## Key Responsibilities (Continued)

### 20% Policy Compliance and Quality Improvement



Assures compliance with HIPAA/FERPA and the North Carolina Immunization Law. Serves as the university HIPPA Privacy Officer, with enterprise-wide responsibility for overseeing the compiling, tracking, and reporting issues occurring within the UNCG Covered Entities and assisting with mitigation efforts in the event of a data breach. Compliance responsibilities include: a) Compiling, tracking, and reporting any actual privacy violations in accordance with law; b)

chairing, coordinating and facilitating the University HIPAA Advisory Committee, documenting actions activities or assessments required by HIPAA, including minutes, charters, QI evaluations, privacy and security assessments, and corrective action plans; c) facilitating/monitoring compliance with completion of annual online HIPAA training; d) Performing regular, ongoing monitoring, assessments and revisions, as necessary, of HIPAA standards which include: policies, procedures, and documentation in response to environmental, operational, staff, technical, or legal changes including, but not limited to those aspects of the Covered Entities affecting the confidentiality integrity, or availability of PHI; e) Assisting the Covered Entities and University programs, acting in the role of a Business Associate, initiating and tracking Business Associate Agreements, in developing, implementing and operationalizing the privacy and security standards; and f) Working closely with UNCG's General Counsel to minimize the University's liability related to student data privacy breaches.

Manages the internal Quality Improvement process, which includes process improvement studies, peer review of professional staff, continuing medical education through AHEC, satisfaction surveys, and review and implementation of policies required for maintaining AAAHC accreditation. Assures emergency preparedness plans are in place and practiced and that employees are adequately trained.



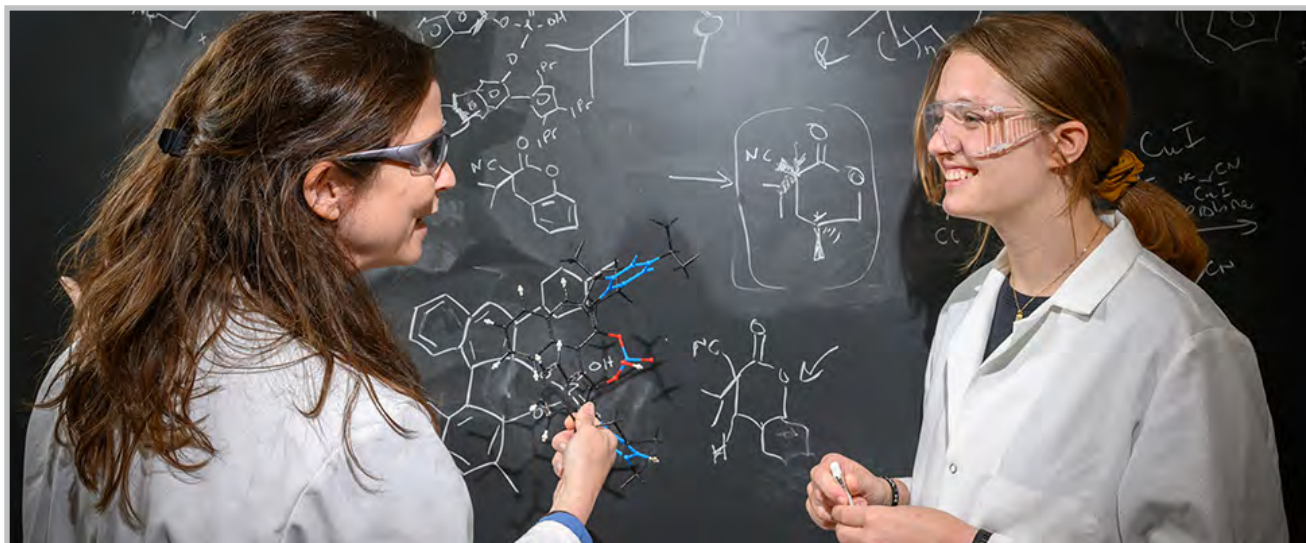
## Key Responsibilities (Continued)

### **10% Public Relations & Communications**

Coordinates the response of the University to health issues that arise within the University community through participation on the Emergency Planning and Response Team (EPART) and leadership of the campus Communicable Disease Committee.

Prepares and submits reports requested by the administration. Oversees the preparation and distribution of written and electronic information regarding Student Health Services' programs and services to students.

Periodically reviews SHS's mission and goals with appropriate university personnel and assesses the degree of alignment with the Division and University missions and visions. Reports SHS activities in a timely fashion to the appropriate higher levels of the university. Communicates to the appropriate person(s) concerns relative to the effective operation of SHS. Enhances visibility and viability of the services offered to students at SHS. Establishes an organizational structure that shares responsibility and provides structure in the absence of the Director. Participates in various Student Affairs and university committees and collaborates with the School of Nursing and other departments.



# Application Instructions

UNCG has partnered with Keeling & Associates in this search process. Applications should include a cover letter and resume and must be sent, preferably in PDF format, to [recruiting@KeelingAssociates.com](mailto:recruiting@KeelingAssociates.com). The subject line of the email should read “UNCG—Director, SHS.” Confidential inquiries and nominations should be addressed to Dr. Liliana Rodriguez, Senior Consultant for Executive Search, Keeling & Associates, at [lrodriguez@keelingassociates.com](mailto:lrodriguez@keelingassociates.com). Applications received by July 15, 2022, will receive full consideration. The process will continue until the position is filled.

## EEO Statement

*UNC Greensboro (UNCG) is committed to the concept of affirmative action to ensure equal opportunity in all aspects of employment and to foster diversity in the University community. The University has a comprehensive Affirmative Action Plan which sets forth programs and goals for increasing the diversity of its faculty and staff.*

*UNCG Human Resources serves as a resource in promoting and furthering the University’s commitment to equal opportunity and diversity. The Office works to support the University’s strategic goal of respect and its efforts to advance a diverse and inclusive campus community.*

*The University is committed to equal access to programs, facilities, and employment for all persons. It is the policy of the University to maintain an environment free of harassment and free of discrimination against any person because of age, race, color, ancestry, national origin, religion, creed, service in the uniformed services (as defined in state and federal law), veteran status, sex, sexual orientation, marital or family status, pregnancy, pregnancy-related conditions, physical or mental disability, gender, perceived gender, gender identity, genetic information or political ideas. Discriminatory conduct and harassment, as well as sexual misconduct and relationship violence, violates the dignity of individuals, impedes the realization of the University’s educational mission, and will not be tolerated.*

*Direct all inquiries regarding EEO and Affirmative Action to [Patricia Lynch](#), Director of EEO and Affirmative Action, University of North Carolina Greensboro, 723 Kenilworth Street, Phone: (336)-334-9725.*