

## **AACC Key Contact Definitions (Updated June 2023):**

### **Chief Executive Officer/President – CEO**

Chancellor, President, Superintendent or other official with overall responsibility for the community college, district, or system.

### **Campus President/Director – CAM**

President or director of a campus of a community college within a district or state system. This official may have an alternate title such as a Campus Director, Provost, Dean, or CEO, and will be the highest ranking official on a campus that will report directly to the district or system's Chancellor, President, or Superintendent.

### **Assistant to CEO/President – ASST**

Administrative official responsible for executive-level clerical support of the institution's CEO/President. If there are multiple individuals in this role, please provide the most senior person.

### **Academic Officer - CAO**

Provost or other senior administrative official responsible for directing the academic/instructional program of the institution. This individual may have the title Chief Academic Officer, Vice President of Academic Affairs, or Vice President of Instruction.

### **Advancement/Development Officer – ADV**

Senior administrative officer responsible for directing activities supporting the institution's strategic resource goals, stability, and growth. Areas of responsibility include fundraising, endowments, capital, grants, and alumni relations & programs. This individual may have the title Chief Advancement Officer, Chief Development Officer, Vice President of Institutional Advancement, or Executive Director of the Foundation.

### **Business Officer – BOF**

Senior administrative official responsible for business and financial affairs, including overseeing purchasing, accounting, logistics, facilities, and investments. This individual may have the title Chief Financial Officer, Chief Operating Officer, or Vice President of Business and Administration.

### **Diversity Officer – DIV**

Senior administrative official responsible for directing the institution's programs relating to diversity, equity, and inclusion. This individual may have the title Chief Diversity Officer or Director of Diversity.

### **Government Relations Officer – GVR**

Senior administrative official responsible for advocacy and coordinating the institution's relations with local, state, and federal governments. This individual may have the title Vice

President of Government Relations, Director of Legislative Affairs, or Director of Government Relations.

**Public Information Officer – PIO**

Senior administrative official responsible for community and press relations, marketing, public information, and related functions. This individual may have the title Chief of Marketing & Public Relations or Executive Director of Communications.

**Student Services Officer – SSV**

Senior administrative official responsible for directing the range of student services, including admissions, testing, placement, and advising/counseling. This individual may have the title Vice President of Student Services, Vice President of Student Affairs, Vice President of Student Success, or Vice President of Enrollment Management.

**Workforce Development Officer – WKD**

Senior administrative official responsible for directing the institution's efforts in workforce and economic development. This individual may have the title Chief Workforce Officer, Director of Workforce Development, or Vice President of Workforce Development.