

EXECUTIVE POSITION PROFILE

Executive Director

ALEXANDRIA, VA



This search is being conducted by:

VettedSolutions

Chicago, IL • Los Angeles, CA • Washington, DC

Telephone: +1.202.544.4749

 vettedolutions.com  [@vettedolutions](https://twitter.com/vettedolutions)  [/vetted-solutions-llc](https://www.linkedin.com/company/vetted-solutions-llc)

Vetted Solutions is a proud member of:



I. Opportunity

The National School Boards Association (NSBA), the premier advocate for public education and a federation of 49 state school boards associations and the territory of the Virgin Islands, has initiated a national search for an **Executive Director** to replace its retiring leader. NSBA works with and through its member state associations to advocate for public education on behalf of more than 90,000 local school board members and almost 50 million public school children. NSBA is a private, non-profit, and non-partisan organization. NSBA advocates for equity and excellence in public education through local school board governance. Based in Alexandria, VA, NSBA has an \$18 million budget and 65 staff.



The successful candidate will have a passion for equity and excellence in public education and its vital role in preparing our nation's youth for the future. NSBA programs, products, and services include training, professional development, and award programs. Serving as the members' "Washington, D.C. Office," federal advocacy, public policy, and legal advocacy programs and resources are highly-valued.

NSBA's focus is on recruiting an accomplished individual with experience as an Executive Director/CEO or equivalent experience, who will build on its strong federal and legal advocacy, reputation, and credible voice; work with and through its state associations (its members); and build a relevant, viable, and sustainable mission-focused organization. Candidates may come from a variety of backgrounds with a preference for those who have led organizational transformation.

Scope of the Position

The Executive Director is responsible for leading and managing the members' Washington, D.C. Office, a portfolio of programs and services responsive to member needs, as well as the Association's public education and equity priorities. The new Executive Director will bring stakeholders together to

transform the organization and its program, product, and service offerings to ensure that NSBA has a clearly established value proposition; becomes known as a high-performance organization; and which advances the needs of its members by delivering high-quality products and services.

As the chief staff executive of the Association, the Executive Director is appointed by and directly responsible to the Board of Directors (Board), and serves as an ex officio, non-voting Board member.

Key Responsibilities

Member Focus

- Develops a comprehensive membership plan which defines NSBA's value proposition; develops and delivers a strategic portfolio of programs and services which serve the diverse state associations' membership needs.
- Oversees the communications to the state association members.
- Provides recommendations and guidance to the Board, and participates in strategic planning and strategy development discussions that meet the membership needs and advance public education and equity.



- Creates and implements a plan, in collaboration with the membership and building upon member survey data, that provides clarity around governance, and program, product, and service offerings.
- Develops and recommends to the Board a revenue plan which takes into account the federation structure's unique needs.
- Advocates for NSBA strategic priorities.

Programs and Services

- Plans and recommends for Board approval programmatic offerings designed to further NSBA's mission and vision.
- Develops and maintains a service-oriented approach, which is responsive to NSBA's membership needs.
- Develops professional development programs and educational content to meet the state associations' needs.
- Ensures educational equity best practices are at the core of training and professional development programs.
- Provides oversight and support to national office programs and services, including, but not limited to:
 - Federal advocacy and public policy;
 - Legal advocacy;
 - Public advocacy;
 - Member and leadership services; and

- Events: NSBA Annual Conference and Exposition, Equity Symposium, Advocacy Institute, COSA School Law Practice Seminar, CUBE Annual Conference, and Leadership Conference.

Advocacy and Communications

- Ensures the development and delivery of strategic advocacy and communications plans focused on NSBA's key priorities.
- Establishes and maintains working relationships with other national organizations that affect public education policy.
- Assures that NSBA has an external spokesperson with the media, Congress, federal agencies, and within national forums and meetings.
- Advocates to enhance NSBA's federal, legal, and public positions and its constituencies.

Staff Leadership and Management

- Provides leadership in the recruitment, selection, and retention of competent, qualified staff to carry out NSBA's work.
- Creates and maintains a member service-centric culture that attracts, motivates, and maximizes a diverse staff.
- Develops and inspires a high-performing staff team through objective goal-setting, delegation, communication, performance review, professional development, and advancement opportunities.

Board Governance

- Champions sound governance for the NSBA and its membership.
- Follows the Constitution and Bylaws, and within the constraints established in the NSBA's Resolutions, Beliefs and Policies, and governing principles, partners closely with the Board to further NSBA's mission, vision, and strategic plan.
- Ensures that the Board is fully informed; provides, in a timely and accurate manner, the information necessary for the Board to perform its responsibilities and make informed decisions.
- Provides recommendations and guidance to the Board and implements the Board's decisions.

Financial Management

- Ensures that the Board focuses on its fiduciary responsibility, nonprofit financial best practices, and generally accepted accounting principles (GAPP) as they relate to sound financial stewardship.
- Prepares and recommends an annual budget and IRS Form 990 for Board approval.
- Manages NSBA's financial operations and budgetary process.
- Makes recommendations that reflect NSBA's strategic priorities and revenue generation, and ensures fiscal viability and sustainability.
- Oversees NSBA's Board-approved defined benefit pension plan.

Experience and Qualifications

- Bachelor's degree required; an advanced degree preferred.
- At least five years of Executive Director/CEO experience or the equivalent level leadership preferred.
- Steeped in good governance experience with an association or nonprofit board of directors, preferably with experience transforming an organization's governance.
- Passion and experience with public education issues a plus.
- A commitment to equity, diversity, and inclusion.
- Successful experience driving new revenue generation.
- Strong strategic thinking ability and experience in both planning strategically and translating those plans into operations.
- A leadership and management style which recruits, develops, and retains highly qualified and competent staff members.
- Dynamic communication and public speaking skills, including the ability to articulate the value of NSBA to its members, other stakeholders, and the public.



- High-level understanding of how to advocate successfully in both legislative and regulatory environments; familiarity with and/or successful public education issues experience a plus.
- An advanced level of finance experience and planning, managing, and evaluating annual budgets and financial resources.
- Track record of successful organizational change management and transformation evidenced by lasting results.
- Proven ability to work with diverse populations across the wide political spectrum.

Personal and Professional Qualities

- Possesses a reputation as a charismatic, respected, and trusted leader.
- Displays an inspirational and courageous approach to managing an organization.
- Exhibits authentic, candid, and transparent communications skills.
- Demonstrates strong relationship-building skills.
- Engages and balances various stakeholders' needs in the role of NSBA change agent.

II. Organization Review

Mission

Working with and through our State Associations, NSBA Advocates for Equity and Excellence in Public Education through school board leadership.

School Board Vision

NSBA's School Board Vision for Public Education is their unified framework based on its mission. As public school advocates, NSBA must be unified in its messaging and proactive in its delivery.

Advocacy

In the legislative, legal and public arenas, NSBA shapes federal education policy, raises public awareness of critical issues such as school safety and champions the mission of public education to prepare our nation's youth for the future. NSBA draws national attention to important issues by advocating on Capitol Hill, in state and federal courts and in the media for the urgent need of our students and their public schools. Member and public resources include *ASBJ*, *ASBJ Brief*, and *Federal Insider Podcasts*.

Services

NSBA develops and offers unparalleled programs and services to enable its members to be their most impactful. From executive development to resource provider, NSBA creates opportunities to connect, share and learn from peers and from the best thinkers, strategists and managers.

NSBA's Councils offer unique opportunities for school board members and school leaders to get involved, strengthen their advocacy skills and be part of a dynamic collaboration. The Councils include: COSA (Council of School Attorneys); CUBE (Council of Urban Boards of Education); AIAN (American Indians/Alaska Native Council of School Board Members); NBC (National Black Council of School Board Members); and NHC (National Hispanic Council of School Board Members).



National Connection (*NatCon*) is the leading national executive information and networking program for school board leaders and senior school district staff. Currently more than 15,000 public education leaders across 1,300 districts are a part of National Connection.

The National Affiliation of Superintendent Searchers (NASS), the most experienced network of search professionals in the country; *BuyBoard*, a national purchasing cooperative that streamlines the buying process for schools; and the *School Rx Cooperative*, a National Pharmacy Benefit Management Program, are all designed to offer school districts and education professionals time and cost savings.

Board of Directors

OFFICERS

- **ElizaBeth “Beth” Branham**
President (SC)
- **Charlie Wilson**
President-Elect (OH)
- **Viola M. Garcia, EdD**
Secretary-Treasurer (TX)

DIRECTORS

- **Janine Bay Teske (WY)**
- **Pamela “Pam” Doyle (AL)**
- **Minnie Forte-Brown (NC)**
- **Kathryn Green (MN)**

- **Frank S. Henderson, Jr.** (KS)
- **Ronald “Ronnie” K. Hopkins** (GA)
- **Donald R. Hubler** (MI)
- **Tiffany Jackson** (AK)
- **Jacob “Jake” R. Oliveira** (MA)
- **Mike Pratte** (MO)
- **Devin Sheehan** (MA)
- **Floyd Simon, Jr., DDS** (OK)
- **Kristi Swett** (UT)
- **Lydia Tedone** (CT)
- **Chris Ungar** (CA)

EX OFFICIO VOTING DIRECTORS

- **Carla Mills Windfont, M.Ed.** (TX)
Chair, National Black Council of School Board Members
- **Jacinto Ramos, Jr.** (TX)
Chair, Council of Urban Boards of Education
- **Armando Rodriguez** (TX)
Chair, National Hispanic Council of School Board Members
- **David Snyder** (WY)
Chair, National American Indian/Alaska Native Council of School Board Members

EX OFFICIO NON-VOTING DIRECTORS

- **Kirk Schneidawind** (MN)
Chair, Organization of State Association Executive Directors
- **Philip L. Hartley** (GA)
Chair, Council of School Attorneys
- **Thomas J. Gentzel**
Executive Director & CEO

NSBA Headquarters

1680 Duke Street, 2nd Floor
Alexandria, Virginia 22314

Digital Presence

- Web: www.nsba.org
- Twitter: [@NSBAComm](https://twitter.com/NSBAComm)
[@NSBAPublicEd](https://twitter.com/NSBAPublicEd)
[@NSBAAdvocate](https://twitter.com/NSBAAdvocate)
[@NSBAActionCenter](https://twitter.com/NSBAActionCenter)
- Facebook : [@SchoolBoards](https://www.facebook.com/SchoolBoards)
- LinkedIn: [@National-School-Boards-Association](https://www.linkedin.com/company/National-School-Boards-Association)

III. About Vetted Solutions

Vetted Solutions is a Washington, D.C. based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community, recruiting and consulting. We focus on senior staff and CEO positions. For confidential consideration, please email your resume and cover letter to NSBAEDsearch@vettedolutions.com or contact Vetted Solutions at +1 202 544 4749.

For more information about Vetted Solutions, please visit us at:

-  vettedolutions.com  [@vettedolutions](https://twitter.com/vettedolutions)  [/vetted-solutions-llc](https://www.linkedin.com/company/vetted-solutions-llc)

Vetted Solutions is a proud member of:

