

# EXECUTIVE POSITION PROFILE

## Executive Director

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Reading Recovery<sup>®</sup> Council  
of North America

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This search is being conducted by:

**Vetted**Solutions

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# I. Position Description

## Scope of the Position

The Reading Recovery® Council of North America (RRCNA) seeks an Executive Director to build on the organization's solid foundation and expand its reach. Based in Columbus, Ohio with nine staff, RRCNA has a \$1.9 million budget. The successful candidate will have a passion for Reading Recovery and a commitment to this research-proven early literacy intervention that enjoys an international reputation for effectiveness. Candidates may come from the association management or literacy/education fields. RRCNA's focus is on recruiting a passionate, energetic and innovative leader with a drive for results — particularly to increase funding for Reading Recovery implementation in North America.

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## Key Responsibilities

### Strategy & Planning

- Assures that the organization is fulfilling its stated mission and operates in accordance with its code of regulations
- Leads strategic initiatives, including planning retreats, planning of the objectives and actions necessary to address the goals, implementation of the plan, and quarterly tracking and reporting. Ensures that priorities and resources align
- Acts as primary staff for the Executive Council, comprised of the officers of RRCNA and the North American Trainers Group (NATG), which functions as the coordinating body for the two structures. Both entities share the same vision and missions statements

### Governance

- Provides the 27-member Board, President and governance committees with assistance, advice and counsel
- Maintains RRCNA policies, ensuring they reflect association and nonprofit best practices
- Maintains the accreditation of the nonprofit Standards for Excellence program
- Assures that the diversity of RRCNA's membership is represented on its Board and committees



### Communications, Marketing, Public Relations & Partnerships

- Serves as a key internal and external spokesperson for RRCNA with the media and Reading Recovery
- Leads efforts to collaborate with national associations that share similar priorities
- Oversees the development and implementation of a communications plan that positions Reading Recovery as a premier early literacy intervention
- Leads efforts to enhance organizational visibility and awareness, including further developing relationships with relevant partners (i.e. the Carnegie Foundation and the Council of Chief State School Officers) and funding organizations

- Directs the development and distribution of marketing messages and resources to external audiences and for use by Reading Recovery professionals
- Oversees regular and ongoing communications with the Board and membership
- Oversees RRCNA's publications, including the *Journal of Reading Recovery*, professional development publications, and promotional publications and reports
- Directs efforts to maintain RRCNA's websites as the most comprehensive and highest-visibility communications vehicles and utilizes social media to maximize reach
- Establishes and maintains positive, productive working relationships with the deans and Reading Recovery faculty of the University Training Centers

#### **Advocacy**

- Raises public awareness about Reading Recovery and the critical need for funding
- Oversees the development and implementation of advocacy strategies to accomplish RRCNA's priorities related to federal funding and education policy
- Participates in meetings with members of Congress, the U.S. Department of Education and oversees and collaborates with RRCNA's retained legislative consultant to maximize RRCNA's involvement and profile in Washington, DC
- Serves as primary staff for the Advocacy Committee
- Collaborates with other organizations to secure funding for Reading Recovery

#### **Membership**

- Oversees efforts to provide member services valued by Reading Recovery and other professionals in the field of early literacy in North America
- Directs the development and implementation of effective membership marketing and retention programs
- Oversees efforts to utilize technology to deliver member services effectively and efficiently

#### **Educational Conferences**

- Oversees the planning and implementation of the National Reading Recovery & K-6 Literacy Conference held in Columbus, Ohio every February. This four-day conference attracts more than 2,500 attendees. The \$400,000+ net is critical to RRCNA's viability
- Oversees the implementation of the Teacher Leader Institute, an annual, four-day professional development conference planned by the NATG
- Oversees the development, implementation and evaluation of innovative programs that enhance the mission of Reading Recovery
- Evaluates the effectiveness of RRCNA's programs and direct changes as needed

#### **Development**

- Maximizes donations from annual fundraising efforts and the National Conference challenge
- Secures funding from foundations and corporations for training and professional development grants
- Involves the RRCNA Board, the Development Committee and the NATG in development efforts

#### **Standards for Excellence**

- Maintains certification with the Standards for Excellence program. This national program promotes the highest standards of ethics and accountability in nonprofit governance, management, and operations. Originally approved in 2008, RRCNA was reaccredited in 2013 and in 2018. Fewer than 250 nonprofit organizations are accredited in the U.S.

#### **North American Trainers Group**

- Provides support to the North American Trainers Group
- Primary staff for:
  - NATG – The organization of 40 U.S. and Canadian trainers charged with implementing Reading Recovery in North America and maintaining its integrity
  - NATG Executive Committee – The officers and who oversee the organization

- NATG Research Committee – The committee responsible for supporting and conducting research on Reading Recovery and encouraging its publication in peer reviewed journals
- NATG's other standing committees include the Implementation Committee, Teaching and Professional Development Committee, and the Technology Committee

### International

- Serves as the legal administrative director for the International Reading Recovery Trainers Organization (IRRTO), an Ohio-based nonprofit corporation

### Operations

- Effectively administers RRCNA's operations
- Manages nine staff members, including five direct reports (four of whom are director-level positions)
- Hires, trains, evaluates and disciplines all employees
- Contracts with and direct the work of consultants, including a legislative consultant and retired university trainers for special projects
- Oversees all work with advisors, such as attorneys and auditors
- Signs all notes, agreements and other contracts made and entered into and on behalf of the association

### Finance

- Assists the Finance Committee in developing the organization's \$1.9 million annual budget
- Oversees the administration of the Council's finances
- Provides the Treasurer with information and assistance in carrying out her/his responsibilities
- Implements internal processes to maximize revenue and minimize expenses
- Continually improves the financial information shared with RRCNA leadership to enable well-informed financial decisions



## Experience & Qualifications

- A minimum of a bachelor's degree or equivalent is required. An advanced degree preferred.
- At least five years of senior management level leadership
- A passion for the work of the association and the profession it serves
- Strong public speaking ability
- Experience managing staff
- Solid, hands-on budget management skills, including budget preparation, analysis, decision-making and reporting
- Strong organizational abilities including planning, delegating, program development and facilitation
- Skills to collaborate with Board members, members of the literacy community and volunteers
- Strong written and oral communication skills
- Demonstrated ability to collaborate with and empower staff
- Familiarity with the US education system a plus

## Personal and Professional Qualities

- Possesses a reputation as a respected and trusted leader
- Honesty, transparency, intercultural and intergenerational communicator with integrity and relationship-building abilities
- Values diversity and inclusiveness
- Demonstrates a collaborative approach, including effective and collegial interpersonal skills
- Is a consensus builder and listener
- Demonstrates strong emotional intelligence, including active listening skills and compassion

## Measures of Success

Within two years, the Executive Director will achieve the following, with metrics determined in collaboration with the Board of Directors:

- Developed effective and collaborative relationships, including regular communications, with the Board of Directors, volunteer leaders, staff, and membership
- Increased funding for Reading Recovery
- Sustained the financial stability of the association
- Effectively represented the association to internal and external stakeholders and the general public

## II. Organization Review

### About RRCNA

The Reading Recovery Council of North America, Inc. is a not-for-profit association of Reading Recovery professionals, advocates, and partners. The Council provides a network of opportunities for leadership and professional development and is an advocate for Reading Recovery throughout North America. Membership is open to anyone interested in Reading Recovery and early literacy. Members include Reading Recovery teachers, teacher leaders, site coordinators, university trainers, and partners who are classroom teachers, early literacy educators, Title I teachers, school principals and administrators, school board members, researchers, parents, and community members.

The Council provides a wide variety of programs and services, including publications, annual conferences, advocacy, technical assistance, and special institutes. These activities strengthen the implementation of Reading Recovery in North America and provide



opportunities for Reading Recovery professionals to collaborate with early literacy advocates and other education professionals.

### Vision

We ensure the competencies necessary for a literate and productive future for children learning to read and write.



## Mission

We construct collaborative partnerships to change the trajectory of literacy achievement by:

- implementing Reading Recovery® in English, Spanish, or French as an essential, research-based early literacy intervention within a comprehensive literacy system
- expanding the application of literacy processing theory through Literacy Lessons™ with special education students and English learners
- delivering expert teaching that is equitable and responsive to children's strengths and needs
- providing sustained, specialized professional development focused on continuous improvement and literacy leadership
- advancing the development of knowledge and practice based on research, data, and the theoretical framework that has underpinned Reading Recovery® since its founding.

## Membership

The Reading Recovery Council of North America is the only professional association dedicated to serving Reading Recovery and early literacy practitioners and their supporters.

It is the professional home to thousands of Reading Recovery teachers, classroom teachers, administrators and partners from the U.S. and Canada -- all sharing a common vision; that children will be proficient readers and writers by the end of first grade.

RRCNA helps ensure that advocacy for Reading Recovery continues at the local, state and national levels through cutting edge initiatives. It is also a network providing expanded opportunities for leadership and professional development.

**Regular Annual Membership** – for members residing in the United States, Canada, and U.S. citizens working for Department of Defense Dependent Schools (DoDDS).

**International Membership** – for members residing in countries outside of the United States or Canada (except DoDDS staff)

**Supporting Membership** – for individuals who understand the importance of support beyond the basic membership level

**Associate Membership** – for companies that offer products or services to Reading Recovery professionals

## Standards for Excellence Institute®



The Standards for Excellence Institute® is a national initiative established to promote the highest standards of ethics, effectiveness, and accountability.

The foundation of the Standards for Excellence program is the published Standards for Excellence: An Ethics and Accountability Code for the Nonprofit Sector. Adopted by the Ohio Association of Nonprofit Organizations (OANO) in 2001, the Standards are based on fundamental values such as honesty, integrity, fairness, respect, trust, responsibility, and accountability. They describe how nonprofits should act to be ethical and be accountable in their program operations, governance, human resources, financial management and fundraising. OANO grants Recognition and Accreditation and awards the Seal of Excellence only to those members who voluntarily undergo an in-depth application and anonymous peer review process to confirm adherence to the 58 guiding principles. RRCNA is proud to be accredited under OANO's Standards for Excellence since 2008.

## Public Policy

RRCNA is the only association advocating exclusively for Reading Recovery. The organization promotes supportive education policy and adequate federal funding for early literacy instruction.



## Professional Learning

RRCNA provides online training and other resources to expand member's knowledge and expertise.

### Professional Learning Toolkits

Designed to help educators learn together while creating a shared vision for literacy learning; session topics, videos, reference guides, journal articles, web links, and audio files to enhance your comprehensive literacy system.

### Online Learning Videos and Webcasts

On-demand videos on a wide range of Reading Recovery and classroom literacy topics; low-cost, high-quality content for individual learning or small groups.

### Listening Library

Audio recordings on topics of interest to Reading Recovery and early literacy professionals; new content added monthly (members only).

### Journals

Literacy Teaching and Learning research journal (archived issues – no longer published); The Journal of Reading Recovery practitioner's journal (members only); bibliography search of all Council publications (members only).

## National Reading Recovery & K-6 Literacy Conference

*February 8-11, 2020 in Columbus, OH*

This national literacy conference has provided outstanding K-6 literacy professional development for over 33 years. It has grown to an internationally-recognized professional development conference with presenters and attendees from around the world. Known for building educator expertise to effectively teach struggling readers, it addresses all aspects K-6 literacy. Through increased knowledge, literacy instruction will be improved, and student needs will be met. Sessions are tailored to the needs of educators focusing on effective teaching for positive student outcomes. Educators who attend this literacy conference have a common goal, literacy success for all students.

## The Journal of Reading Recovery (JRR)



JRR is a peer-reviewed journal published by the Reading Recovery Council of North America as a service to both Council members and those interested in early intervention for beginning readers. It is primarily a practitioner's journal offering current information related to Reading Recovery teaching, theory, implementation, and research.



## 2018–2019 Board of Directors

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Site Coordinator Representative

## Media Presence

[www.readingrecovery.org](http://www.readingrecovery.org)

[www.readingrecoveryworks.org](http://www.readingrecoveryworks.org)

RRCNA also has a presence on Facebook, Twitter, You-Tube, Instagram and Linked-In

## III. About Vetted Solutions

RRCNA has retained Vetted Solutions to serve as its partner for this search. For confidential consideration, please contact the search partner below.

Interested candidates should submit a cover letter tailored to this opportunity, and a resume with months/years for each position directly to: **RRCNAResearch@vettedolutions.com**



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