

EXECUTIVE POSITION PROFILE




Chief Executive Officer SHAPE America



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I. Opportunity

Vetted Solutions is recruiting and evaluating candidates for the position of Chief Executive Officer, (CEO) for SHAPE America. The position will be based at the association's headquarters in Reston, Virginia.

SHAPE America is the largest national organization of professionals involved in school-based health education, physical education and physical activity, who are dedicated to teaching and promoting active, healthy lifestyles. Founded in 1885, SHAPE America provides a comprehensive array of resources, development of standards and guidelines, professional development and advocacy for its members as well as the public.

SHAPE America seeks a new Chief Executive to provide key strategic leadership and build visibility across the education community, and to forge relationships with other organizations who share the common mission of promoting physical and health literacy and healthy lifestyles. This leader will play a pivotal role in advancing the work of SHAPE America by developing and motivating staff, and working in concert with members and leaders within the newly unified governance framework.

Scope of Position

The CEO of SHAPE America plays a key role in bringing together a variety of leadership groups represented within the organization to advance the health and physical education agenda. Working closely with the SHAPE America President and a 12-member Board of Directors, the CEO oversees development and implementation of key programs and activities, builds and maintains strong relationships with internal and external stakeholders, and oversees the growth of revenue, membership and participation in programs and volunteer leadership roles. SHAPE America staff size is 40-plus, membership is 14,000, and the budget is \$8 million.

Building on a strong foundation in national standards for school health education and physical education and the promotion of well-designed health and physical education programs across the country, the CEO will ensure that SHAPE America continues to be part of the national dialogue on healthy lifestyles as a goal.

Qualifications and Experience

- A bachelor's degree is required, with a master's degree preferred
- At least 10 years of executive level work experience in a senior management position preferred
- Executive Director experience desirable
- At least 10 years of experience working in an education association or education environment, with health-related mission preferred
- Knowledge of health and physical education/ healthy lifestyle issues preferred
- An understanding of how national standards fit into the P-12 education landscape, and how to implement standards across states and districts to support member educators

- Financial and program management expertise and the initiative to expand membership, enhance existing programs and services, and identify new sources of non-dues revenue
- Experience implementing successful marketing and fundraising efforts
- Demonstrated success in working with Boards and volunteers to achieve strategic goals in a complex governance environment
- Leadership ability in motivating and managing a 40-plus person staff
- Proven track record in successful collaborations and consensus building

Key Responsibilities

- **Providing Leadership to Build Visibility**

Building on a recent unification and rebranding effort, the CEO will ensure that the organization takes a more prominent role in the national conversation about health and wellness as well as strengthen its relationships within the health and physical education community and its own membership base.

- **Member Engagement and Growth**

The CEO will be responsible for growing SHAPE America's membership, as well as strengthening relationships with current members. With a focus on ensuring value for participation and creating and promoting member benefits, the CEO will lead the effort to keep members informed and engaged in the organization and its programs by setting the overall marketing direction and key messages.

- **Staff Management**

The CEO will oversee a collaborative staff team to manage and deliver SHAPE America's many workshops, district conferences, and national

convention and exposition, as well as the research journals and other member content. In this leadership role, the CEO will ensure that appropriate administrative systems, technology and other tools are in place to appropriately support the work.

- **Communication and Outreach**

Both a strong communicator and a good facilitator, the CEO will be a credible and respected spokesperson for SHAPE America. Willing to articulate a vision for the organization and speak about the mission to a variety of audiences including colleges and universities, related associations, and at corporate and national events. In addition, the CEO will work closely with districts, state groups and key committees to build renewed enthusiasm for SHAPE America's role in championing standards-based health and physical education programs, and the value of speaking with one voice about the mission of SHAPE America and its district and state counterparts. The ability to communicate the value of the association and its programs to members and key publics will be fundamental to the role.

- **Maintaining and Building Alliances**

The CEO, together with the Board, will evaluate and undertake partnerships with select organizations aligned with SHAPE America's mission, to strengthen SHAPE America's leadership role, bring value to the members and the organization, and to increase SHAPE America's impact in the national conversation. The CEO will also play a critical role in the successful implementation and sustainability of these relationships over time.

- **Financial and Administrative Management**

The CEO will bring expertise in fundraising and grant management as well as contract negotiation skills to the business of budget development and oversight. In conjunction with the staff, and with Board review and approval, the executive will oversee the preparation and presentation of the

annual budget, and provide reports to the Board throughout the year in accordance with the annual program of work.

- The CEO will also facilitate and oversee SHAPE America's move to a new headquarters building over the next three years, and manage the overall operations of the headquarters office, including any contractual service providers and staff resources.

Key Skills and Abilities

- Strong collaboration and communication skills, with the ability to listen and incorporate a wide range of perspectives into decision-making
- Commitment to understanding the profession from multiple perspectives that include higher education and the research community as well as classroom practitioners
- Understanding of staff roles and responsibilities, with the willingness to hold staff accountable and ensure full and constructive communication
- Ability to motivate staff and volunteers, while maintaining a positive environment in which to work
- Skilled at maintaining and promoting positive relationships with partner organizations
- Understanding of how to "close the deal" with new partners and funders

Personal and Professional Qualities

- Open-minded and enthusiastic, with a commitment to learning
- High-energy with passion for the mission of healthy lifestyles for all
- A high standard of professional integrity

- Authentic at promoting the mission and seeking to understand the complexity of issues facing the organization
- Creative and innovative approach to problem solving
- Value diversity and inclusiveness
- True consensus builder and listener

Measures of Success

While goals and objectives for performance review will be developed by the successful candidate and SHAPE America Board upon hiring, the following are areas the Board would expect the CEO to focus on in the near term.

- Ability to quickly get up-to-speed on the issues and relationships related to SHAPE America America's near-term success including key governance and volunteer groups and partners
- Purposeful outreach to members and potential members to successfully establish a tone of leadership and excitement for the future; build bridges to achieve better collaboration
- Establish expectations and open communication with staff that ensures smooth execution of annual program of work and builds morale
- Ensure seamless transition of annual convention and expo, other professional development programs, products and services
- Establish a good working partnership and effective communication with Board and Committees
- Demonstrate progress on a proactive outreach plan that will build credibility and improve communication for SHAPE America at the district and national level, and enhance partnerships with states

II. Organizational Overview

About SHAPE America

SHAPE America or The Society of Health and Physical Educators, is committed to ensuring all children have the opportunity to lead healthy, physically active lives. As the nation's largest membership organization of health and physical education professionals, SHAPE America works with its 50 state affiliates and national partners to support initiatives such as the Presidential Youth Fitness Program, Active Schools and the Jump Rope For Heart/Hoops For Heart programs. Since its founding in 1885, the organization has defined excellence in health and physical education, and our resources provide the leadership, professional development and advocacy that support health and physical educators at every level — from preschool to university graduate programs.

Vision and Mission

The vision of SHAPE America is “Healthy People — Physically Educated and Physically Active!”

SHAPE America's mission is to advance professional practice and promote research related to health and physical education, physical activity, dance, and sport.

Districts

State affiliates are independent organizations and are organized into districts geographically

- **Central District**
Colorado, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wyoming
- **Eastern District**
Connecticut, Delaware, DC, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Puerto Rico, Rhode Island, Vermont, The Virgin Islands
- **Midwest District**
Illinois, Indiana, Ohio, Michigan, Wisconsin, West Virginia
- **Northwest District**
Alaska, Idaho, Montana, Oregon, Washington

- **Southwest District**

Arizona, California, Guam, Hawaii, Nevada, New Mexico, Utah

- **Southern District**

Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia

Program Councils

The Program Councils are the idea generators of the organization. The councils carry out SHAPE America's mission by organizing task forces that work on behalf of the organization and communicating with the membership at large about the needs of the profession and the resources that SHAPE America should provide. They include the School Health Education Council, the Physical Activity Council, the Physical Education Council, and the Research Council.

Partnerships

SHAPE America partners with corporate and nonprofit companies to support and grow membership while also providing relevant and innovative programs, products and services related its mission. Partnerships are based on shared goals

and typically financial support for SHAPE America is included in such agreements. Partnering with SHAPE America can provide opportunities to expand reach and maximize your market share. Partnerships can include everything from advertising to targeted programs:

- Jump Rope For Heart / Hoops For Heart
- Active Schools, formerly Let's Move! Active Schools
- Presidential Youth Fitness Program

Publications

- **American Journal of Health Education (AJHE)**
The American Journal of Health Education (AJHE) is filled with research findings, community learning strategies, and recent health promotion trends. Many articles are designed as self-study courses, with continuing education questions and forms included.
- **Journal of Physical Education, Recreation and Dance (JOPERD)**
Journal of Physical Education, Recreation & Dance (JOPERD) is SHAPE America's largest, most frequently published, and most wide-ranging periodical. It is SHAPE America's cornerstone journal, providing information on a variety of health, physical education, recreation and dance issues.
- **Strategies: A Journal for Physical and Sports Educators**
Strategies: A Journal for Physical and Sport Educators, is a bimonthly journal offered by SHAPE America. Its articles address the everyday needs of physical and sport educators in the gymnasium or on the athletic field, and its readers make up a highly-focused audience of teachers, coaches, and administrators in search of ideas that can be put to use immediately.

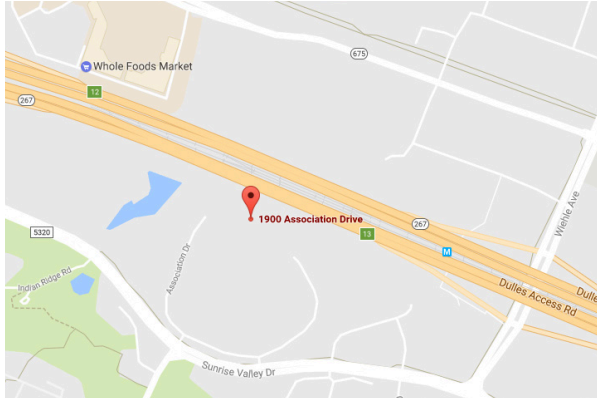
- **Research Quarterly for Exercise and Sport**
Research Quarterly for Exercise and Sport (RQES) is a highly respected professional journal offering the latest research in the art and science of human movement studies. This comprehensive professional journal features articles and research notes encompassing such topic areas as biomechanics, epidemiology, motor behavior, measurement and evaluation, physiology, pedagogy, psychology and history/philosophy/sociocultural foundations.

Board of Directors

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Headquarters

1900 Association Dr.
Reston, VA 20191-1598



Web Presence

Information about SHAPE America's many member programs and services can be found on its website at <http://www.shapeamerica.org/>.

III. About Vetted Solutions

Vetted Solutions is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

To apply, please visit the Current Searches pages on our website at: www.vettedolutions.com.



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