

MISSION:

Our mission is for PTA to be:

- A powerful voice for children,
- A relevant resource for families, schools and communities, and
- A strong advocate for the well-being and education of all children.

When you join your local Parent Teacher Association (PTA) or Parent Teacher Student Association (PTSA), you become part of our state association and the larger National PTA. Your voice joins tens of thousands across Washington and millions across the United States, including the U.S. Virgin Islands, Europe and Puerto Rico, as advocates for children.



Washington State

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Executive Director Position Profile

Position & Organization Overview

Washington State PTA (WSPTA) is seeking an accomplished, action-oriented leader to serve as its next Executive Director. Headquartered in Tacoma, the WSPTA is the largest child-advocacy organization in the state, and one of the largest in the nation. The new Executive Director will have the opportunity to lead the organization's expanding role in education policy development and advocacy, as well as its ongoing role of providing leadership development and support to PTAs throughout the state.

Founded in 1905, Washington Congress of Parents and Teachers, now known as Washington State Parent Teacher Association (WSPTA), is also the largest non-profit, volunteer organization in Washington. As the

premier parent organization, with more than 130,000 members in more than 875 PTAs, the association is an innovative, forward-thinking and effective advocate for children. WSPTA actively listens to the needs of its members and responds to those needs by providing leadership training; developing relevant and innovative programs; supporting parents in developing skills to raise, protect and advocate for their children; encouraging parent and community involvement; and speaking on behalf of children and youth in the schools, in the community, and before governmental bodies and other organizations that make decisions affecting children.

Washington State PTA succeeds because of the grassroots involvement of its members and its network of highly trained council, regional and state leaders. WSPTA offers several

opportunities for PTA leaders, at every level, to learn the leadership and technical skills they need to be effective. These opportunities include: Convention, Legislative Assembly, regional leadership conferences, and Leadership Conference. WSPTA programs are designed to help parents and PTA leaders respond to the needs of families in local communities, and to assist PTAs in delivering services to their school and community.

The Association currently has an operating budget of \$1.3 million and four full-time staff members.



Search conducted by Hagel Executive Search
www.hagelsearch.com
253.572.2439



The WSPTA Today

Washington State PTA (WSPTA) is the largest volunteer child advocacy association in Washington state. It includes over 130,000 members in over 875 PTAs. It is an innovative, forward-thinking, effective, global community. The organization is a vibrant, active association of people from all walks of life and backgrounds, working toward a common vision to make every child's potential a reality.

The History of WSPTA

Washington State PTA was founded in 1905 by Abby Williams Hill of Tacoma, an artist who saw the need for an organization to support Washington's children. Thanks to Abby's leadership and vision—and that of thousands of parents and teachers who have carried her vision forward—Washington State PTA has been a leading voice for children in the state ever since. In addition to supporting the work at the national level, below are specific examples of PTA successes in Washington:

- Washington State PTA coined the term “preschool” and mentored parents of toddlers long before early childhood education was accepted and expected
- Before there was public funding for well-child exams, PTAs hosted back-to-school “round-ups” with medical volunteers
- When moms went to work during World War II, Washington PTAs arranged day care for their children
- When local levies failed in the 1950s and kindergartens went unfunded, Washington State PTAs first organized kindergarten “co-ops,” then worked to secure state funding for universal kindergarten
- As part of a coalition of community and statewide groups, Washington State PTA was instrumental in promoting the use of seat belts to save lives
- Thousands of volunteers from Washington State PTA helped secure the passage of the “simple majority” amendment to the state constitution in 2007

Working collaboratively with other education and child advocacy groups, WSPTA played a leading role in securing the passage of major education reform efforts in Washington: House Bill 2261 (2009), House Bill 2776 and Senate Bill 6696 (2010).

National PTA History

Founded in 1897 as National Congress of Mothers by Alice McLellan Birney and Phoebe Apperson Hearst, National PTA (www.pta.org) is a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education.

As the largest volunteer child advocacy organization in the nation, National PTA is the conscience of the country for children and youth issues. Through advocacy, as well as family and community education, National PTA has established programs and called for legislation that improves our children's lives.



STRENGTHS, OPPORTUNITIES AND CHALLENGES FOR WSPTA



Strengths:

- WSPTA is a highly respected and recognized brand that has provided a powerful voice for children's well-being and education for more than 100 years
- WSPTA leadership training benefits thousands of volunteers and schools each year
- With more than 130,000 members WSPTA is an innovative, forward-thinking and effective advocate for children
- Direction and operations are driven by a strong fourteen member working board of directors in concert with a passionate and knowledgeable professional staff of four
- Volunteers provide the heart and the resources supporting 875 PTAs under the umbrella of WSPTA



Initial (12-18 months) Focus for the Executive Director:

- Evaluate, recommend and pursue opportunities for increasing non-dues revenue
- Build trusting relationships with staff
- Establish clear, trusting working relationship with the Board
- Define, develop and implement a comprehensive communications plan
- Reaffirm strong relationship with National PTA



Longer Term Challenges & Opportunities:

- To ensure that WSPTA structure and programs are responsive to and reflective of the needs of the changing demographics of the student, family and volunteer community
- Develop and implement a strategic plan that will shape and drive the organization for the future
- To continue to enhance education quality and pursue continuing education credits for PTA leaders

THE POSITION



AUTHORITY & REPORTING

The Executive Director reports to the President of the 14-member Board of Directors. Board members are elected for two year terms by the membership. The Executive Director leads the Association passionately toward its mission; is responsible for the effective conduct and management of Association affairs; recommends and participates in Board development of Association goals, objectives and policies; organizes, coordinates, and directs staff and activities for the Association; and acts as its primary spokesperson.

WORKING RELATIONSHIPS

The Executive Director is expected to interact with the following on a regular basis. Teamwork and a professional public presence are essential.

- Board members
- WSPTA staff members
- Members, Local and Council PTA Leaders
- Funders and individual donors
- Local, regional and statewide health, safety, education-related organizations
- Local, district and state education administrators
- Washington State Legislators and staff
- News media
- Members of the general public
- Member benefit providers and sponsors

DESIRED QUALIFICATIONS

- Familiarity with a nonprofit working board concept
- Strong marketing and communications experience
- Five or more years of senior level nonprofit leadership experience
- Business acumen
- Financial acumen
- Legislative, advocacy experience
- Past leadership role with association or membership organization
- Success working with large number of dedicated volunteers
- Negotiating skills
- BA required, advanced degree a plus

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COMPENSATION & BENEFITS

A competitive compensation and benefit package will be provided for the right candidate with the right skills, background and track record.

PERSONAL ATTRIBUTES AND TALENTS

The ideal candidate will exhibit the following personal talents and attributes:

- Team builder
- Trustworthy, respectful, tactful, approachable
- Creative problem solver - able to view issues from multiple perspectives
- Effective communicator through various channels and technology
- Strategic thinker
- Collaborator
- Professional and personable
- Innovative
- Listener, open-minded
- Healthy sense of humor
- Receptive to ideas of others
- Flexible
- Inclusive
- Passionate
- Transparent

BEHAVIORAL & PROFESSIONAL COMPETENCIES

The ideal candidate will exhibit the following behavioral and professional competencies:

- **Accountability** – Follows up and holds employees accountable for completion of assigned work
- **Coaching Effectiveness** – Instructs others so they learn and develop skills needed to achieve objectives
- **Delegating** – Thinks and plans to assign workload to subordinates proactively rather than reactively
- **Goal Setting** – Establishes and achieves challenging goals through ambition and execution skills
- **Leadership Effectiveness** – Achieves with distinction, perseveres despite resistance, and influences others
- **Managing Relationships** – Establishes effective working relationships; willingly and skillfully manages conflicts
- **Problem Solving** – Assesses situations and envisions solutions which meet the organization's unique needs
- **Relationship Building** – Displays strong human relationship building and interpersonal abilities; builds strong rapport with others that results in collaboration and trust
- **Self-Awareness** – Displays self-knowledge of strengths and needs to identify resources where there are gaps
- **Strategic Thinking** – Develops broad, long-ranged objectives and plans that meet contingencies
- **Resiliency** – Reacts to stress in a balanced manner as needed to sustain performance levels
- **Supervising** – Marshals resources to get things done effectively and efficiently
- **Time Management** – Effectively uses time so priority issues receive appropriate focus and effort



TIMING AND APPLICATION

APPLICATION AND SELECTION PROCESS

Applications received by October 6, 2018 are assured full consideration. It is anticipated that final candidate interviews will be held on Saturday, November 10 and Sunday, November 11, 2018 with a decision made shortly thereafter.

To register as a candidate, please go to:

<http://www.hagelsearch.com/wspta>

All submissions will be acknowledged and will be held in strict confidence. Finalists for the position will be required to participate in a behavioral and critical thinking assessment. These assessments, delivered in two separate sessions, are web-based, take about 45 minutes each, and help match the candidate's traits with the desired traits detailed above. All results are held strictly confidential. A full background check will be conducted on the final candidate prior to a formal job offer.

Contact Information

For further information please contact: Frank Hagel (253) 572-2439 x304 or Marcia Walker (253) 572-2439 x310. Or email: frank@hagel.net or marcia@hagel.net. DO NOT submit your application to these email addresses.



EQUAL OPPORTUNITY

Washington Congress of Parents and Teachers is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, creed, color, religion, alienage or national origin, ancestry, citizenship status, age, disability or handicap, sex, marital status, veteran status, sexual orientation, genetic information, arrest record, or any other characteristic protected by applicable federal, state or local laws. Our management team is dedicated to this policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities and general treatment during employment.