

Position and Candidate Specification



Chief Executive Officer

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The National Association of Secondary School Principals (NASSP) is the leading organization of and voice for principals and other school leaders across the United States. NASSP seeks to transform education through school leadership, recognizing that the fulfillment of each student's potential relies on great leaders in every school committed to the success of each student.

Strategic Intent

NASSP is committed to a model of disciplined innovation, with the ultimate goal of providing leaders the support and resources they need to transform education for a new day.

The organization's strategic intent is *"to develop value-based relationships with key stakeholder segments across the education space, with the long-term goal of being a collaborative platform for building great schools and nurturing great school leaders."*

NASSP and School Leaders

NASSP provides its members with the professional research-based and peer-tested resources and practical tools and materials they need to serve as visionary school leaders. Through award winning publications, professional development opportunities, ready access to relevant research and persistence in advocating on behalf of school leaders, NASSP helps to advance middle level and high school education by:

- Promoting high professional standards
- Focusing attention on school leaders' challenges
- Providing a "national voice" for school leaders
- Building public confidence in education
- Strengthening the role of the principal as instructional leader
- Publicizing the issues and interests of our members in the news media

NASSP and Student Leaders

NASSP also promotes the intellectual growth, academic achievement, character and leadership development, and physical well-being of youth. NASSP is proud to have founded and to administer the following student leadership programs:

- National Honor Society and National Junior Honor Society
- National Student Council
- National Elementary Honor Society

Additional Details

NASSP is headquartered in Reston, Virginia, with 50 full-time staff and a \$27 million budget. For more information, please visit: <https://www.nassp.org/>.

The Chief Executive Officer of the National Association of Secondary School Principals works with the Board of Directors to advance and enhance the organization's vision and execute the strategic intent. This leader, along with the President of NASSP's Board of Directors, serves as a key face and voice for the organization. The CEO is responsible for the leadership, direction and overall management of the organization and its resources, including the recruitment, retention and motivation of a high-performing staff. The CEO must effectively maintain and manage current revenue streams while also creating new revenue from both dues and non-dues sources, while managing the organization's budget and allocating resources to ensure the association's maximum impact on behalf of its stakeholders.

In addition, the CEO will partner with the President of the Board of Directors to support the restructuring of the board and the reinvention of the way board members are selected that was put in motion recently through [changes in NASSP bylaws](#). This new chapter promises a more inclusive and diverse representation of membership from across the country.

Overall, the next CEO will be entering into an exciting inflection point for the organization and will have a tremendous opportunity for leadership and impact.

KEY RELATIONSHIPS

Reports to	NASSP Board of Directors
Direct reports	Chief Financial Officer Deputy Executive Director, Programs Deputy Executive Director, Operations Director, Human Resources
Other key relationships	Current and prospective members Related national and state associations Relevant legislators and regulators

DESIRED OUTCOMES

- NASSP stakeholders are aligned around a clear organizational vision and value proposition.
- NASSP remains in a strong, sustainable financial position.
- Relationships and partnerships with related organizations (e.g., NAESP, state associations) are strengthened, resulting in a stronger collective voice on education issues and enabling joint activities and programs as appropriate.
- NASSP has a powerful public voice and external presence, enhancing overall awareness of its programs and value.
- Membership grows as new members are enticed to join and existing members become increasingly engaged.
- The organization's programs continue to increase their impact, and evidence is generated that NASSP's programs are meeting the needs of their constituencies.
- The Board and CEO develop a productive, collaborative working relationship.
- A high-performing team is retained and developed and a healthy organizational culture is cultivated.

NASSP's next CEO will be a forward-thinking, inspirational leader who will work with the Board to paint the vision for the organization's future. This leader will be mission-focused, vision-directed, principal-centered, and student-driven, with an authentic dedication to ensuring the success of students and those who lead them. This leader will collaborate with and build consensus among a large, complex board and will be committed to bringing out the best in each NASSP team member every day. The CEO will be an empathetic listener and communicator who will represent the organization with energy, passion and charisma.

IDEAL EXPERIENCE

Significant nonprofit executive experience

A track record of delivering strategic, operational and financial results in an organization of significant complexity, ideally in a membership organization context

Educational leadership experience

Credible leadership experience in an educational environment; at minimum, an authentic passion for and understanding of schools and education

Experience working with a Board of Directors

Resulting in an understanding of board governance best practices

Experience serving as the face and voice for an industry or organization

Effectively and credibly communicates to a range of external stakeholders, including relevant policymakers and regulators, the board, members, allied organizations and media

Revenue generation experience

Proven success building new – and bolstering existing – revenue streams

Advanced degree preferred

Bachelor's degree required

CRITICAL LEADERSHIP CAPABILITIES

Strategic Thinking

- Works with the Board to craft NASSP's long-term vision and strategic plan, translates the plan into a clear direction for the team and drives its successful execution.
- Anticipates future challenges and opportunities, illuminates and builds awareness of emerging priorities and adjusts the organization's direction accordingly.
- Challenges assumptions and conventional wisdom with specific, supported, reasoned proposals.
- Maintains a steady forward focus, thinking 3-5 years ahead of the current plan.

Collaborating and Influencing

- Quickly engages and develops trusted relationships with the complex NASSP membership.
- Works collaboratively with a range of stakeholders and builds productive partnerships with allied organizations.
- Demonstrates excellent listening skills and actively seeks input from a variety of perspectives.
- Speaks with credibility and passion about the important role schools play and serves as a compelling face and voice for the organization.

Inclusive Leadership

- Effectively communicates the organization's long-term direction to all relevant stakeholders and collaborates with the team on how to reach it.
- Delegates strategic objectives to the whole team with clear and explicit intent and calls upon team members to contribute to the best of their ability; focuses on the team's growth and development as a group and as individuals.
- Builds a culture of respect and responsibility, and an inclusive workplace and membership environment, that is aligned with a broader organizational equity agenda.
- Engages, inspires, and motivates the team to meet and exceed their commitments and reach their full potential.
- Defines measurable goals and regularly collects data to track where the organization stands on its equity, diversity and inclusion efforts.
- Identifies and addresses policies, procedures and unspoken rules that could disadvantage underrepresented employees, as well as current and potential members, because of their ethnicity, disability, gender, race, religion, sex, sexual orientation, or socioeconomic status.

APPLICATIONS AND NOMINATIONS

If you wish to submit application materials or nominate someone to serve as the next CEO of NASSP, please email: NASSP@SpencerStuart.com.