



Children First

Your kids. My kids. Our kids.



Executive Director Search Prospectus

Children First
St. Louis Park, MN
www.children-first.org
START DATE: February 2020



The Children First Story

More than two decades ago local leaders and residents chose to make St. Louis Park, Minnesota, a community that through its decisions and actions puts Children First. It started in March 1992, when the school superintendent spoke to The Rotary Club of St. Louis Park sharing the challenges facing young people and their families. Two entrepreneurs who were members of the club sought a way to address those challenges.

What transpired was the creation of a partnership among the business, city, faith, health and education communities bringing the community together to support youth – intentionally making connections and building assets.

Mission Statement

Children First engages adults in St. Louis Park to actively participate in the growth of all our youth.

Vision Statement

Children First envisions a future where all children and teens in St. Louis Park have adult support to help them thrive.

Goal

St. Louis Park residents will recognize Children First as an integral part of the culture of the community.

Outcome

By 2022, the majority of adults who live in St. Louis Park will recognize Children First as an initiative where adults help support the development of our kids.



The Children First Philosophy

The name Children First is a bit deceiving because Children First is really about changing the behavior of adults.

We need everyone on the team and using the positive lens of the 40 Developmental Assets to help raise our youth. In St. Louis Park we focus on the assets that outline the relationships, experiences and expectations young people need to thrive.

Core Principles

1. We believe that every adult in St. Louis Park plays a role in helping our youth thrive. We value our diverse community and affirm that everyone has the capacity and responsibility to contribute to the well-being of our kids.
2. We are a community partnership that engages organizations and adults to reflect “Children First” as a key foundation for the culture of our community.
3. We are guided by a philosophy made actionable by 40 scientifically validated developmental building blocks.
4. We recognize that the adoption of these building blocks, modeled by adults and expressed through our youth, makes our community a better place to live.
5. We know that because Children First principles are roots in the culture of St. Louis Park, our community is a place where all adults and youth have opportunities to work, play and live together.



The 40 Developmental Assets

Search Institute has identified 40 positive supports and strengths that young people need to succeed. Half of the assets focus on the relationships and opportunities they need in their families, schools, and communities (external assets). The remaining assets focus on the social-emotional strengths, values, and commitments that are nurtured within young people (internal assets).

EXTERNAL ASSETS	INTERNAL ASSETS
<p>Support:</p> <ul style="list-style-type: none"> • Family support • Positive family communication • Other adult relationships • Caring neighborhood • Caring school climate • Parent involvement in schooling 	<p>Commitment to learning:</p> <ul style="list-style-type: none"> • Achievement motivation • School engagement • Homework • Bonding to school • Reading for pleasure
<p>Empowerment:</p> <ul style="list-style-type: none"> • Community values youth • Youth as resources • Service to others • Safety 	<p>Positive Values:</p> <ul style="list-style-type: none"> • Caring • Equality and social justice • Integrity • Honesty • Responsibility • Restraint
<p>Boundaries & Expectations:</p> <ul style="list-style-type: none"> • Family boundaries • School boundaries • Neighborhood boundaries • Adult role models • Positive peer influences • High expectations 	<p>Social Competencies:</p> <ul style="list-style-type: none"> • Planning and decision making • Interpersonal competence • Cultural competence • Resistance skills • Peaceful conflict resolution
<p>Constructive Use of Time:</p> <ul style="list-style-type: none"> • Creative activities • Youth programs • Religious community • Time at home 	<p>Positive Identity:</p> <ul style="list-style-type: none"> • Personal power • Self-esteem • Sense of purpose • Positive view of personal future



The Position

The Executive Director serves as the community catalyst promoting the importance of the 40 developmental assets in the lives of young people in the St. Louis Park community. The Executive Director understands the importance of leading from different vantage points and building social capital, and balances the work of the initiative with the need to secure funding for its continued success.

Responsibilities include:

- Executive Committee Governance: Works with the Executive Committee to fulfill the organization's mission.
- Fund Administration: Develops sufficient resources to ensure the financial health and sustainability of the organization.
- Organization Mission and Strategy: Works with the Executive Committee, community partners and volunteers to ensure the mission is fulfilled through strategic planning, programs and community outreach.
- Volunteer Administration: Recruits, trains and engages volunteers in working toward fulfilling the mission of Children First.
- Marketing and Outreach: Develops a plan for marketing and community outreach that supports the Children First mission.
- Organizational Operations: Oversees and implements procedures to ensure that the operations of the organization are effective.
- Community Connections: Fosters constituent engagement and support from the local government agencies, businesses, faith community, health care organizations, public and private schools, nonprofits, city leaders and residents.



Opportunities and Challenges

The next Executive Director will be stepping into a well-established and respected role as the leader of a nationally recognized community-wide initiative. Although the Executive Director is the only paid employee of the organization, a significant number of dedicated volunteers contribute greatly to the success of the organization. Children First enjoys a strong reputation in St. Louis Park yet, due to the diverse population of residents, there exists an opportunity to communicate the initiative and to promote the developmental assets to underserved populations.

As with any nonprofit organization, a vital component to success is an energetic and dynamic leader who can clearly communicate a compelling vision to constituents. The next Executive Director will need to effectively build relationships with youth and adults in local groups including city government, business, faith community, health care organizations, public and private schools, nonprofits, civic organizations, and neighborhoods. A major fundraising event for the organization is hosting an annual breakfast each spring that attracts hundreds of community leaders in support of the mission of Children First.

Qualities and Characteristics

- Dedicated to promoting the healthy development of youth and serving in a mission-driven organization.
- Relationship-builder who demonstrates an understanding of the role adults play in the healthy development of young people.
- Innovative, strategic thinker with a proven background in youth-centered initiatives.
- Knowledge of diverse cultures and a desire to promote inclusivity and engagement.
- Exceptional writing and public speaking skills and a knowledge of marketing through social media.
- Experience in donor relations and the coordination of fundraising activities and events.
- Passion for influencing and motivating stakeholders from all sectors of the community.
- A self-starter who possesses the ability to engage and motivate with volunteers.
- Creative, visionary leader who enjoys working independently.
- Experience as a group facilitator and liaison to a wide variety of community groups.
- Available for occasional area travel and work on evenings and weekends.
- Bachelor's degree from a four-year college or university preferred.
- Five years of progressive leadership experience in a program of a similar scope preferred.
- Knowledge of the St. Louis Park community preferred.



About St. Louis Park

The City of St. Louis Park is a vibrant, beautiful first-ring community located west of Minneapolis and encompassing 10.8 square miles. In a little more than 115 years, the community has grown from a village of 45 families to a community with more than 48,000 residents. The population is expected to grow to approximately 50,000 by 2030.

St. Louis Park has a sound economic base with more than 41,000 jobs, a healthy mix of new and traditional housing and nationally renowned public and private schools. Residential areas make up the largest portion of the community. These residential areas are neighborhood-centric and diverse in their social, religious and ethnic heritage, giving every neighborhood a distinct appearance and feel.

The community is also home to retail stores, restaurants, medical facilities, family-owned businesses, corporations and faith-based organizations.

St. Louis Park has been named one of the nation's "100 Best Communities for Young People" six consecutive times by America's Promise Alliance.

Residents enjoy a multitude of social and recreational activities in which to participate, along with diverse religious, economic and educational systems. The options are endless and make St. Louis Park a community of choice for a lifetime.

Application Procedure

- To apply, submit the following three documents by email, confidentially, and as separate PDF attachments.
 1. Cover letter that aligns your experiences and skill sets with the current needs of the organization as you understand them.
 2. Current resume with all appropriate dates included.
 3. List of five references with names, physical addresses, phone numbers and email addresses.
No references will be contacted without your knowledge and approval.
- Include Children First in the email subject field.
- Applications will be accepted until November 30, 2019.

Assemble the above in one email and send to: **Dr. Bob Tift – Search Consultant • tiftbc@gmail.com**