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YMCA OF GREATER KANSAS CITY

PRESIDENT & CEO

POSITION SPECIFICATIONS

CLIENT

The YMCA of Greater Kansas City's (Y) vision is to create Safe Passage; Passport for Life where people of all ages have access to the resources and experiences that provide safe passage through life's many chapters ensuring a passport for life.

Our client kansascityymca.org is dedicated to improving the health of mind, body and spirit of individuals and families in our communities. The Y is a powerful association of men, women and children committed to bringing about lasting personal and social change. With a focus on nurturing the potential of every child and teen, improving the nation's health and well-being and providing opportunities to give back and support neighbors, the Y enables youth, adults, families and communities to be healthy, confident, connected and secure.



Established in 1860, the YMCA of Greater Kansas City is the seventh oldest and the most respected social service organization in Greater Kansas City. Anchored in two states and nine counties, the YMCA of Greater Kansas City is focused on strengthening communities through youth development, healthy living and social responsibility

- The YMCA of Greater Kansas City annually impacts over 160,000 individuals through its 13 membership centers, over a 100 program sites and numerous partnerships.
- Each day the YMCA of Greater Kansas city provides licensed child care and education to over 3,000 children, making it the largest provider in Greater Kanas City.
- In 2018, the YMCA provided \$1,860,964 in financial assistance to 23,223 people for the opportunity to grow through Y programs and services.
- 2,799 volunteers support the Y as board members, fundraisers, youth sports coaches and officials, and community outreach volunteers.
- 3,722 donors ensure a brighter future for youth and families through their donations to the Y.

- Over \$78 million raised in the last 8 years for capital projects including a new downtown Y with planned opening in early 2021, and the expansion and renovation of the Linwood and Atchison YMCAs.
- A recognized leader in the movement for diversity, inclusion and global initiatives.
- \$46 million annual operating budget, with a strong balance sheet.

STAFFING

The YMCA of Greater Kansas City currently employs 2,048 total (359 full time) staff members. The current CEO's direct reports include:

- Executive Vice President/Chief Operating Officer, COO
- Chief Financial Officer, CFO
- Chief People & Inclusion Officer
- Chief Development Officer
- Executive Assistant to the President

POSITION DESCRIPTION AND BOARD EXPECTATIONS

For close to 160 years the YMCA of Greater Kansas City has responded to the changing needs of a dynamic and diverse community. The CEO will have the opportunity to leverage the organization's exceptional growth over the last 10 years to continue to position the Y as a leader in the community and the nation in the areas of youth development, healthy living and social responsibility. The CEO will work closely with the senior leadership team and a strong volunteer Board of Directors to deepen recent gains and outcomes aligned with the organization's current strategic plan. Moving forward, the CEO will further strengthen a vision that engages the community, delivers quality programs, member engagement, associate engagement, operational results and philanthropic support including fundraising for annual, capital and deferred maintenance campaigns.

RESPONSIBILITIES

The Board of Directors believes the CEO should be an experienced and innovative leader who has the background and qualities that will permit the selected candidate to achieve excellence in the following roles:

Advocate the YMCA Mission & Vision

The next chief executive needs to be a visionary and inspirational ambassador for the mission, goals, and values of the YMCA of Greater Kansas City. The CEO will support the culture through intentional strategies and interactions to support people engagement (volunteers and associates). The next CEO must build upon successful and strategic relationships with influential leaders, members and organizations of the community with an eye toward continuing to leverage those relationships to enhance support for the Y cause. The CEO should be a problem solver and committed to responding to social issues and community

change. This may include, but is not limited to, partnerships with the elected and appointed officials of Kansas City and other municipalities, as well as State representatives for development of facilities and services, collaborations with various school districts to expand the YMCA's school age programming, and partnerships with health care providers to address health concerns such as social isolation, obesity and diabetes in an effort to promote healthy living.

Key competencies sought include: *an understanding of the principles of collaboration, excellent communication skills, persuasiveness, and integrity.*

Develop and Lead the Staff Team/Build a Positive, Productive and Welcoming Culture

The chief executive's role in leading the staff team will be critical to their success. The new CEO must: recruit, retain and develop a high-performing team; possess high-level people skills; be a decision maker who listens and "walks the talk" by modeling the YMCA character values; and be a conscious leader that knows how to identify and align people's strengths in an effort to improve the Association. The CEO will strive to continue to build an inclusive culture that supports teamwork, trust, transparency and transformation.

Key competencies sought include: *team building, strategic, visionary leadership, and staff development as well as management.*

Provide Vision and Strategic Leadership

In partnership with the Board of Directors, the CEO will support, actively champion and promote the Y mission and vision to attract high-caliber volunteers to the board, and help lead board development efforts to ensure optimal board performance, with a continued focus on diversifying the board. This individual will be a committed partner alongside the Board of Directors and its committees to ensure they remain active and engaged.

Key competencies sought include: *vision, strategic planning, building consensus, leadership, communication skills and CEO level experience.*

Develop and Implement Updated Strategic Plan:

Have the ability to work effectively with volunteers and key staff to create and develop updated strategic roadmap that addresses the needs of this YMCA. Lead staff in the development and implementation of goals through an annual operating plan. Lead volunteers in aligning committees and their charts of work to support the strategies and goals of the association.

Key competencies sought include: *influence, values, relationships, inclusion, communication, project management, innovation, quality results.*

Enhance Operating Performance

The new CEO will have previous successful experience in making sound financial decisions and a proven track record of operational excellence. The next CEO must assure that public and private resources are available to support operational and capital needs and service the Y's debt structure. The CEO must understand the Y's complex financing arrangements and be

able to work comfortably within their constraints. The new CEO must instill confidence, credibility, and trust in the Y with financial institutions, foundation leaders, and major donors.

Key competencies sought include: *decision making, innovation, project management, business and financial acumen, experience in monitoring and measuring success of programs and initiatives, achieving quality results.*

Financial Development and Building a Culture of Philanthropy

The CEO needs to lead strategic fundraising efforts, building upon a strong plan for how the association will continue to leverage its brand. This individual must assure that public and private resources are available to support operational and capital needs and have what it takes to instill confidence, credibility, and trust in the Y with financial institutions, foundation leaders and major donors. The organization's 2019 Annual Campaign Fundraising goal is approximately \$1.9 M. The CEO must gain a deep understanding of the region's philanthropic community and have the ability to gain access to a pipeline of new funding sources as well as continuing and gaining additional support from current sources. The leader must possess creativity and success in leading efforts to fund potential new projects and deferred maintenance through innovation, partnerships, and alternative funding sources e.g.-TIFs, grants, etc.

Key competencies sought include: *goal-setting, persuasion, closing skills, networking, and an ability to get others to support the Y's cause.*

EDUCATION AND EXPERIENCE

- A Bachelor's degree is required; a Master's degree will be a plus
- Excellent written and verbal communication skills
- A proven track record (minimum ten years of prior experience in a senior management role) or with comparable budgetary/fiscal management and responsibility for a high-performing mission-driven organization with at least \$10+ million annual budget.
- Successful fundraising experience in annual campaigns, capital efforts, endowment and grants
- Transformational leader with experience leading the development of an organization's strategic plan – with a clear vision of serving “all” – across a diverse community.
- Demonstrated experience in developing effective strategic partnerships and relationships to further the impact of an organization. Effective skills in board governance and serving as an integral partner with volunteers.
- YMCA Organizational Leader Certification (Candidates not already in possession of this certification have up to three years to obtain via YMCA of the USA).

PERSONAL CHARACTERISTICS

- Visionary, inspirational and inclusive leader with the ability to interact with our levels of an organization and people from all walks of life.
- A strong and intentional commitment to diversity and inclusion
- Deep commitment to the services provided by the YMCA

- Sound business acumen and judgment
- Strong sense of ethics, fairness, and honesty
- Committed to and comfortable with setting expectations and managing performance.
- High level of comfort working with private sector executives
- Strong understanding of charitable and non-profit sector
- Entrepreneurial, transparent and collaborative leader
- Accepted and respected in influential circles

COMPENSATION

Compensation will be market-based, appropriate to experience and accomplishments, and credentials of the candidate. If applicable, a relocation package will be included. Generous health care, dental plan, disability insurance, life insurance, vacation, cell phone allowance and other benefits per policy. Excellent leadership development and networking opportunities including opportunity to connect with national YMCA of the USA and other YMCA's across the country. YMCA pays 9% retirement contribution per eligibility requirements <https://www.yretirement.org/>.

KANSAS CITY, MISSOURI (GEOGRAPHIC LOCATION)

This position will be located at the YMCA of Greater Kansas headquarters in Kansas City, Missouri. Named one of the “Top 50 Best Places for Business and Careers” by *Forbes*, Kansas City offers a vibrant community of professionals working in areas of nonprofit, entrepreneurship, innovation, and technology. The region has achieved numerous [national accolades](#) for high rankings in affordability, raising a family, the redeveloped downtown, technology, charitable giving, museums, sports facilities and culinary accomplishments.



Kansas City is home to many cultural opportunities and offers many state of the art facilities to house these world-class performances. The nationally recognized [Nelson-Atkins Museum of Art](#) and the [Kauffman Center for the Performing Arts](#) are two examples with the “Kauffman” recently named the one of the 15 most spectacular concert halls in the world - one of only two US sites listed in the publication.

Kansas City has three major league athletic teams (all of which play in remodeled or new stadium facilities) and an expanding and vibrant urban center.



Below are an inventory of relevant websites that highlight Kansas City and the surrounding area:

- City of Kansas City, Missouri kcmo.gov
- Kansas City Convention & Visitors Association visitkc.com
- Kansas City Area Development Council thinkkc.com
- Frommer's frommers.com
- ArtsKC – Regional Arts Council artskc.org

APPLICATION PROCESS

EFL Associates, an executive search firm, is assisting YMCA of Greater Kansas City with its search for this important position. All calls and inquiries should be made through the search firm. Nominations and applications will be held in confidence. Review of applications will begin immediately and will continue until the position is filled.

NON-DISCRIMINATION

EFL Associates and the YMCA of Greater Kansas City provide equal opportunity in employment to all applicants for employment regardless of race, color, religion, sexual orientation, national origin, sex, disability, age, veteran status, genetic information, or other legally protected status or category pursuant to applicable federal, state or local law.

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