AMERICAN PRINTING HOUSE FOR THE BLIND
VICE PRESIDENT OF GOVERNMENT AND COMMUNITY AFFAIRS
POSITION SPECIFICATIONS

Our client, the American Printing House for the Blind (“APH”) is the world’s largest nonprofit organization creating educational, workplace, and independent living products and services for people who are blind or visually impaired.

Founded in 1858, APH now employs a dedicated employee complement of approximately 320 and has annual revenues of over $40 million. The organization first created embossed books but when operations resumed after the Civil War, APH began to work on a national basis producing its first tactile books. In 1879, APH received a federal mandate when Congress enacted the Act to Promote the Education of the Blind. This act designates APH as the official supplier of educational materials to all students in the United States who meet the definition of blindness in pre-college curriculum. Funding for this mandate continues to this day under the Federal Quota Program.

In addition to textbooks and other educational publications for students who are visually impaired, APH also provides publications useful to adults, such as cookbooks, dictionaries and restaurant menus. In addition, APH creates recorded books on a contract basis.

Currently, APH produces publications in several accessible formats, including:

- Braille
- Recorded
- Large Print
- Computer files

APH also develops and produces hundreds of products, tools, and supplies that support students and adults who are visually impaired, helping them increase their independence. Examples include:

- Braille instructional programs
- Science teaching kits
- Talking computer software
- Low vision assessment kits
- Early childhood development materials
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- Braille writing devices
- Digital recording equipment
- Videos on topics related to blindness

**APH** maintains its own Research Department which conducts ongoing product development activities in such areas as tactile graphics, braille reading readiness, and talking computer software. **APH** actively encourages input and engagement with the visually impaired community on new product ideas and suggestions.

In 1994, **APH** opened the **Museum of the American Printing House for the Blind** which is dedicated to preserving and presenting the fascinating educational history of people who are blind and the historic contributions of **APH** for the benefit of people who are visually impaired, educators of people who are visually impaired, and the broader community. The public is invited to tour the museum during regular hours.

Everything **APH** does is driven by its mission to promote the independence of people who are blind and visually impaired by providing specialized materials, products and services for education and life.

**APH** is headquartered in Louisville, Kentucky and governed by a distinguished 11-member Board of Trustees. **APH** is open to the idea that this **Vice President of Government and Community Affairs** may work remotely from the Louisville headquarters. By definition, a considerable investment of time will be needed in Washington, DC with travel, as needed, to Louisville.

For more information about the organization, please visit [www.aph.org](http://www.aph.org).

**THE LOCATION**

With a greater metropolitan area population of approximately 800,000, Louisville is the largest city in the Commonwealth of Kentucky and the 20th largest city in the United States. Founded in 1778 and named for King Louis XVI of France, Louisville is one of the oldest cities west of the Appalachian Mountains. Situated on the banks of the Ohio River just south of Indiana, Louisville is home to Churchill Downs and the Kentucky Derby, the University of Louisville, Louisville Slugger baseball bats, and the birthplace of boxing great, Muhammad Ali. The City enjoys a relatively mild and temperate four-season climate and a robust business and cultural arts scene.

For more information about the area, please refer to the following websites:

- Things to Do and See  [www.louisville.com](http://www.louisville.com)
- A Guide to Louisville  [www.louisville.about.com](http://www.louisville.about.com)
- Official City Site  [www.louisvilleky.gov](http://www.louisvilleky.gov)
- Events and Tourism  [www.gotolouisville.com](http://www.gotolouisville.com)
- Louisville Courier-Journal  [www.courierjournal.com](http://www.courierjournal.com)
THE OPPORTUNITY

Reporting to the President, the Vice President of Government and Community Affairs will be a key member of the Executive team and provide professional direction and oversight to the Office of Government Relations. This role will serve as a key advisor to the President pertaining to all government activities at APH, including the activities related to the Act to Promote the Education of the Blind of 1879 and the partnership between APH and the U.S. Federal Government. The successful candidate will cultivate and enhance APH's relationships with federal, state and local government levels. He/she will work with APH Executive Leadership in the development of proposals and strategies to advocate and educate for priorities with governmental entities at all levels.

The Vice President of Government and Community Affairs will be an inclusive leader, respectful and engaged with a collaborative management style and a proactive focus on results and opportunities. This role will administer an expected budget of approximately $5 million and a staff of approximately 18.

Essential Responsibilities include:

- Educating members of the U.S. Congress by raising awareness of the unique learning needs of the visually-impaired and about the products and services APH provides to support students in classrooms throughout the country and its territories.
- Establishing and maintaining relationships with members of the U.S. Congress who serve on budget committees to influence and recommend funding levels for the appropriation.
- Educating APH Ex-Officio Trustees, staff, professionals in the field of vision, teachers, parents and students about the Act and the critical need to continually inform elected officials on how such funding is utilized.
- Developing and implementing strategies to broaden awareness of APH and the Act to include officials within both the Executive and Legislative branches of the Federal government.
- Developing a communications strategy that projects a clear, concise message in order to have a virtual and ongoing presence with members of Congress and other thought and policy leaders.
- Leading and encouraging advocacy efforts with the field of vision to ensure that students and adults with vision loss have access to the same educational opportunities as their sighted peers and to have available the appropriately designed tools and materials for reaching their maximum potential to learn and live independently.
- Participating on the APH Executive Committee and supporting the President.
- Reporting to the APH Board of Trustees as requested.
- Designs, establishes, and maintains an organizational structure and staffing to effectively accomplish the organization’s goals and objectives; oversees recruitment, training, supervision, and evaluation of assigned staff.
- Overseeing Special Programs implemented by APH, including: APH Museum; AFB Migel Memorial Collection; APH Factory and Tour Program; annual InSights Art Competition and Exhibit; and the APH Gift Shop.
• Overseeing all efforts related to prison braille programs (such as the National Prison Braille Network, KCIW Braille Services, and Braille Tales).
• Representing APH by developing relationships and partnerships with community, local, state, and national elected officials, vision professionals, educational institutions, corporations, and other nonprofit entities.
• Prepares communications to and for key stakeholders, including the President and Board of Trustees, regarding pertinent issues on legislative changes; directs and oversees the development of materials in support of the government relations agenda, such as talking points, legislative summaries, factsheets, testimony, reports and letters.
• Apprises Senior Leadership of pertinent legislative issues, external factors, and policy proposals and action that could impact APH.
• Serves as a key representative for APH at legislative sessions, before state bodies and federal agencies in support of institutional goals and objectives.
• Participates as a member of the Senior Leadership team on institutional planning, policy development and issue resolution.
• Serves as an advocate on behalf of the visually-impaired.

THE PERSON

APH seeks an inspirational and passionate, highly-mission-driven leader for this exciting opportunity. The successful candidate will have a track record of forging trust-based relationships with elected officials and other policy makers and be adept at crafting a comprehensive and compelling communications strategy. The Vice President of Government and Community Affairs will build strong internal relationships and be adept at doing the same with key external decision makers, partners, and others engaged with the visually impaired community.

APH is at a pivotal juncture and seeks executive leadership that bring for-profit disciplines to a nonprofit organization. He/she will possess demonstrated abilities to strategize, plan and execute a comprehensive and mission-focused communications and advocacy strategy both within and external to APH. The successful candidate will be a hands-on leader reinforcing a culture of excellence and exceptional external stakeholder engagement.

PROFESSIONAL EXPERIENCE/QUALIFICATIONS

• An undergraduate degree is required with an advanced degree preferred.
• Significant (ideally 10 or more years) leadership experience in communications, government affairs, advocacy, and the legislative/budget appropriation process at all levels of government.
• Solid understanding of current developments in state and national higher education policy.
• Comprehensive current knowledge or ability to cultivate a comprehensive understanding of federal and state governmental structures, policy-making processes, and budget appropriation vehicles.
• Proficient understanding of legislative timelines and procedural policies related to the promulgation of legislative and rule-making processes.

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• Demonstrated understanding of and commitment to complete compliance with state and federal lobbying laws, ethics, rules, and applicable regulations.
• Demonstrated ability to synthesize and inform proposed legislation.
• Ability to master an understanding of the interplay between proposed changes and existing statutory or regulatory frameworks and to discern how proposed changes may affect APH’s ability to carry out its mission.
• Previous experience with the visually impaired community while not required, will distinguish the most attractive candidates.
• Experience working with and contributing to, as a member of an enterprise leadership team, strategy development and tactical measures and metrics to achieve those goals.
• Excellent project management skills; ability to lead through teamwork and cooperation.
• Proven capability to effectively manage organizational change geared towards realizing efficiencies and continuous process improvement – examples will be sought.
• Financial acumen to effectively develop and manage a significant budget and to deploy those resources to maximize efficiency and impact.
• The ability to travel approximately 25% of the time.
• A passionate personal alignment with the vision and mission of APH.

PERSONAL CHARACTERISTICS

• Excellent oral and written communications abilities – persuasive and articulate; diplomatic and open style; a good listener; credible; a skilled negotiator and advocate on behalf of APH and the population it serves
• Gravitas to be effective with elected officials at all levels, trustees, community members, and other senior leaders within APH
• Solid analytical and organizational skills; possesses the ability to distill complex matters and data in a clear and concise format
• An inspirational leader; proven ability to inspire diverse groups of people to embrace an organizational vision and skilled in engaging both internal and external parties
• Results oriented – driven to move things forward, strives toward continuous improvement and measurement against goals.
• A “people person” who is compassionate, operates with humility, and effectively integrates into the organization’s culture and environment, rapidly gaining the trust and respect of colleagues and team members.
• Impeccable ethics and highest integrity. Values and practices honesty and integrity in all dealings with others.
• A proactive leader; intellectually curious; regularly investigates and brings new ideas to the organization, especially with regard to communications strategy and legislative advocacy; skilled in critical and creative thinking to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to issues.

COMPENSATION

APH will offer the successful candidate a competitive compensation and benefits package, including medical, dental, life, and disability insurance coverage, a 401(k)
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retirement saving plans with employer match, and a generous holiday/paid-time-off policy. Relocation reimbursement, if necessary, will be negotiated.

NON-DISCRIMINATION

Our client and EFL Associates firmly support the principle and philosophy of equal opportunity for all individuals, regardless of age, race, gender, creed, national origin, disability, veteran status or any other protected category pursuant to applicable federal, state or local law.

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