The Board of Trustees for the Gerald R. Ford Presidential Foundation invites nominations, applications, and expressions of interest for the role of Executive Director.

The Foundation
The Gerald R. Ford Presidential Foundation fosters increased awareness of the life, career, values, and legacy of America’s 38th President. It does so through activities designed to promote the high ideals of integrity, honesty, and candor that defined President Ford’s extraordinary career of public service. The Foundation celebrates the values and historical legacy of President and Mrs. Gerald R. Ford and further promotes greater civic engagement and recognition of integrity wherever it exists in the public arena. It supports permanent and changing exhibits designed to promote historical literacy, conferences, educational outreach, and other programs, both scholarly and popular, held at the Gerald R. Ford Presidential Library and Museum.

The Foundation is located in President Ford’s hometown of Grand Rapids, Michigan’s second largest city. Grand Rapids is a tightly knit community that offers all the amenities of a big city with a small-town feel. Western Michigan is a national leader in manufacturing, health care, agriculture, and philanthropy. The region offers innovative careers in information technology, finance, supply chain management, marketing, construction, human resources, and engineering. The area also offers a strong educational opportunities, outdoor recreation, arts and music, shopping, diverse museums and galleries, outstanding trail systems, professional and college sports, festivals, and famous craft breweries. Thousands attend ArtPrize, the world’s largest open, independently organized international art competition, a biennial event in Grand Rapids. A recent survey by The Art Newspaper identified Grand Rapids among the “most cultured” cities in the country.

Gerald R. Ford Presidential Library
The Gerald R. Ford Presidential Library, located at President Ford’s alma mater, the University of Michigan in Ann Arbor, Michigan collects, preserves, and makes accessible to the public a rich body of archival materials on U.S. domestic issues, foreign relations, and political affairs during the Cold War era. Current holdings include 25 million pages of President Ford’s and Mrs. Ford’s personal papers, memos, letters, meeting notes, reports, and other historical documents. Also included are one-half million audiovisual items, including photographs, videotapes of news broadcasts, audiotapes of speeches and press briefings, film of public events, and televised campaign commercials. Recent events and exhibitions have included "Why Trade Matters," “The 2020 Election: The Challenges and Changes Facing Political Polling," and “Inside Camp David: The Private World of the Presidential Retreat.”
**Gerald R. Ford Presidential Museum**

Permanent and interactive exhibits are the core of the Gerald R. Ford Presidential Museum located in downtown Grand Rapids, Michigan. They allow visitors to participate in history, not just view it, while reviewing the highlights of the lives of President and Mrs. Ford. In addition to the permanent exhibits, a succession of temporary exhibits draws upon the rich holdings of the entire Presidential libraries system, the Smithsonian Institution, the National Archives, and others. The Museum also houses nearly 20,000 items connected to the Fords. Recent events and exhibitions have included “Wounded Warrior Dogs Project & K9 War Stories,” “The Continual Struggle: The American Freedom Movement and the Seeds of Social Change,” and “Betty Ford: First Lady, Women’s Advocate, Survivor, Trailblazer.”

**DeVos Learning Center at the Gerald R. Ford Presidential Museum**

With construction completed in the spring of 2016, the DeVos Learning Center became the learning hub of the Gerald R. Ford Presidential Museum. This multi-million dollar addition, supported by the Gerald R. Ford Presidential Foundation, provides state-of-the-art learning space for students visiting the Museum. Here, learners of all ages engage in interactive and meaningful programs. Ongoing featured programs include “Liberty’s Lessons of Character,” “Communities in Action,” “Amending the Constitution,” “Taking a Stand,” and “Leading with Character.”

The Foundation’s educational initiatives extend beyond the regular K-12 classes and educator workshops held within the walls of the DeVos Learning Center. The education team is engaged in many outreach programs including visits to schools and a partnership with the Child Life team in the local children’s hospital. Produced by the Foundation in 2018, "Victors of Character" is a play for young audiences that has been performed for thousands of students across Michigan. The Foundation’s website houses a regular newsletter promoting the Foundation’s endeavors, many virtual learning experiences, and resources that have been created in collaboration with partners such as PBS and National Geographic. These materials are accessible to students and teachers around the globe. One of the initiatives presently in development is an illustrated biography for children titled, *Truth and Honor: The President Ford Story* to be released in summer 2020.

**Foundation Awards, Prizes and Grants**

The Foundation presents the following awards, prizes, and grants:

**Gerald R. Ford Medal for Distinguished Public Service**

Each year, the Foundation awards the Medal for Distinguished Public Service to persons who have served the public good in the private and public sector. The award is presented during a ceremony held in June at the Foundation’s annual dinner in Washington, D.C. The Gerald R. Ford Medal for Distinguished Public Service recognizes outstanding public contributions by individuals who reflect the qualities demonstrated by President Ford during his public service career: strength of character, integrity, trustworthiness, fidelity to principles in decision making, sound judgment, decisiveness (particularly during periods of crisis), determination in the face of adversity, diligence, self-confidence balanced with respect for the views of others, and self-discipline in personal life. Past recipients include Jimmy Carter, George H.W. Bush, Thomas P. “Tip” O’Neill, Henry Kissinger, and Carla A. Hills.

**Gerald R. Ford Journalism Prizes for Reporting on the Presidency and on National Defense**

Each year, the Gerald R. Ford Presidential Foundation awards two distinguished journalism prizes, one for reporting on the Presidency and the other for reporting on National Defense. These prestigious prizes, initiated in 1988, recognize repororial excellence and the fostering of better public understanding of the presidency and national defense. Each year the two prizes are

President Gerald R. Ford Student Essay Challenge
Each year the theme for the President Gerald R. Ford Scholarship Essay Challenge reflects on an important part of Gerald R. Ford’s character. High school students from public, private, city, suburban, rural and home schools participate in the contest. Finalists are chosen and recognized at a special awards program at the Museum.

Gerald R. Ford Presidential Library Research Grants and Award Programs
Two programs are available to support research in the holdings of the Gerald R. Ford Presidential Library. These holdings focus on federal policies, U.S. foreign relations, and national politics in the 1960s and 1970s with also earlier and later materials depending upon the topic. The programs include The Gerald R. Ford Scholar Award (Dissertation Award) in Honor of Robert Teeter in the amount of $5,000 and 30-40 Research Travel Grants valued up to $2,000 each.

Foundation Governance
The members of the Board of Trustees of the Gerald R. Ford Presidential Foundation are elected to three-year renewable terms. The Board members provide the stewardship necessary to carry out the mission of the Gerald R. Ford Presidential Foundation. Trustees include but are not limited to: Ford Family members; former members of Gerald R. Ford’s Administration; close friends of the Fords; and those men and women who have distinguished themselves in their professional and personal lives through similar ideals, values, and commitment to public service as Gerald R. Ford.

Friends of Ford
Friends of Ford is the official membership program of the Gerald R. Ford Presidential Foundation. It helps support the many important activities at the Gerald R. Ford Presidential Library & Museum, which are not funded by the federal government. Temporary exhibits, noted speakers, education programs and community events, and the marketing of these events are activities underwritten by membership.

The Opportunity for the New Executive Director
The Foundation is at a promising inflection point as the organization prepares to build on its legacy and strengths. By applying vision, knowledge, experience, innovation, and a steady hand, the new Executive Director will be a:

- Strategic leader and astute manager
- Compelling public spokesperson
- Strong financial steward and fundraiser
- Engaging Board and community collaborator

The Executive Director reports to the Board of Trustees and is responsible for the overall management, planning, and leadership of the Foundation. The Executive Director works closely with the Board of Trustees, the Ford family, and the staff to guide and execute the established strategic direction of the organization and to develop effective policies and programs in support of the Foundation’s mission. The Executive Director ensures that the Foundation’s programs, fiscal, operations, fundraising, marketing, human capital, and technology strategies are effectively aligned and implemented across all areas of the organization.
The Executive Director oversees an annual operating budget of approximately $1.5 million and a team comprised of four full-time staff, one part-time staff, and several contract laborers that provide various services including marketing, website, and educational support. The Executive Director provides support and oversight to the staff and contract laborers. In addition, the Executive Director partners and collaborates with the Director and staff of the Gerald R. Ford Presidential Library and Museum.

**Agenda for Leadership**

The next Executive Director of the Foundation will join the institution at a time of positive momentum on all fronts. The Foundation’s next Executive Director will be prepared by experience and temperament to champion its mission, to build the enterprise, and to foster even greater financial sustainability and growth. The successful candidate will be expected to guide the discernment and articulation of goals that are both inspiring and achievable while building the will and spirit needed to attain them. Among the most important priorities for the next Executive Director are:

*Demonstrating Visionary Leadership and Ambitious Strategic Planning*

The Executive Director will provide visionary leadership and ambitious long-range strategic planning skills to grow the Foundation in areas that are a natural extension of its mission. The Executive Director will help shape and solidify the Foundation’s position in the presidential foundation and nonprofit sector, propel a mission-centered vision for the Foundation of the future, and offer an inspiring voice for that vision. The new Executive Director will be courageous and willing to take calculated risks, while being anticipatory and proactive in identifying issues that may arise as the Foundation evolves. Some of the specific ways in which this can be accomplished are to:

- Provide inspirational leadership and direction for the Foundation through a strategic planning process to ensure the continued development and management of a professional and efficient organization;
- Continue effective decision-making processes that will enable the Foundation to achieve its stated objectives and goals;
- Cultivate a strong and transparent working relationship with the Board and ensure open communication about the measurement of financial and programmatic performance against established goals;
- Steward the Foundation’s assets and expenditures within the financial plans and budgets approved by the Board and, where required, the Audit Committee and Investment Committee;
- Leverage a strong team to optimize operations and impact while maintaining a culture of shared responsibility and stewardship throughout the Foundation;
- Synthesize ideas, clarify issues, and employ programmatic expertise to work effectively with a variety of stakeholders;
- Provide support to all Foundation committees; and
- Maintain and strengthen the positive and productive relationship with key partners and the National Archives and Records Administration (NARA).
Strengthening Community Partnerships
The Executive Director’s ability to increase collaborations and build ever stronger relationships and partnerships within Grand Rapids, the region, and the nation will be important. Specifically, the Executive Director will:

- Drive the Foundation’s programming and appreciate its varied constituents – recognizing how programs are structured and funded, how performance is measured, and how resources are allocated to ensure the efficient delivery of high quality services;
- Manage current partnerships and develop new synergies to help both leverage existing resources and attract new funding and goodwill needed to achieve the Foundation’s mission; and
- Enhance the relationship with the Gerald R. Ford Presidential Library and Museum, ensuring shared vision, programming, and goals.

Advancing the Foundation’s National Reputation
The Executive Director will be an ardent champion for the Foundation and will work to extend the Foundation’s recognition and reach beyond its current footprint. The Executive Director will celebrate the Foundation’s programs and culture and serve as its constant champion at local, regional, and national levels. The Executive Director will seek to reach new audiences and broaden the engagement of the Foundation in areas such as educational programming, leadership initiatives, civil discourse, social media campaigns, and other activities that will engage the public in the mission of the Foundation.

Growing Resources and Broadening the Donor Base
The new Executive Director will be the Foundation’s chief fundraiser and ambassador. Growth in gift revenues will play prominently in the Foundation’s future. Whether focusing on endowment enhancement, cultivating prospects for major or planned gifts, or initiating a capital campaign, the Executive Director will have a direct impact on and will spend a significant percentage of time on fundraising. The Executive Director will direct the “Friends of Ford” annual giving membership program and sponsorships fundraising. Additionally, the Executive Director will build partnerships to bring additional resources from many spheres of influence to the Foundation, including financial resources, expertise, and experience.

Ensuring Fiscal Stability
The Executive Director will be a strong financial manager, knowledgeable about nonprofit business models, innovative with regard to forging new revenue streams, and capable of adjusting the business plan to improve the Foundation’s financial security. The Executive Director will ensure that the management of financial and other resources permits the Foundation to make continuous progress towards the achievement of its mission and that those resources are properly allocated to reflect present needs and future potential. The Executive Director supports the Foundation’s Treasurer in overseeing the financial health of the organization including developing long and short range financial plans, monitoring the budget, ensuring sound financial controls are in place, and setting financial priorities to ensure the organization is operating in a manner that supports the needs of the organization.

Engaging and empowering staff, communicating and managing effectively, and leading with transparency
The Executive Director will have a positive, engaging, and influential presence at the Foundation. The Executive Director’s capacity to ask thoughtful questions, listen carefully, shape discourse, promote collegiality, and operate with transparency is of paramount importance. Some specific
Responsibilities are to:

- Oversee marketing, branding, and development strategies that will ensure consistency throughout the organization;
- Represent the Foundation and serve as a lead spokesperson;
- Make effective presentations, both orally and in writing, to the external community, donors, and the media on the work of the Foundation;
- Oversee the operation of the Foundation;
- Ensure appropriate policies and procedures of the Foundation are developed, maintained, and disclosed;
- Ensure that the Foundation has complied with all regulatory requirements for the Foundation’s financial, reporting, disclosure requirements, and internal controls over financial reporting; and
- Identify the principal risks of the Foundation’s business and implement appropriate systems to manage these risks.

Qualifications and Characteristics
The successful candidate will be a politically astute, energetic, innovative leader able to embrace and articulate enthusiastically the value and mission of the Gerald R. Ford Presidential Foundation. Qualifications and characteristics of the successful candidate include:

- A minimum of a BS or BA, ideally with an MBA, MPA or related advanced degree;
- At least 15 years of overall professional experience;
- Prior nonprofit leadership experience (preferred);
- A familiarity with the people and locales of Michigan (preferred);
- A willingness to travel as needed to represent the Foundation;
- Outstanding leadership skills and management experience in developing and executing a strategic vision and articulating a roadmap to guide an organization to new levels of effectiveness;
- A strong record leading, inspiring, and empowering an organization or team with multiple constituencies including staff, members, donors, Trustees, institutional partners, and government agencies;
- Successful experience building and maintaining productive external relationships and partnerships, as well as fostering new, diverse audiences and constituencies;
- A highly collaborative approach with exceptional interpersonal, communication and coalition-building skills;
- Strong public relations skills, including speaking in public and on camera;
- A proven track record and understanding of all aspects of a successful fundraising operation (individual, corporate, and foundations) and engagement of affinity groups;
- The ability to be highly credible with donors and partners and to them see how the Foundation’s work shapes the broader community;
- The ability to set clear priorities, delegate, and guide investment in people and systems;
- Keen analytic, organization and problem-solving skills, which support and enable sound decision making;
- Strong budget management acumen, including experience overseeing diverse revenue streams;
- Technological savvy to support operations as well as to promote the work of the Foundation;
● A transparent, accessible, and collaborative “roll-up-your-sleeves” leadership style, with the ability to set priorities and maintain productive relationships; and
● An impeccable reputation for integrity and the highest standards of ethical judgement and behavior.

**To Express Interest:**
The review of credentials will begin immediately and continue until the position is filled. The new Executive Director is expected to begin work in July 2020. Nominations, inquiries, and applications may be sent in confidence to:

![Storbeck Search & Associates](image)

GFordFoundationED@storbecksearch.com

Julie E. Tea, Partner, and Julie Williams-Krishnan, Senior Associate at Storbeck Search & Associates, have partnered with the Gerald R. Ford Presidential Foundation on this search. Nominators and prospective candidates are encouraged to contact them at the above email address to arrange confidential conversations.

*Gerald R. Ford Presidential Foundation is an Equal Opportunity Employer*