



ENVISION GREATER GREEN BAY

Grounded in Reality, Focused on the Future

Toward a Thriving Future

Executive Director Search

112 N Adams St
Green Bay WI 54301
920-615-4350

POSITION TITLE: Executive Director
REPORTING TO: President, Board of Directors
ORGANIZATION: Envision Greater Green Bay, Inc.
Envisionggb.org
LOCATION: Green Bay, Wisconsin

Founded in 1990 as the Bay Area Community Council (BACC), **Envision Greater Green Bay** engages business, government, education and the nonprofit sectors. We are a tax-exempt 501(c)3 nonprofit organization led by a volunteer board of directors. **Mission:** To guide our community toward a preferred future based on proven foresight strategies. **Vision:** Community leaders will identify trends, events and choices, systematically driving decisions toward a preferred future.

Envision has aggressive growth goals and the Executive Director will be instrumental in helping the organization achieve them. Envision is seeking a visionary leader who can roll up their sleeves to deliver on projects and initiatives while still planning for future growth opportunities. The successful Executive Director will have a relationship-building mindset and be dedicated to bringing together business, government, education, and the nonprofit sectors to guide our community's future.

Our Roots as Bay Area Community Council

Born in 1990 of a strategic commitment to promote the general prosperity and quality of life in the Greater Green Bay Area, the new Council was tasked by the Greater Green Bay Chamber of Commerce with formally coordinating and aligning various special interest groups within the community to achieve strategic goals and objectives for the community as a whole. From the start, this nonprofit was made up of volunteers representing business, education, nonprofits, and government, working together to engage community leaders in understanding and shaping the area's future. It was and is governed by a board of 24 directors representing a cross section of the community.

The focus in the first thirty years was identification, analysis of and engagement with important community issues. The organization committed to being a thought leader to engage the community and monitor and report progress. In 2018, the Council piloted its first foresight workshop with futurist Garry Golden for a cohort of community leaders. Additional cohorts were trained each succeeding year with over 120 graduates today. In 2020, BACC committed to a complete rebrand, changing its name to **Envision Greater Green Bay** to reflect its new focus on bringing strategic foresight techniques to the community.

Strategic Foresight

Imagine being poised to meaningfully impact your organization's future in the face of a steadily increasing pace of change! What if we, as a community, could identify risks and threats in advance in order to enhance the quality of life for all? We *can*, because we are able, with appropriate training, to anticipate disruptors and *lead* change. When trained in **strategic foresight**, leaders can learn to consider several plausible futures and develop internal capacity to guide smarter decisions. Envision is the only community nonprofit in the United States systematically applying strategic foresight to identify risks and opportunities community wide. Our goal? To enhance the quality of life in the Greater Green Bay area.

Using Signals to Anticipate and Lead Change

Envision's foresight trained graduates include the Board of Directors. They have organized themselves into five key teams to scan for **signals of change** in trends, events and choices likely to impact the future of Greater Green Bay. The signals teams include **Economic Transformation, Housing & Safety, Health & Well-Being, Arts, Culture & Entertainment** and **Upward Mobility**. Signals teams are expanding to include community members, welcoming hands-on learning of strategic foresight tools and skills, and contributing to our area's preferred future as a *Community of Choice*.

CULTURE

Envision Greater Green Bay encompasses a group of passionate people who care about their community. The Executive Director will help solidify the strategic foresight approach at organizations throughout the community while implementing community-wide signals teams. The Board of Directors is very supportive of the Executive Director in recruiting participants for strategic foresight training and signal teams, coordinating events and achieving fund development goals.

Envision plays an active role in the community. Embracing business in the community is one of the main tenets. Organizations such as Nicolet Bank, Green Bay Packers, Wipfli, KI, Green Bay Packaging, Bellin Health, Schneider and many more are supporters of Envision.

REPORTING RELATIONSHIP

This position reports to the President of Envision. However, as an executive director, this role will also be accountable to other members of the board who serve as officers and chairs. The board works closely with one another and is eager to engage the Executive Director in strategy discussions. The Executive Director has overall operational responsibility for the execution of the mission and strategic goals set by the board of directors.

SCOPE AND RESPONSIBILITIES:

Core Responsibilities:

Leadership

- Participate with the board in developing strategic and operational plans to guide the organization
- Identify, assess and inform the board of internal and external issues that affect the organization
- Act as a professional advisor to the board on all aspects of the organization's activities
- Recommend program timelines and resources needed to achieve strategic goals set by the board
- Engage and energize volunteers, graduates, partner organizations and funders
- Develop and support a strong board of directors
- Foster effective team work between the board and Executive Director
- Serve as an ex-officio member of the board and all standing committees, study groups and task forces
- In addition to the President, act as spokesperson for the organization
- Conduct official correspondence on behalf of or jointly with the board as appropriate
- Represent the organization at community activities to enhance the organization's community profile

Operations

- Develop an operational plan with personal goals and objectives that carry out the strategic plan
- Ensure that the operation of the organization meets the expectations of the board and funders
- Conduct the efficient and effective day-to-day operation of the organization
- Ensure that financial, personnel, donor, program and historic files are securely and confidentially stored and maintained
- Ensure support to the board and all committees, study groups and task forces such as: scheduling, meeting notices, agendas, supporting materials, minutes, etc. as requested
- Oversee volunteers, staff, contract consultants, speakers and others to ensure the successful completion of all planned workshops, events, meetings and consulting engagements.
- Ensure that all board members and other key volunteers receive an orientation and proper training to fulfill their roles
- Implement a board self-evaluation process

Financial, Risk Management and Reporting

- Work with the board to prepare a comprehensive annual budget
- Ensure that sound bookkeeping, accounting procedures and government compliance procedures are followed, including donor relations, banking relations, fundraising, financial reporting and IRS and other government requirements.
- Ensure that the organization and the board carry appropriate liability and property insurance coverage and understand the terms, conditions and limitations of such coverage
- Monitor legislation and regulation relevant to the organization to ensure organization compliance

Fund Development/Relationship Building

- Develop strategies for discovering the best ways we can benefit our strategic foresight customers; listen to them so that we can devise and deliver strategic foresight workshops, consulting, networking and events that best meet their needs
- Engage the board and other volunteers to secure adequate funding for operation of the organization
- Identify and develop prospective corporate, community and individual funding sources and work with volunteers to develop and implement fund raising plans; adapt plans as necessary
- Prepare and submit funding proposals and grant applications and participate in fund development activities as appropriate
- Oversee production of marketing and communication materials to support fund development efforts
- Ensure accurate and timely financial reports to funders in accordance with grant requirements
- Ensure that an accurate, historic donor mailing list and database is maintained which respects the confidentiality of donor information
- Ensure that letters of thanks and receipts for contributions that recognize donor tax deductibility are sent; ensure that donors are recognized as appropriate in publications, social media and websites.

Communications and Advocacy

- Ensure that the Communications Committee and contract communications professionals develop and implement a comprehensive plan to communicate with stakeholders and donors to keep them informed of the work of the organization
- Establish working relationships and collaborative arrangements with strategic foresight graduates, community groups, funders, media, elected officials and others to help achieve the goals of the organization
- Work with the board and volunteers to deepen and refine all aspects of communications to better engage the community in priorities identified in the strategic plan
- Ensure that program results are communicated in order to attain a stronger organizational identity in the minds of graduates, potential customers, community stakeholders and donors
- Establish effective internal communications and recordkeeping systems and ensure training of staff and volunteers in their use

EXPERIENCE / SKILLS REQUIRED:

- College degree or equivalent with 5+ years of leadership experience
- Commitment to the mission of Envision, to being intellectually curious, and to learning and practicing strategic foresight techniques
- Ability to point to specific examples of having developed and operationalized performance- and outcomes-based strategies in a data-driven organization
- Demonstrated ability to fund raise and manage a budget
- Past success in working with a board of directors; ability to build relationships and work effectively with diverse people having various work and personality styles
- Strong marketing, public relations, written and verbal communications and listening skills with ability to engage a wide range of stakeholders, points of view and cultures; a passionate and persuasive communicator
- Project management skills that are action-oriented, entrepreneurial, adaptable and innovative; ability to set priorities, develop a work schedule, monitor progress toward goals, track and report details of data, information and activity
- Positive attitude, self-direction, integrity and ethical behavior
- Knowledge of current community challenges and opportunities and the current work of Envision in anticipating and leading change
- Knowledge of project management, financial management and reporting, fund development and communications methods, special events planning and management
- Proficiency in use of computer for word processing, communications, database management, spreadsheets and financial reporting, presentations, website management and social media
- Ability to schedule work hours to accommodate the needs of the organization, such as early board meetings and evening or weekend community activities representing the organization
- Experience in effectively leading a small nonprofit organization or a significant division of a large nonprofit organization including knowledge of legislation and regulation applicable to non-profit sector organizations

EDUCATION:

Bachelor's degree in business, marketing, communications or a related field preferred.

COMPENSATION:

This position provides a flexible schedule of 30 hours per week (120 hours per month) with the potential to increase hours and compensation to 40 hours per week; competitive compensation package, including a base salary and employee benefits.

CONTACT INFORMATION:

To play a significant role in making an impact on our community, interested individuals should send a cover letter and resume to Envision at signals@envisionggb.org.

**Envision Greater Green Bay
112 N. Adams St., Green Bay, WI 54301
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Envision Board of Directors

- **Phil Hauck**, TEC/Vistage, Retired – President
- **Tom Schumacher**, Services Plus , Retired – Treasurer
- **Nan Nelson**, Greater Green Bay Chamber, Retired – Secretary
- **Natalie Bomstad**, Wello.org – Vice President
- **Devon Christianson**, Aging and Disability Resource Center
- **Christopher Davis**, Green Bay Police Department
- **Fr. Paul Demuth**, Diocese of Green Bay
- **Mathew Dornbush**, University of Wisconsin Green Bay
- **Beverly French**, Orde Advertising, Retired
- **Susan Garot**, Green Bay Botanical Garden
- **James Golembeski**, Bay Area Workforce Development, Retired
- **Noel Halvorsen**, NeighborWorks Green Bay
- **Jeff House**, Oneida ESC Group
- **Beth Kowalski**, Neville Public Museum
- **Randall W. Lawton**, C. A. Lawton Company, Retired
- **Jamie Lynch**, St. Norbert College
- **Judy Nagel**, Wells Fargo Advisors, Retired
- **Diane Roundy**, Truity Partners
- **Heidi Selberg**, Retired
- **Rick Sense**, SCORE of the Fox Cities
- **Dean Stewart**, St. Norbert College
- **Randy Van Straten**, Bellin Health
- **Gratzia Villarroel**, St. Norbert College
- **David Wegge**, St. Norbert College, Retired

Testimonials

Facing Massive Disruption with a Plan: I now think differently. I hear someone talk about “signals” and I process the information in a new way. Our industry is in a massive digital transformation, massive disruption, and we are using the Foresight Horizon process to develop the timing of the plans we’re building out. In addition, our sub-team has used Four Futures to picture the possible directions and outcomes – which one to select, and the plan to get there. *Laura Hieb, VP/CNO, Bellin Health*

Immediate Success with Our New Tools: We immediately applied our new Foresight Analysis approaches to our analysis of an innovative Third Horizon investment opportunity. Using our new techniques to present it to an international decision-making board, we had immediate success. Our new “enhanced strategic planning” starts with strategic foresight tools but becomes a mindset that shapes everything we do. When we read a headline, we think about its implications, how it might play out. We’ve used STEEP to examine 30 trends for their impact and likelihood. The process enhanced our prior commitment to always viewing Three Horizons, but it was significantly improved by our Foresight takeaways. Our competitors don’t think like this, so we’ll continue to stay ahead of them. *Matt Schueller, Chief Strategy Officer, Nature’s Way*