

DISCOVERY Children's Museum Las Vegas

Chief Executive Officer

DISCOVERY has a history of successful leaders that have delivered compelling educational experiences to children and families. In the next CEO the Board seeks an executive with a track record of increasing donor & community engagement, growing attendance and revenue, and financially & operationally strengthening organizations.

DISCOVERY Children's Museum Las Vegas is a vibrant educational institution dedicated to inspiring curiosity, creativity and a lifelong love of learning in children. For over 35 years, the museum has served families throughout Las Vegas, Southern Nevada and around the world.

Founded in 1990, the museum is located in downtown Las Vegas adjacent to the Smith Center for the Performing Arts in Symphony Park. The 58,000 sq. ft. space has 26,000 sq. ft. dedicated to playful interactive education exhibits on three floors. Its 9 galleries immerse children in exploration of science, technology, engineering, arts, math, sustainability, creative expression, problem-solving and imaginative play, and emotional and cognitive development activities. Field trips, camps, educator resources, *DISCOVERY on Wheels* and other programs extend the museum's impact into schools and the broader community. While the focus is on children under the age of 12, there are also a range of programs for teens and youth. One of the standout programs is the YouthWorks internship, which provides up to 25 teens annually with a chance to start an employment portfolio while gaining personal and professional growth opportunities.

DISCOVERY's annual budget is approximately \$6m, and 80 staff are evenly split between full- and part-time personnel. There are also about 950 youth and 100 adult volunteers along with 20 corporate volunteer groups who provide a wide range of support to the institution and its visitors. The Board has thirteen members, six of whom serve on the Executive Committee. The museum welcomes more than 209,000 visitors annually, including 13,000 school field trip visitors and 3,700 member households. Roughly 20% of attendance is through the *Museums for All* program, and 5% of visitors receive free or reduced cost access through the Las Vegas-Clark County Library District, ensuring that household income does not determine access to museum offerings.

This leader will guide a dedicated team serving children and families across Las Vegas and Southern Nevada, and will advocate for experiential education that encompasses STEAM disciplines and social & emotional learning.

BASIC FUNCTION

Reporting to the Board, the CEO must create and sustain an environment and culture that inspires visitors, parents, grandparents and children; public school district leaders, charter and religious school leaders, and all educators; home-schoolers; nonprofit and business partners; and civic leaders in government and across all walks of life.

Inspiration has purpose: to increase financial strength in service to mission, to improve programs and their accessibility to children and families, to forge productive partnerships, and to have a positive impact on the children and families in and around Las Vegas.

The CEO will be the advocate, marketer, strategist, community leader, relationship builder and revenue builder for experiential learning and edutainment. With the Board and staff team, the

CEO will shape a museum experience that visitors wish to repeat, making the **DISCOVERY** a must-visit destination for tourists and an ongoing space for learning for locals.

IMMEDIATE PRIORITIES

The CEO's immediate priorities will be to:

- Create and maintain financial and operational strength by strategically developing a mix of aggressive fundraising avenues and opportunities that speak directly to the various interests of individuals, corporations and foundations in Las Vegas and Nevada; develop earned revenue streams (including ticket sales, facility rentals, paid programs, etc.).
- Retain current members and constituencies and build memberships and constituents among a new generation of children, students, parents, caregivers, and supporters, including diverse audiences of different ethnicities and backgrounds as well as both tourists and residents of Las Vegas and surrounding areas.
- Continue to build the museum's reputation as a distinctive, exciting, thought-provoking place for young children and their families to enjoy and return to again.
- Work with the Board and Executive Team in leading the in-process campaign for capital improvements, that includes phased exhibit renovations and building an endowment.
- Attract and retain support of a dedicated professional staff, volunteers, donors and partners in the community at large.

ONGOING RESPONSIBILITIES

LEADERSHIP AND GENERAL MANAGEMENT

- Provide executive oversight across the entire museum including financial performance, visitor experience, programs, exhibits, facilities, technology, safety, earned revenue and organizational infrastructure and ensure these areas operate cohesively in support of the mission and strategy.
- Hire, lead, inspire and mentor staff on the vision and goals of the museum; establish accountability and foster a work environment and culture that leads to retention of qualified staff.
- Review, update, and support the Board-approved Strategic Plan; supply the Board with complete, accurate and timely reports and data required for informed decisions (including from external advisors/consultants).

REVENUE DEVELOPMENT, MARKETING AND COMMUNICATIONS

- Serve as the chief fundraiser for the museum and actively court philanthropic relationships; set high expectations for increased financial support from individuals, foundations, corporations, governments, events and other philanthropic sources for the museum's programs, exhibitions and capital projects.
- Work closely with the staff, Board, and advisors to expand and diversify earned revenue streams from admissions, licensing, facility rentals, Museum Store, camps, etc.
- Serve as a highly visible, articulate and persuasive spokesperson for the museum; represent **DISCOVERY** to all of its constituencies, including funders and current and prospective visitors.

- Identify and nurture strong community partnerships, solidifying **DISCOVERY's** reputation as an exceptional children's museum and continue to raise awareness among local, regional, national and international audiences.
- Grow the endowment, enabling **DISCOVERY** to continually upgrade exhibitions, enhance the facility, and provide for financial stability as the institution matures.

EXHIBITS, EDUCATIONAL AND PUBLIC PROGRAMMING

- Provide direction for the development of new, fun and inspiring exhibits, outreach and educational programs aligned with best practices; leverage the galleries in ways that deepen the visitor experience.
- Work collaboratively with other like-minded, child-focused organizations and appropriately manage various relationships with other museums and attractions, thought-leaders in the field, schools, universities, patrons, volunteers and other community members; serve as an advocate for the organization, assuring that the interests of the museum are advanced and fully understood.

GOVERNANCE

- Identify and help recruit new Board members whose talents, interests and commitment will further **DISCOVERY's** mission and programs and expand funding opportunities; work with the Chair to ensure an effective Board committee structure and active engagement of Board talent and resources in support of the institution.
- In partnership with the Board, set the strategic direction for **DISCOVERY Children's Museum**; cultivate meaningful relationships with Board members; implement Board policies, goals, priorities and objectives; keep the Board informed of all relevant issues; attend all Board meetings and committee meetings as required.

EXPERIENCE AND QUALIFICATIONS

The ideal candidate will have the following experience and qualifications:

- Strong management and leadership responsibility in a museum, school, children's entertainment, or experiential learning environment that attracts a similar audience; a deep understanding of ways to engage and build audiences and cultivate strong ties with the community in which their institution is located.
- Deep and current experience in relationship building and raising the public profile of learning and play environments for children; an extensive background or passion for the education process would be an advantage.
- Experience working successfully with donors, community leaders and Board members to financially strengthen institutions; measurable success increasing earned and contributed revenue; strong understanding of financial management practices.
- Experience delivering Science, Technology, Engineering, Arts and Mathematics (STEAM) educational experiences and programs to children is preferred, as is a master's degree in education, business, social work or other related field; a minimum five years of experience directing business and program activities, preferably for a non-profit organization, and a bachelor's degree or equivalent are required.
- Experience shaping a highly effective operating environment; a demonstrated ability to forge mutually respectful and effective relationships with a diverse group of personalities

in a collegial and cooperative manner, including the means to address issues in non-confrontational and non-polarizing ways but nevertheless with determination.

- An individual with outstanding oral and written communication skills and a passion for connecting the public with **DISCOVERY**; someone who will enjoy engaging professionally and personally with residents and visitors in greater Las Vegas and Southern Nevada.
- A leader adept at planning, prioritizing, organizing and following through; a hard worker with a high energy level who welcomes accountability; a team player and team builder who is a good listener and strategist who cultivates trust; an individual who is straight-forward, shares information easily, receives as well as gives advice, and respects the abilities of others; someone who imparts trust, integrity and solidity.
- Someone who enjoys close collaboration, particularly with the Board's Chair and with other Board members, and who thrives on entrepreneurial partnerships of community significance.

COMPENSATION

The salary range is **\$225,000 - \$325,000** annually. Compensation will be competitive and based on experience.

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