

EXECUTIVE POSITION PROFILE

Executive Director



Alexandria, VA

This search is being conducted by:

VettedSolutions

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Position Description

Scope of the Position

The **Executive Director (ED)** of *TESOL International Association* is responsible for growing the reputation, influence and membership of the organization, as well as overseeing the implementation of all policies and actions approved by the Board. Serving as TESOL's chief staff leader, the ED is also responsible for the execution and administration of services, programs, products, and operations of the Association. The ED attends all Board of Directors meetings and prepares reports of those meetings.

The Executive Director reports to the Board of Directors. TESOL has a \$5.3 million budget and a staff of 19.5.

Key Responsibilities

Strategy & Planning

- ◆ In collaboration with the Board of Directors, develops, plans, and implements strategies, objectives, programs, and initiatives that deliver on TESOL's mission, goals, and priorities, including governance structure reform.
- ◆ Regularly reviews the Strategic Plan, reporting progress in order to ensure priorities and resources align.

Communications, Public Relations & Partnerships

- ◆ Serves as a key internal and external spokesperson for TESOL, speaking for the Association to the media and the public.
- ◆ Internally, is responsible for regular and ongoing communications with the membership, collectively and individually.
- ◆ Externally, leads efforts to enhance organizational visibility and awareness, including further developing relationships with relevant partner organizations.

Membership

- ◆ Develops and oversees membership and engagement models that respond to the needs of a diverse and multi-generational profession, including pre-primary, primary, secondary, and post-secondary educators in the U.S. and internationally.
- ◆ Develops member retention and recruitment initiatives.

Finance & Operations

- ◆ Works with staff to develop and propose an annual organizational budget for Board of Directors approval.
- ◆ Is accountable for financial management and ensuring financial stability, as well as regular reporting to the Board and/or Finance Committee.
- ◆ Develops, implements and monitors appropriate internal controls consistent with best practices for nonprofit accounting, including annual audits.
- ◆ Identifies and recommends non-dues revenue opportunities to the Board for implementation.

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Key Responsibilities *(continued)*

Staff Management

- ◆ Responsible for the hiring, management, mentoring, development, and termination of TESOL staff.
- ◆ Develops and administers staff policies, responsibilities, compensation, and benefits.

Advocacy

- ◆ Collaborates with staff, Board, and member volunteers, overseeing and managing the development and execution of policy goals and tactics aligned with the strategic plan that promote quality language education and advance the professional needs of language educators.
- ◆ Encourages and leverages, with appropriate resources, member engagement in advocacy efforts aligned with TESOL goals.

Research & Standards

- ◆ In conjunction with volunteers and staff, operationalizes TESOL's Research Agenda.

- ◆ Oversees development and dissemination of TESOL publications.
- ◆ Effectively manages activities related to Standards, the Core Certificate program, and the Resource Center.
- ◆ Further develops and manages TESOL's signature programs, aligning resources and staff responsibilities to ensure strategies and objectives are achieved.

Professional Learning & Engagement

- ◆ Engages volunteers and staff to oversee the development of learning resources, tools, and activities for English language teaching professionals to enhance the membership's expertise and practice.
- ◆ Reviews professional development programs and activities in light of current and future trends.

Experience & Qualifications

- ◆ An advanced degree is required; a PhD or EdD is preferred.
- ◆ At least 5 years of executive-level leadership and management experience in a professional membership association or relevant organizations.
- ◆ A Certified Association Executive (CAE) designation is a plus.
- ◆ Bi- or multilingualism is a plus.
- ◆ An understanding of the breadth, depth, and impact of the English language teaching profession, or similar profession, including pre-primary, primary, secondary, and post-secondary education environments.
- ◆ A change agent who demonstrates respect for legacy and ability to build on recent successes.
- ◆ A confirmed multicultural and multilingual understanding and sensitivity.
- ◆ Experience working efficiently and inclusively with multicultural and multilingual constituents.
- ◆ Experience working with a nonprofit board of directors and governance structures.
- ◆ A track record of implementing and assessing a multi-year strategic plan and objectives.
- ◆ Substantive financial management experience, including developing and managing budgets.
- ◆ Experience developing non-dues revenue.

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Experience & Qualifications *(continued)*

- ◆ A collaborative leadership and management style, with team-building abilities.
- ◆ Experience with and a demonstrated ability to create and develop diverse and inclusive environments for staff, Association members, and other stakeholders.
- ◆ A proven record of leading and managing staff, including development and oversight of policies, procedures, and processes for operational effectiveness and efficiency.
- ◆ Effective communication skills, both verbal and written.
- ◆ Familiarity with information technology tools and capabilities.
- ◆ A commitment to TESOL's mission and the profession of English language teaching and learning.
- ◆ A willingness to travel, including internationally, and ability to work evenings and weekends, as required.

Personal Qualities

- ◆ A respected and trusted leader.
- ◆ An ability to think strategically and tactically.
- ◆ Approachability, including effective and collegial interpersonal skills.
- ◆ Ability to have fair and impartial interactions with Board, members, and staff.
- ◆ A diplomatic, yet firm and decisive manager, with an ability to execute decisions.
- ◆ Strong emotional intelligence, including active listening skills and compassion.
- ◆ An honest, transparent, intercultural and intergenerational communicator with integrity and relationship-building abilities.

Measures of Success

After one year in place, the Executive Director will achieve the following, with metrics determined in collaboration with the Board of Directors:

- ◆ Has demonstrated continued growth in understanding of the profession, legacy, and current state in pre-primary, primary, secondary, and post-secondary education contexts in the U.S. and internationally as well as membership needs, and representing the organization to internal and external stakeholders.
- ◆ Has developed effective and trusted relationships, including regular communications, with the Board of Directors, volunteer leaders, staff, and membership.
- ◆ Has taken steps to ensure the financial stability and sustainability of the Association.
- ◆ Has assessed and made recommendations on the viability and sustainability of programs, products, and events, including those to increase membership and to increase retention, and attendance at the convention and other events.
- ◆ Has established connections with relevant professional organizations and assessed further potential partnership opportunities.

Organization Review

TESOL INTERNATIONAL ASSOCIATION

TESOL is the largest professional organization for educators of English as a second or foreign language. Association offices are located in Alexandria, Virginia.

TESOL International Association, formerly Teachers of English to Speakers of Other Languages, Inc. (TESOL) was founded in 1966. It was created out of professional concern over the lack of a single, all-inclusive professional organization that might bring together teachers and administrators at all educational levels with an interest in teaching English to speakers of other languages (ESOL). The organization's formation was a sign of TESOL's maturity as a profession.



In 2016, TESOL is celebrating its 50th anniversary. Over the course of the past 50 years, the Association has continuously built the reputation of the field and magnified the impact of TESOL International Association.

Today, TESOL represents 12,100 members worldwide and is affiliated with 109 language education organizations, just over half of which are based outside the United States. When including these affiliate organizations, TESOL serves a worldwide network of around 44,000 English language teaching professionals.

Membership in TESOL is open to everyone who is involved in the field of English language teaching. Teachers, students, teacher educators, administrators, researchers, authors, materials writers, and curriculum developers are all welcomed and represented in the Association.

Mission, Values & Vision

TESOL's Mission is to "advance the quality of English language teaching through professional development, research, standards, and advocacy."

Core Values are:

- ◆ Professionalism demonstrated by excellence in standards, research, and practice that improve learning outcomes.
- ◆ Respect for diversity, multilingualism, multiculturalism, and individuals' language rights.
- ◆ Integrity guided by ethical and transparent action.
- ◆ Commitment to life-long learning.

TESOL's Vision as an organization is "to become the trusted global authority for knowledge and expertise in English language teaching."

Strategic Plan, 2015-2018

The current four-year Strategic Plan was presented in the *2015 Annual Report*, addressing five goals: Advocacy, Governance, Research, Standards, and Professional Learning & Engagement.

Advocacy

TESOL will promote sound education policy, professionalism, and excellence in English language education.

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OBJECTIVES

1. Increase the Association's demonstrated expertise in, and resources for, language education policy.
2. Enhance the leadership and advocacy skills of TESOL professionals.
3. Increase advocacy for, and improve the professional status of, English language professionals worldwide.
4. Increase resources and tools for TESOL members to enable them to engage in advocacy.

Governance

TESOL will govern effectively and will employ an efficient structure that provides ample opportunity for meaningful participation.

OBJECTIVES

1. Reduce governance layers and redundancies.
2. Increase the alignment between volunteer competencies and the work that needs to be done.
3. Increase the speed and responsiveness of decision-making processes.
4. Streamline communication processes among staff, work groups, and members.
5. Develop the leadership pipeline.

Research

TESOL will advance the field of English language teaching through research.

OBJECTIVES

1. Implement TESOL's research agenda.
2. Increase the awareness and reach of TESOL research across the field.
3. Make research findings readily accessible to practitioners.

Standards

TESOL will advance the field of English language teaching through quality standards.

OBJECTIVES

1. Increase the awareness and reach of TESOL standards across the field.
2. Facilitate the translation of standards into practice.
3. Improve the quality and currency of TESOL's standards in a timely manner.
4. Increase the number of products and resources related to TESOL standards.

Professional Learning and Engagement

TESOL will provide English language teaching professionals with the necessary body of knowledge, tools, and resources to enhance their expertise and practice.

OBJECTIVES

1. Expand the variety and reach of professional learning opportunities.
2. Incorporate relevant research and development into TESOL professional learning.
3. Ensure a positive member experience at all TESOL professional learning offerings, including the annual convention, symposia, academies, and online events.
4. Improve ease of access to TESOL's resources.
5. Expand TESOL's capacity for members to participate in professional learning opportunities.
6. Expand publication product offerings that support professional learning needs through traditional and new media.

Programs, Products & Services

International Convention & English Language Expo

The *2016 TESOL International Convention & English Language Expo* was held in early April in Baltimore. It included more than 6,500 attendees, 1,000 education sessions, and 150 exhibits, making it the largest professional development event in the TESOL field.

The Convention offers professional development opportunities to English language educators at all levels from around the world.

The English Language Expo, the largest of its kind, provides the opportunity to showcase the latest products, publications, software, and ESOL teaching tools to 6,500+ international TESOL professionals.

The 2017 Convention will be in Seattle, March 21-24. The Conventions in the following years will be in Chicago, Atlanta, Denver, and Houston.

Professional Learning & Research

TESOL Professional Learning provides English language teaching professionals with the knowledge, tools, and resources needed to enhance their expertise and practice. High-quality professional development is delivered to members and non-members through online and in-person events, workshops, and presentations.

TESOL Research is dedicated to advancing the field of English language teaching and classroom practice. TESOL offers a suite of research resources, opportunities for conducting research, and avenues to connect research to practice.

Publications

TESOL Press offers almost 90 titles for educators teaching English as a second or foreign language in its TESOL Bookstore.

TESOL Press publishes two refereed journals that are devoted to improving English language teaching and learning, as well as newsletters and other publications:

- ◆ *TESOL Quarterly (TQ)*, a refereed professional journal, fosters inquiry into English language teaching and learning by providing a forum for TESOL professionals to share their research findings and explore ideas and relationships in the field. *TQ*'s readership includes ESOL teacher educators, teacher learners, researchers, applied linguists, and ESOL teachers.
- ◆ *TESOL Journal (TJ)* is a refereed, practitioner-oriented electronic journal based on current theory and research in the TESOL field. *TJ* is a forum for second and foreign language educators at all levels to engage in the ways that research and theorizing can inform, shape, and ground teaching practices and perspectives.
- ◆ *TESOL Connections*, TESOL's monthly e-newsletter, publishes useful, practical articles for classroom teachers, resources for English language educators, and news affecting the Association.
- ◆ *The English Language Bulletin (ELB)* is a weekly update of news from all over the world that affects English language teaching.
- ◆ *The TESOL Blog* is the official blog written by TESOL professionals and Association leaders. The blog provides readers with news, information, and updates on the latest research, effective classroom

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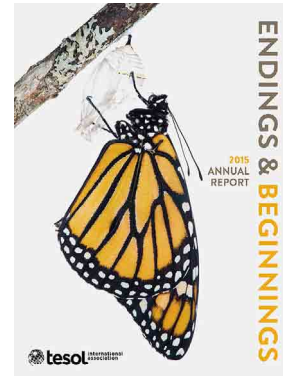
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practices, and peer-to-peer advice on classroom technology, lesson plans, and other practical topics in the field of English language education.

- ◆ **Interest Section (IS) e-Newsletters** inform TESOL members of important issues, trends, and news in the ESOL field. Articles promote the mission of the interest section or caucus, and support an exchange of ideas, experiences, and teaching practices among ESOL professionals within a targeted member community.
- ◆ **White Papers, Research Briefs, & Policy Briefs** are short papers on topics of importance to TESOL and the field.

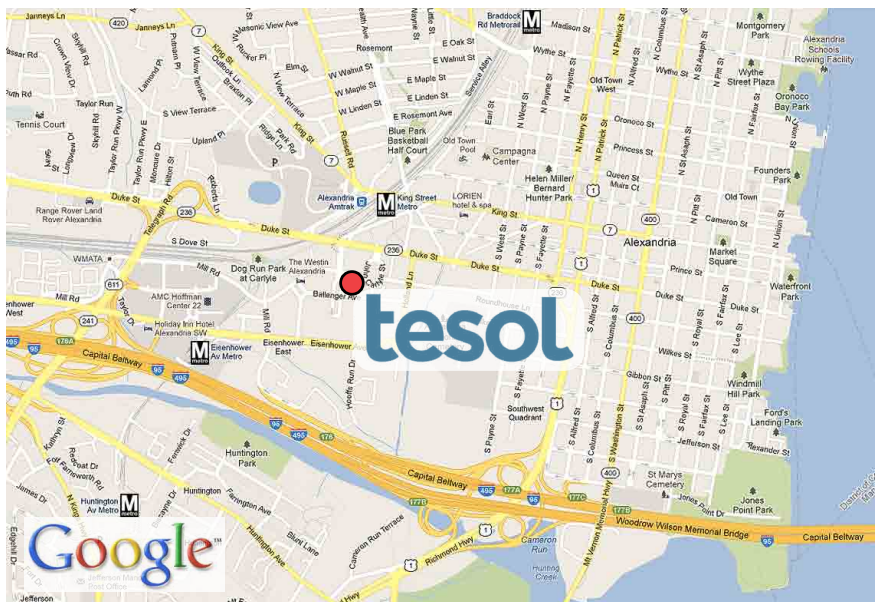
2015 Annual Report

TESOL's *2015 Annual Report* is a source of much more additional information on the Association. To find it, go to the website or click on the cover at right.



Location

The Association's main office is located at 1925 Ballenger Avenue, Suite 550, in the Old Town section of Alexandria, Virginia, USA.



Web Presence

TESOL International Association is found online at:

www.tesol.org

The organization has an additional online presence on [LinkedIn](#), [Twitter](#), [YouTube](#), and [Facebook](#).

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Staff Organization

Executive Office

- ◆ Rosa Aronson, Executive Director (*Retiring*)
- ◆ Rita Buckner, Executive Assistant

Conference Services

- ◆ Lisa Dyson, CMP, Director of Conference Services
- ◆ Catherine Curtis, Conference & Exhibits Services Manager
- ◆ Rodney Brown, Conference Services Coordinator and Office Manager

Finance & Administration

- ◆ Jim Trope, Director of Finance
- ◆ Pat Harris, Senior Accountant

Marketing & Member Services

- ◆ Barry Pilson, CAE, Director, Marketing & Membership
- ◆ Meghan Moran, Marketing Manager
- ◆ Nancy Flores, Membership Coordinator

Professional Learning & Research

- ◆ Sarah Sahr, EdD, Director of Professional Learning & Research
- ◆ Srisucha McCabe, Professional Development Manager
- ◆ Eleanor Henning, Project Manager
- ◆ Michelle Kim, Professional Learning Coordinator

Public Policy & Communications

- ◆ John Segota, CAE, Associate Executive Director for Public Policy & Professional Relations
- ◆ Valerie Novick, Professional Relations Manager
- ◆ Craig Triplett, Digital Content Manager
- ◆ Jaime Mattos, Information Technology Manager
- ◆ David Cutler, Policy & Communications Specialist

Publishing & Product Development

- ◆ Myrna Jacobs, CAE, Director of Publishing & Product Development
- ◆ Kari Dalton, Publishing Assistant

Board of Directors

Officers/Executive Committee

Dudley Reynolds, PRESIDENT
Carnegie Mellon University Qatar
Doha, Qatar

Ester de Jong, PRESIDENT-ELECT
University of Florida
Gainesville, Florida, USA

Andy Curtis, PAST PRESIDENT
Anaheim University, Graduate School of Education
Anaheim, California, USA

EXECUTIVE DIRECTOR
TESOL International Association
Alexandria, Virginia, USA

Directors, 2016-17 (and term)

Misty Adoniou (2015-18)
University of Canberra
Canberra, Australia

Deborah Crusan (2016-19)
Wright State University
Dayton, Ohio, USA

Deborah Healey (2014-17)
University of Oregon
Eugene, Oregon, USA

Aya Matsuda (2014-17)
Arizona State University
Tempe, Arizona, USA

Silvia Laborde (2016-19)
Alianza Cultural Uruguay-Estados Unidos
Montevideo, Uruguay

John Schmidt (2015-18)
Texas Intensive English Program
Texas International Education Consortium
Austin, Texas, USA

Shelley Taylor (2016-19)
Western University
Ontario, Canada

Kyungsook Yeum (2015-18)
Sookmyung Women's University
Yongsan-Gu, Seoul, Korea

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Vetted Solutions is a Washington, DC-based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

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