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CONFIDENTIAL

Position Description:

For the Position of:

Executive Director

September 2015

Confidential Position Description:

Title:	Executive Director
Organization:	The Norman B. Leventhal Map Center at the Boston Public Library
Reports to:	Chair of the Board
Location:	Boston, Massachusetts
Website:	http://maps.bpl.org/

Summary of Opportunity:

Building upon the incredible legacy of Norman B. Leventhal's vision and leadership, the engaged, passionate, and generous Board of Directors for the Norman B. Leventhal Map Center (the Map Center) at the Boston Public Library (BPL) seeks an entrepreneurial and mission-driven individual to provide the intellectual leadership, vision, and inspiration to make an even greater impact locally and nationally in the areas of education, digitization, and scholarship.

With a historically significant collection of over 200,000 (World, European and United States) maps and 5,000 atlases, the Map Center is ranked among the top 10 in the United States for the size of its collection, the significance of its historic (pre-1900) material, and its advanced digitization program. It is unique among the major collections because it also combines these features with exceptional educational programs to advance geographic literacy among students in grades K to 12 and enhance the teaching of subjects from history to mathematics to language arts. The collection is also the second largest in the country located in a public library, ensuring unlimited access to these invaluable resources for scholars, educators, and the general public. Educational programs for students in grades K to 12 are offered to school groups on site and in the classroom. More than 100 lesson plans based on national standards are available on the website, and professional development programs for teachers are scheduled regularly throughout the year.

Since its founding in 2004, the Map Center has grown significantly and is emerging as a key player in leading a coalition of partners and other national institutions. In the Spring 2015, the Map Center secured a $350,000 grant from the National Endowment for the Humanities to support the launch of the Central Cartographic Web Portal that will showcase American Revolutionary Web materials from 1750-1800. The Portal will be a resource for teachers, scholars, and the general public and will be a freely available on-line collection of 4,000 digital images. In September 2015, the Institute of Museum and Library Services awarded the Map Center a grant of $150,000 to develop educational resources for K-12 teachers with interactive new technology. The Map Center will consult with teachers from the Boston Public Schools to build a new suite of online tools that correspond to state and national curriculum standards.

The Map Center spent two years identifying and selecting maps and artifacts for the current exhibition, *We Are One: Mapping America's Road from Revolution to Independence*. Running from May until November 29, 2015 at the BPL, the exhibition is free and is expected to attract 120,000 visitors. The exhibition features 60 maps, 40 prints, paintings, and objects selected from 20 partner institutions, including the British Library, the Library of Congress, and private collectors. After its showing in Boston, the exhibition will travel to Colonial Williamsburg in 2016 and the New York Historical Society in 2017. These successful grants and the exhibition reflect the Map Center's ability to marshal resources to make an impact beyond the Boston Public Library.

For more information on the Norman B. Leventhal Map Center at the Boston Public Library, see Appendix A. For more information on the Boston Public Library, see Appendix B.

Role Summary:

Reporting to the Board of Directors of the Map Center and partnering with the President of the BPL, the Executive Director is responsible for directing and executing the Map Center's mission and fundraising program. This includes oversight of the education and outreach programs; conservation, preservation and cataloguing of the Map Center's extensive map collection; content development and execution of the Map Centers's creative web site; staffing an independent Board of Directors and a Board of Review made up of leading academics and other experts in the field; leading the individual major giving programs, including planned giving; and managing the corporate and foundation relations programs, the Map Center Annual Fund, and prospect research, donor relations and stewardship efforts.

The Executive Director leads a team of seven (the Curator, Assistant Curator, Cataloguer, Director of Education, Cartographic Reference & Preservation Librarian, Development Manager, and Office Manager) and oversees an operating budget of $1.5 million. The Map Center has a restricted endowment of approximately $9 million. The Executive Director is charged with developing and implementing fundraising programs designed to support the ongoing priorities of the Map Center at the Copley Square Main Library, as well as various outreach programs.

The Board of Directors welcomes candidates from a wide variety of backgrounds (*e.g.,* higher education, special collections, cultural institutions, publishing, and other fields) to apply for the positon.

Specific Responsibilities:

Vision and Intellectual Leadership

- Provide strategic vision, direction and leadership to the Map Center programs.
- Develop annual goals and priorities for Map Center programs.
- Partner closely with the President of the BPL, the President of the BPL Foundation, the department heads for the Special Collections, other members to the Library staff, and colleagues at the branches and city-wide educational institutions to develop strategies, approaches, and programs designed to ensure the success of the mission of the Map Center.
- Work with the Chairman of the Map Center Board of Directors, the President of BPL and the President of the BPL Foundation to develop strategies and approaches that will maximize the effectiveness of the public/private partnership and leverage the Map Center's specific development programs.
- Monitor and evaluate other special collections and map centers, education reform efforts, and financial trends related to similar public/private institutions, to provide analysis and recommendations to the Map Center's Board of Directors relevant to the Center's programming and fundraising priorities.

Senior Leadership

- Build a strong personal and professional relationship with Board members, friends and donors throughout the Library and Map Center community, and serve as a resource, advocate, and spokesperson for Map Center programs at the BPL.

- Manage an operating budget of $1.5 million and a staff of seven who oversee the development and implementation of education and curatorial programs, acquisitions, and cataloguing for the Map Center.

- Serve as a member of the BPL's management team, working closely with the President and other department heads on strategic management and leadership issues within the divisions and the Library community.

- Serve as a senior member of the Library staff, and provide leadership and mentoring to the Map Center's staff, colleagues, and partners.

- Manage the annual program priorities and the funding necessary to implement Map Center projects and programs; set and monitor benchmarks for progress.

Fundraising and Development

- Meet with individuals and representatives of businesses and foundations to represent and market the Map Center as a viable philanthropic option and to cultivate prospects, solicit potential donors and complete gift negotiations.

- Oversee the design, implement and manage the comprehensive programs for donor recognition and stewardship.

- Oversee the design and implementation of special gift prospect cultivation and solicitation strategies.

- Provide strategic direction and management to the Annual Fund programs intended to raise unrestricted annual support to the Map Center.

- Develop and implement a planned giving program at the Map Center.

- Lead programs to identify, qualify, and place donor prospects in appropriate individual giving programs and provide reliable background information to support of individual and organization giving programs.

- Ensure the appropriate involvement and use of time of key leadership in development activities, including the President of the Library and the Map Center Board of Directors.

Program Management

- Oversee the design and implementation of the Map Center's education programs, seeking the input of curriculum specialists, classroom teachers and other educators and academics locally and nationally.

- Oversee the prioritization of all cataloguing, digitizing and conservation needs of the Map collection.

- Plan and execute the production of exhibitions, curatorial projects, written materials, educational tools, and outreach programs to meet the mission of the Map Center and secure the funding necessary to support them.

Volunteer Engagement

- Provide staff leadership to the Board of Directors, the Review Board and the Education Advisory Committees.

- Identify, recruit, train and support a network of volunteers and advocates working on behalf of the Map Center and its development program. Engage the Board in effective strategies to maximize their potential as volunteers and donors and focus their talents in support of Map Center objectives.

Must Have Requirements:

- Intellectual Leadership: Evidence of gravitas and credibility leading the Map Center as demonstrated by past accomplishments, academic credentials, interpersonal savvy and collaborative skills.

- Developing and Communicating A Vision: Demonstrated success developing both a thoughtful strategic planning process and a vision with an ability to articulate a clear and compelling narrative internally and externally. An understanding and enthusiasm for the vision and mission of the Map Center is required.

- Revenue, Resources, and Financial Acumen: Proven track record and/or capacity of growing and diversifying revenue sources that includes individual, corporate, and foundation fundraising and management of an operating budget.

- Interpersonal Savvy and Communication Skills: A clear ability to develop relationships and to build bridges with a myriad set of stakeholders is critical. Experience in building bridges within the greater Boston community, as demonstrated by previous accomplishments, is important. An ability to engage with, and work effectively with a motivated Board of Directors, Board of Reviewers, and other volunteers is required.

- People Management Experience: The ability to lead and to motivate a diverse staff and encourage change and growth in both people and programs, and a strong commitment to personal and professional development.

Other Qualifications, Personal Qualities, and Attributes:

- Must have a passion for the use of technology as a tool to distribute information to various audiences.

- Possess a high degree of personal integrity and a commitment to values that support the Map Center's mission to foster initiative, integrity and excellence in an environment of collegiality, civility, and responsible stewardship.

- Natural ease and ability to connect with people.

- Diplomatic, humble, authentic, collaborative, transparent and collegial.

- The ability to write well and cogently, and to make public presentations is necessary.

The Norman B. Leventhal Map Center of the Boston Public Library is an equal opportunity, affirmative action employer.

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Appendix A: Norman B. Leventhal Map Center at the Boston Public Library

History and Overview

Created in 2004, as a division of the Boston Public Library (BPL) in an unusual public-private agreement between the BPL and the map collector-philanthropist Norman B. Leventhal. In 2007, the Map Center became a separately incorporated 501(c)(3) non-profit organization governed by an independent Board of Directors. Focused on promoting the use of maps as an important educational tool to understand history, civilization and the world today, the Map Center seeks to preserve, catalog, study, and exhibit an historically significant collection of over 200,000 (World, European and United States) maps and 5,000 atlases in the collection of the BPL and Mapping Boston Foundation.

The Map Center is located on the first floor of the Library's historic McKim Building in Copley Square. It includes an exhibition gallery that features changing thematic exhibitions, a public learning center with research books and computers, and a room for the research of rare maps and atlases.

The Map Center is dedicated to the creative educational use of its cartographic holdings, which extend from the 15th century to the present. In pursuit of its mission, the Center collects and preserves maps and atlases, promotes research of the collection, and makes its resources available to the public through its website, exhibitions, publications, lectures, and other programs. The Center has a particular interest in developing innovative uses of maps and geographic materials to engage young people's curiosity about the world, thereby enhancing their understanding of geography, history, world cultures, and citizenship. The Map Center's mission is governed by the mandate to provide free access to all. Programs of the Map Center include education programs in and out of the classroom, outreach to schools and branch libraries throughout Boston, teacher development programs, publications and exhibits, lectures, and an interactive web site.

Since the founding of the Map Center, accomplishments include: Creation and launching of a world-class website; sorting, conserving and cataloging thousands of maps; hiring the library's first professional Map Curator in more than 40 years; creating and distributing free curricular materials for middle and high school teachers; mounting three major gallery exhibitions; touring thousands of Boston area students through the exhibitions; and planning for and

completing a permanent, state-of-the-art Map Center facility located in the Main Library at Copley Square, Boston.

Board Governance

The Map Center has an excellent Board of Directors who live in Boston, Connecticut, and New York City. With 18 current members, the Board meets three times annually and has standing committees, such as Audit, Finance, Executive, Education, Strategic Planning, and Nominating. In addition to the Board of Directors, the Map Center has a Board of Review that serves as an advisory body to provide insights and comments on programs and initiatives.

Financials

The current fiscal year, the Map Center will generate approximately $1.5 million in annual revenues, including approximately $465,000 from the endowment. The balance of the revenues will come from numerous fundraising activities for the Map Center and restricted grants for exhibitions, cataloguing and preservation activities, web development, program outreach to the 27 branches, and curriculum development and classroom materials for school-age children. The Annual Fund, which began in 2006, provides roughly $100,000 in unrestricted support. The Map Center's operating budget has consistently been in the black.

Fundraising Objectives

The Map Center seeks to raise funds for the following priorities:

- *Student Learning,* including support to enhance the in and out of classroom experience with maps and other cartographic materials;

- *Teacher Development,* including support for curriculum development, summer institutes for professional development for classroom teachers, enhancing the Map Centers' web-based tools, distance learning, and other adult learning programs;

- *State-of-the-Art Exhibits,* including new curated projects utilizing the Map Center's permanent collection and the collection of numerous partners, exhibits to travel throughout the Boston Library branch system, and ongoing conservation, preservation and cataloguing of the collection;

- *Preservation* of the Map Center's collections, particularly maps and atlases of the 16th, 17th, and 18th centuries; and

- *Unrestricted Support*, providing support for ongoing Map Center programs.

Appendix B: The Boston Public Library

Founded in 1848, by an act of the Great and General Court of Massachusetts, the Boston Public Library (BPL) was the first large free municipal library in the United States. The BPL's first building opened in 1854 with a collection of approximately 16,000 volumes. The present Copley Square location has been home to the BPL since 1895, when architect Charles Follen McKim completed his "palace for the people." In the latter half of the 19th Century, the BPL worked vigorously to develop and expend its branch library system. Viewed as a means to extend its presence through the city, the first branch library in the United States was opened in East Boston in 1870. Between 1872 and 1900, 21 more Branches began servicing communities through Boston's diverse neighborhoods. In 1972, the BPL expanded its Copley Square location with the opening of an addition designed by Philip Johnson. Today, the McKim building houses the BPL's vast research collection and the Johnson building holds the circulating collection of the general library and serves as headquarters for BPL's 27 branch libraries.

In addition to 6.1 million books in the general Library, the BPL holds over 1.2 million rare books and manuscripts, a wealth of maps, musical scores and prints. Among its large collection, the BPL holds several first edition folios by William Shakespeare, original music scores from Mozart to Prokofiev's "Peter and the Wolf," a map that pre-dates Columbus's 1492 voyage to the new world and, in its rare book collection, the personal library of John Adams. Over 2.2 million patrons visit the BPL and its branches each year.