



CAMPAIGN DIRECTOR
CFES BRILLIANT PATHWAYS
Essex, New York
<https://collegefes.org>

CFES
BRILLIANT PATHWAYS™

The Aspen Leadership Group is proud to partner with CFES Brilliant Pathways in the search for a Campaign Director.

This new position is being created to support the ambitions and strategic vision for the future of CFES Brilliant Pathways. The successful candidate will work directly with the Executive Vice President for Development and the CEO & President to develop and implement a fundraising strategy that will grow fundraising from \$10 million to \$20 million over the next three years.

CFES Brilliant Pathways helps students from underserved communities throughout the United States and Ireland become college and career ready. CFES Brilliant Pathways believes fervently in the power of higher education to halt the cycle of poverty. Statistics show that individuals with college degrees earn far more than people who don't. Today, the best, highest-paying new jobs being created demand college graduates to fill them. Brilliant Pathways is confident that each of the students it offers guidance will find a bright light ahead, a path forward, a future they can charge into with purpose rather than waiting for purpose to find them. Since 1991, CFES has helped more than 100,000 low-income youth in 1,500 urban and rural schools become college and career ready.

CFES Brilliant Pathways supports 25,000 students in 150 rural and urban K-12 schools in 30 states. Each of its schools is led by a CFES Program Director and an in-school team of educators and community members that work with CFES Scholars on mentorship, essential skills, and a pathway to college and career. Every CFES Scholar has a mentor, a community member, college student, corporate leader and/or student peer. CFES trains these mentors, who provide ongoing personal support and guidance to help each student become college and career ready. CFES Scholars develop the essential skills: goal setting, teamwork, leadership, perseverance, agility, and networking. These core competencies help students succeed in school, career, and beyond. Scholars are constantly exposed to higher education and 21st-century careers through partnerships with colleges and businesses. Pathway activities include visits to campuses, conversations with college students and faculty, and internships and job shadowing.

Ultimately, college and career readiness is at the heart of what CFES Brilliant Pathways does. The mentoring relationships it fosters, its focus on the essential skills, and its emphasis on empowering students to find a path that suits their talents and skills each make it clear: The CFES Brilliant Pathways way produces caring, capable young women and men with the confidence to chart their own paths forward, and the talent to succeed no matter what they do.

REPORTING RELATIONSHIPS

The Campaign Director will report to the President & CEO.

PRINCIPAL OPPORTUNITIES

CFES Brilliant Pathways has ambitious goals for expanding its impact and broadening its reach. The need for the CFES Brilliant Pathways model has never been greater. Each year hundreds of schools approach CFES Brilliant Pathways about becoming members but because it doesn't have the bandwidth and resources, CFES Brilliant Pathways is not able to work with those schools. The challenges for these young people are daunting and require an even greater CFES commitment to address the educational and economic issues facing the United States in 2018.

In order to address these issues, CFES Brilliant Pathways is launching the *Brilliant Pathways Campaign*. This comprehensive campaign will include all CFES fundraising for the next three years and will raise \$20M to fund new strategic initiatives and elevate the programmatic activities of CFES. The following key objectives will be the focus of the campaign:

- Double the number of low-income schools and students that CFES serves annually by 2021. Each new school requires an investment of \$30K to provide the CFES program.
- The *Brilliant Pathways Campaign* will allow CFES Brilliant Pathways to work with schools in economically disadvantaged communities that cannot find the funding to otherwise become part of CFES.
- Leverage the power of technology to provide CFES Scholars with state-of-the-art apps and online tools to help them become college and career ready. One of the first apps will allow students to develop a personalized map to college and career based on their own strengths and interests.
- Build a robust network of CFES alumni to work with current CFES Scholars as mentors and role models. This will also help alumni complete degrees and access jobs and careers through a powerful, strategic network of alumni and friends of CFES.
- Strengthen CFES' position as thought leaders, so that it can help K-12 educators and business leaders address college and career readiness among economically disadvantaged students. By inspiring others to use its model, it exponentially increases its impact. Specifically, it will convene gatherings of practitioners and produce written work on topics that define college and career readiness.
- Augment the general operating budget (level-funded at \$10 million over 3 years) with funds raised to cover asset-building items.

Through focus groups, surveys and conversations that involved 750 people, the process revealed and confirmed several points: CFES meets a great need nationally and globally, and the time is right for the organization to expand the depth and breadth of its impact.

PRIMARY RESPONSIBILITIES

The Campaign Director will

- take the lead in implementing the *Brilliant Pathways Campaign*;
- oversee the individual giving program;

- develop a robust corporate giving program;
- meet monthly metrics designed by the CEO in collaboration with Campaign Committee;
- proactively identify, cultivate, and solicit individuals, corporations, and foundations;
- in coordination with the and the CEO/President and Executive Vice President for Development, oversee and manage outreach; and
- oversee website and communication of campaign goals, results, and stories.

KEY COLLEAGUES



Rick Dalton
President & CEO

Rick Dalton is the founder, President & CEO of CFES Brilliant Pathways. For the past 25 years, Dalton has worked to make CFES a national leader in helping underserved students become college and career ready. His doctoral work at Harvard on the connection between organizational behavior and educational opportunity laid the foundation for CFES. While Director of Enrollment at Middlebury College, Dalton created a partnership with a high school in the Bronx that led to the creation of 200 school-college partnerships. Dalton has written more than 150 articles and op-eds on college and career readiness for low-income students. He and a colleague from the University of Michigan co-authored *College for Every Student: A Practitioner's Guide to Building College and Career Readiness* released by Routledge Publishers in August 2016.



Karen Judge Dalton
Executive Vice President for Development

Karen Judge Dalton is the Executive Vice President for Development at CFES. Karen was formerly a teacher, an advisor, and the director of admissions at the Forman School in Connecticut. In addition to her development responsibilities at CFES, Karen is the program director for three urban schools in the CFES Scholars Program (formerly The Century Program). She earned a Bachelor of Arts degree from Willamette University.



Tara Smith
Vice President for Programs

Tara Smith has worked with CFES for the past 15 years. As Vice President for Programs, Tara has taken the lead in developing college and career readiness resources for CFES educators and students. Tara currently oversees programs in 150 schools in 30 states. She earned a Bachelor of Arts degree from University of New Hampshire and a Masters degree in Educational Psychology & Counseling from Union Institute & University.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Campaign Director should have

- experience managing a fundraising program;
- experience cultivating and closing gifts from individuals, corporations, and foundations;
- success in attracting support/sponsorships from corporations;
- ability to work and communicate effectively with a wide range of constituents, including volunteers, CFES educators and students, board members, and the CFES professional team;
- outstanding written and verbal skills to convey the mission of CFES and the Campaign; and
- ability to write high-impact proposals.

A bachelor's degree is required for this position as is demonstrated fundraising experience with a track record of success.

SALARY & BENEFITS

CFES Brilliant Pathways offers a competitive salary and benefits package.

LOCATION

The CFES Brilliant Pathways central office is located in Essex, New York. Essex overlooks Lake Champlain and is 17 miles south of Burlington, Vermont and 135 miles north of Albany, New York. Ideally the candidate will live within a commutable distance to Essex, however, the leadership is open to a remote arrangement.

DIVERSITY AND INCLUSION

CFES Brilliant Pathways values diversity because it enriches the community and the myriad experiences that characterize the CFES Brilliant Pathways experience.

Diversity encompasses multiple dimensions, including but not limited to race, culture, nationality, ethnicity, religion, ideas, beliefs, geographic origin, class, sexual orientation, gender, disability, and age.

CFES Brilliant Pathways strives to build an inclusive and welcoming community of individuals with diverse talents and skills from a multitude of backgrounds who are committed to civility, mutual respect, and the free and open exchange of ideas.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

*To nominate a candidate, please contact Don Hasseltine:
donhasseltine@aspenleadershipgroup.com.*

All inquiries will be held in confidence.

