Education Design Lab

President

March 2021

Heidrick & Struggles advises client companies on the basis of an exclusive consulting assignment. The following details are for personal review and should be kept confidential.

The Organization

Organization	Education Design Lab
Website	https://eddesignlab.org/
Headquarters	Washington, District of Columbia
Employees	25
Revenues	~5.2M FY2020

Overview

Founded in 2013, Education Design Lab is a 501c3 non-profit that designs, tests, and implements unique models that address the tragic disconnect or lack of access many learners experience with the traditional higher education system. Working with nearly 150 colleges and universities, 100 employers and many high school districts and regions, the Lab employs a distinctive human-centered methodology that helps us include and lead with the needs of "New Majority Learners" in rethinking structures, barriers, mobility, access, forms of success currency and responses to employers fast-changing requirements.

Opportunity

The last two years have thrust the Lab into a season of tremendous growth and innovation as it is now seen as a national leader, mapping a more inclusive higher education landscape. Since the launch of its first white paper, *The Learner Revolution,* in 2014, the Lab has been a sought after partner by the White House, the US Department of Education, top diverse colleges, national funders, key partners such as UNCF, Goodwill Industries International, JFF, Strada Education Network, who are advancing the next generation of thought leadership on harnessing technology and precision skills targeting to close the opportunity gap, but doing so with high human touch, using tools such as the Lab's newest Learner Engagement Framework. As we prepare for the emerging digital skills economy, we feel an imperative to create the infrastructure and awareness for all learners to be agile skills earners and digitally visible to employers throughout their changing careers. It is also essential to help employers build a more equitable and diverse hiring ecosystem that seeks talent based on skills rather than degrees or social networks. Our February launch of the vsbl learning platform positions us to scale digital learning and assessment solutions.

As we all continue to navigate the pandemic and racial reckoning of 2020, EDL is responding to a new level of willingness among colleges, employers, states, non-profits and funders to meet the moment by advancing new models of education that lead to living wage employment and set learners up to pivot as needed, with affordable, portable and digitally visible credentials.

The Position

Position Title	President
Reports To	Founder & CEO
Position Summary	The President is a key strategic leader, visionary and an advocate of Education Design Lab's full portfolio both internally and with stakeholders. Internally, the President oversees operations, leads new business initiatives, talent development, communications and marketing strategy.

The President will report to the Founder/CEO and work collaboratively with the Board of Directors to leverage the growth and national attention the Lab has earned to help shape and deliver on a next stage vision for this unique, boundary-spanning organization.

As a priority, s/h/they will drive the crafting and execution of the Lab's agenda by identifying and packaging services and educational products that make credentials more attainable by and visible to under-resourced communities.

Responsibilities

- **Strategic vision and leadership**

    o Collaborate with the founder, board and senior team to create and implement an iterative strategy toward organizational growth and, most importantly, impact, by co-designing and advancing new school-to work-models that reduce the opportunity gap for families and populations for whom education has not been effectively designed.
    o Provide inspirational, anti-racist leadership to the development and management of a diverse, professional and efficient organization; establish effective decision-making processes that will enable the Lab to achieve its long- and short-term goals and objectives.
    o Act as filter, connector and provocateur to identify and shape design initiatives that leverage the Lab's evolving expertise and position it uniquely in the fast changing market.
    o Be a high level connector to funders, thought leaders, employers, policymakers to secure financial support for the Lab's vision, and advance the profile of the Lab and its efforts to advocate for better education models
    o Be a chief talent scout to source diverse talent for the Lab.

- **Program/Product/Service Development**

    o Be an iterative steward and evangelist for our strategies and communities of practice to design shorter quality college

pathways, catalyze the skills-based hiring system, train education institutions for human centered design and scale products and services through an equity lens. Scrutinize the effectiveness of our design processes to deliver better outcomes for communities of color, New Majority learners, as well as opportunity youth and other at-risk populations.

- o Enable standardized design-related professional development, knowledge management and oversight of a cohesive learning agenda that can be articulated internally and externally to partners, funders and the thought leadership community.

- **Strengthening infrastructure and operations** for growth

  - o Ensure the delivery of high-quality design services and communities of practice as the organization grows and develops new talent.
  - o Facilitate cross-departmental collaboration and strengthen internal communications with staff throughout the organization;
  - o Create and promote a positive, inclusive, multicultural work environment with a bias toward action.
  - o Work with the Chief Growth Officer to ensure the financial health of the organization including developing long and short range financial plans, monitoring the budget and ensuring sound financial controls are in place; set financial priorities accurately to ensure the organization is operating in a manner that supports the timely needs of the program and staff.

The Person

Pivotal Experience & Expertise	- **Domain expertise –** Experience at the intersection of higher education and workforce development or in shaping skills based hiring and learning systems. Other fields may include: social impact, education consulting, relevant edtech, human-centered design or enterprise learning. - **Equity initiatives** - Leadership experience building solutions that focus on equity. Authentic track record working on issues of race and equity, strong facility to represent the needs of historically excluded populations in design and advocacy discussions. - **Resource development** – Significant fundraising, marketing/branding and/or strategic planning experience, elevating an organization's profile. Directed the writing and packaging of ideas in ways that are crisply compelling to funders - **Program/product/service development** – Demonstrated experience in prioritizing projects for pursuit, as well as building programs/products/services in successively larger innovation environments - **Organizational management** – Have built and led entrepreneurial organizations with full-time staff of at least 10, preferably in the services or social innovation space, managing budgets of $2mm+. Experiences in setting

	clear priorities, delegating responsibility and guiding investment in people and systems. Experience in the professional development of staff and a track record of recruiting and retaining a diverse team.
Leadership Capabilities	**Put Stakeholders First -** Puts stakeholders at the heart of everything the organization does. Understand needs to create distinctive value, and build meaningful relationships with stakeholders.
	Shape Strategy - Envisions a compelling future for their organization by anticipating and interpreting market changes, from which clear strategic priorities and choices can be made.
	Inspire & Influence - Leads through interpersonal influence- not just authority. For instance, they build powerful relationships, help others find meaning and purpose in their work, and inspire those around them through energetic engagement.
	Build Talent & Teams - Builds and harnesses highly talented, diverse teams. For instance, they coach and develop others, understand team dynamics, and strengthen the overall capability of the organization.
	Drive for Results - Ensures things are getting done at an appropriate pace; for instance, they evoke ownership and accountability, streamline process and structure, and reallocate resources quickly and flexibly.
	Disrupt & Challenge - Continually looks for ways to change things for the better. Challenges conventional wisdom, speaks truth to power, and discovers creative possibilities.
	Lead Innovation - Encourages and leads change through collaboration. For instance, they scale and invest in new ideas, create environments that encourage experimentation, and make people feel safe to share their ideas freely.
Agility and Potential	**Foresight -** Problem solves with a high degree of intellectual horsepower. More specifically, they solve problems by thinking ahead, reframing the issue, balancing big picture and details, and quickly cutting through complexity.
	Learning - Seeks out, absorbs, and leverages new learning and insight- both about the external environment and also about their own approach to leadership; they are curious about the world around them.
	Adaptability - Builds interpersonal connections through authenticity and empathy. This also involves the ability to flex their style over time and in different situations.
	Resilience - Energetically takes ownership in overcoming setbacks and failure. They are guided by ethics, integrity, and a deep sense of purpose.
Culture Impact	The following values shape the Lab's culture

The following values shape the Lab's culture

- **Bias towards action –** engage and scale large multi-stakeholder projects
- ***New Majority* Learner-driven –** designs that place the needs of learners at the center of solutions
- **Power of Education** – however it happens, education is the most important lever for economic mobility

Education	Consistent with its philosophy, the Education Design Lab does not require candidates to hold traditional college or advanced degrees, in its efforts to respect all forms of lived and learned experience.

Equal Opportunity Employer: The Education Design Lab is an equal opportunity employer; applicants are considered for all roles without regard to race, color, religious creed, sex, national origin, citizenship status, age, physical or mental disability, sexual orientation, marital, parental, veteran or military status, unfavorable military discharge, or any other status protected by applicable federal, state or local law.