



Education is Freedom

President & Chief Executive
Officer

HEIDRICK & STRUGGLES

Mission, Leadership, & the Opportunity

ORGANIZATION OVERVIEW



THE POSITION

THE PERSON

ENGAGEMENT TEAM

Mission

[Education is Freedom \(EIF\)](#) is a nonprofit organization that offers a comprehensive, local, school-based advisement program designed to improve the college-going orientation within the school districts it serves. EIF's mission is to *transform lives through education*.

Leadership

EIF was founded in 2002 by a dynamic board of corporate leaders who envisioned a world where every young person could pursue a college education leading to a productive, self-sustaining career. As business leaders, government officials, and entrepreneurs, EIF's board was and is committed to helping create an educated workforce that can build effective companies and strong communities in today's knowledge-based economy.

[Board of Directors & Staff](#)

The Opportunity

In the spring of 2023, the nation's largest educational backbone entity (the Commit Partnership) approached EIF's board about considering a grander vision for EIF – becoming the County's centralized college and career "to and through" advisement entity, facilitated by substantially greater philanthropic investment from Commit and others that can be sustained long-term by upwards of \$90M of currently unclaimed annual outcomes funding made possible by transformative legislation passed in 2019 known as HB 3. The board agreed to support this vision, with Commit's CEO joining the EIF board and Bain & Co. engaged to develop a strategic plan for the organization outlining the potential optimal expansion of services, their associated costs, and the corresponding philanthropic requirement needed. That plan should be completed by September 2023.

For additional information on EIF, including history, budget, schools served, supporters, programs, and impact, please see the Appendix, pages 9-15.

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Title	President & Chief Executive Officer
Location	Greater Dallas Area
Reports To	Board Chair, Education is Freedom Board of Directors
Summary	<p>Education is Freedom is looking for a strategic and innovative President & Chief Executive Officer strongly committed to the organization’s mission of accelerating economic mobility through robust postsecondary advising and financial support for students living in the 6th largest county in the nation in terms of children living in poverty. While the President & Chief Executive Officer will initially oversee the management of a ~50-person organization reflecting an operating budget of ~\$5M, it is envisioned that this position will steadily evolve, as other regional school districts are added, to be responsible for the strategic leadership of one of the largest “to and through” advising and support entities in the nation, employing up to 150 full-time employees or more.</p> <p>This role provides a highly impactful opportunity to affect and impact regional economic mobility within one of the most populous counties in the nation. Today, Dallas County (which educates 10% of Texas’ students and 1% of the nation’s children) is seeing just 17% of its beginning 8th graders achieve a postsecondary credential by the age of 24. That number declines to only 12% when looking at the 71% of the county’s public school students who are considered by the federal government to be economically-disadvantaged.</p>

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Summary Cont.

However, the recent passage of numerous catalytic statewide and local policies (including up to \$130M of annual college and career outcomes funding rewarding successful readiness and post-secondary enrollment of Dallas County students via Texas' 2019 passage of HB3, of which ~\$90M is currently unclaimed), combined with the contemplated evolution of EIF into a potential countywide entity responsible for annually supporting up to 30,000 high school seniors in their postsecondary journey, represent substantial opportunity for transformative change. This is especially true given (i) the region's collective launch of a Dallas County Promise effort, providing last dollar scholarships to 92 different high schools across 11 different school districts and charter networks and (ii) the region's status as a consistent national leader in job growth and the associated economic opportunity of living-wage jobs readily available to a better prepared and supported educational pipeline.

By leading a sufficiently capitalized "to and through" comprehensive advising and support entity, coupled with strong school district and higher education relationships and critical fundraising supports, this President & Chief Executive Officer position reflects an unprecedented opportunity for substantial regional impact translating into the creation of tens of millions of increased lifetime earnings for the students positively supported.



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Primary Roles &
Responsibilities

- Transform lives by leading a team capable of inspiring students to pursue college and career options that lead to economic security and prosperity
- Partner with EIF's Board of Directors to develop, refine and execute on the organization's strategic plan offering best-in-class college and career guidance to students through earning a postsecondary credential
- Implement fundraising strategies that will sustain and grow EIF's programs; maintain and deepen relationships with existing donors and cultivate new relationships from both public and private sources
- Serve as the primary ambassador and advocate for EIF within the broader Texas community; develop and nurture relationships with key government officials, donors, and external constituencies to broaden the coalition of stakeholders invested in increasing the number of Dallas County young people earning a livable wage
- Build and deepen relationships with school district, postsecondary institution, and workforce development leadership to glean insights of successes and gaps across the student experience
- Lead a motivated, committed senior leadership team; lead the recruitment, development, and mentoring of team members; continually provide opportunities for staff professional development
- Continually build and foster an inclusive environment and a culture of accountability, trust, and transparency; prioritize and lead diversity, equity, and inclusion work across the enterprise
- Maintain and develop effective systems across the organization to optimize and streamline financial processes, performance management, and information technology
- Safeguard, verify, and maintain the accountability of EIF's assets and oversee the formulation of the annual budget
- Partner effectively with EIF's leadership team and manage the budget and resources to ensure that the strategy and plans are delivered; continually review and enhance the operations of the organization

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Pivotal Experience
& Expertise

Culture Impact



Bachelor's degree required. Advanced degree helpful but not required.

Mission-Driven: Palpable connection to Education is Freedom's mission to transform lives through education and develop an educated workforce that can build effective companies and strong communities in today's knowledge-based economy; demonstrated results in creating systemic change via actions, resourcing, etc. is strongly preferred.

Fundraising Aptitude: Aptitude for fundraising; can raise funds from a variety of sources, including individuals, corporations, foundations, government agencies, and more.

Strategy & Vision: Proven track record of setting strategy in complex settings: creating a plan, securing buy-in, moving to execution, and measuring success.

Stakeholder Engagement & Management: Brings transferable relationship management experience; able to communicate and work well with Boards, staff, external funders, and more. Experience working with political/regulatory officials.

Ambassador: Empathetic, approachable, and energetic ambassador who can inspire internal and external constituents and catalyze action; a keen eye to seek and recruit high-capacity talent to the organization around a vision of creating true economic mobility for every student.

Growth-Minded: Innovative leader who can identify trends and take thoughtful risks. Consistently seeks ways to grow the organization's footprint and impact.

Collaborative: Can engage authentically with a wide variety of stakeholders, including but not limited to: principals and teachers, local and state government officials, corporations, and more. Comfortable using and communicating data to build alignment around a common set of goals.

Engagement Team

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To apply or submit nominations, please email: EIFCEO@heidrick.com

Education is Freedom is an equal opportunity employer and all qualified applicants will be afforded equal employment opportunities without regard to race, color, religion, gender, pregnancy, sexual orientation, age, national origin, marital status, citizenship, disability, veteran status, or any other protected characteristic as established by law.

Appendix

History

ORGANIZATION OVERVIEW



History

[Education is Freedom \(EIF\)](#) is a 501(c)(3) non-profit founded in 2002 by a dynamic board of corporate leaders who envisioned a world where every young person could pursue a college education leading to a productive, self-sustaining career. As business leaders, government officials, and entrepreneurs, EIF's board was and is committed to helping create an educated workforce that can build effective companies and strong communities in today's knowledge-based economy.

To accomplish this, EIF first offered renewable scholarships to first-time college students funded primarily by corporate donors. This program quickly revealed that financial support alone was insufficient to ensure college success, especially for students with other profound social or economic barriers. In 2003, EIF launched a comprehensive, local, school-based advisement program designed to improve the college-going orientation within the Dallas Independent School District, the state of Texas' 2nd largest and the nation's 16th largest district in terms of enrollment. Since then, EIF has supported over 100,000 students and their families across numerous school districts complete the college process.

To further align with its vision of developing a skilled and educated workforce, EIF, along with the Dallas Mayor's Office, launched the Mayor's Intern Fellows Program in 2008. This eight-week internship program has since offered over 2,000 high school students the opportunity to intern at some of the largest and most respected corporations and non-profit organizations in the city of Dallas.

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Impact

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Results from the 2021-2022 school year included:

6,470

Seniors Served

\$89.9M

Received in Financial Aid

19,595

College Applications Completed

35,698

Student Visits to EIF Advisors



Supporters

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EIF's mission to transform lives through education would not be possible without the organization's dedicated supporters:

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Programs

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Today, EIF has five main programs to achieve its mission: high school programming, EIF scholars, intern programming, workforce readiness, and community connection.

Programs

[High School](#)

[EIF Scholars](#)

[Intern Programs](#)

[Workforce Readiness](#)

[Community Connection](#)

THE POSITION

High School EIF places post-secondary Advisors in traditionally underserved high schools to assist students with college, career, and life readiness. These Advisors have their own classroom equipped with computers where they provide expert knowledge to assist students with post-secondary preparatory activities (applications for college admission, financial aid, military, workforce readiness, and more).

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Advisors come from a variety of college backgrounds, with degrees ranging from bachelor's to doctorate. Many are near-peer, meaning they are recent college graduates, and they often mirror the school's student demographics (including multi-lingual capabilities) and possess a wealth of cultural acumen.

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Full-time Advisors are each dedicated to one campus for the entire school year and are in their classroom throughout the school day to assist all students with activities related to their future education. In high schools, these activities include:

- Researching college options, working on applications including writing essays, completing financial aid applications including FAFSA/TASFA, completing scholarship applications, exploring workforce training and certification programs, and supporting preparation of college, career, and military readiness assessments (e.g. SAT/ACT/TSIA/ASVAB)

Programs Cont.

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EIF Scholars

The purpose of EIF Scholars is to equip high performing, under-represented students with the knowledge and skills necessary to successfully complete their bachelor's degree.

Each high school selects students who are in the top of their class academically and who commit to intensive leadership and learning activities throughout their senior year designed to help them reach top-tier colleges around the country. EIF Scholars are celebrated each spring with a scholarship reception called Evening With the Stars.

In addition to normal college advising through their campus advisor, EIF Scholars meet regularly throughout the school year to receive:

- Leadership workshops, service-learning opportunities, and college campus exposure

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Intern Programs

EIF is the architect and facilitator of the Dallas Works Mayor's Summer Youth Employment Program, which aims to connect Dallas youth to summer employment opportunities under the Dallas Mayor's office. An expansion of the Dallas Mayor's Intern Fellows Program, Dallas Works helps to employ 9th through 12th graders both in summer jobs as well as internships. Before beginning the nine-week paid program, students go through workforce readiness training to prepare them with the skills necessary to be successful in their jobs and internships.

For more information on the Dallas Works Mayor's Summer Youth Employment Program, click [here](#).

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Programs Cont.

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Workforce Readiness

EIF has developed a custom workforce readiness curriculum to facilitate personal and professional development. Originally designed as training for the Mayor's Intern Fellows Program, EIF's workforce readiness curriculum has expanded to train students on career fundamentals and help prepare them for the workforce.

EIF hosts workforce readiness workshops on topics that are frequently omitted from the traditional curriculum, which are essential for students as they begin their careers. Some of these topics include:

- Professional attitudes and behaviors, communication in the workplace, resume writing, interview skills, time management, budgeting, and post-secondary education options

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Community Connection

EIF is dedicated not only to students at its high schools, but also to the broader communities in which students live. In order to reach these communities, EIF has implemented its EIF mobile program and committed to partnering with vital community organizations.

An EIF mobile unit, fitted with computer technology, internet capabilities, and expert Advisors, travels to communities to give students, parents, and community members the opportunity to:

- Complete post-secondary and financial aid applications, create resumes, explore careers, register for the ACT/SAT, and receive answers to their post-secondary education questions and concerns

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Budget & Schools Served

ORGANIZATION OVERVIEW



During the 2022-2023 school year, EIF operated a \$4.93M budget, 80% of which came through district partner fees to provide college and career advising to students, and served the following 30 schools across three school districts that collectively educate roughly 4 in 10 students in Dallas County and approximately 4% of the students in the state of Texas:

Dallas ISD

- A. Maceo Smith New Tech High School, Barack Obama Male Leadership Academy, David W. Carter High School, Emmett J. Conrad High School, Franklin D. Roosevelt High School, James Madison High School, Judge Barefoot Sanders Law Magnet Center, Justin F. Kimball High School, Kathlyn Joy Gilliam Collegiate Academy, Lassiter Early College High School, Lincoln High School, L. G. Pinkston High School, Rosie M. Collins Sorrells School of Education & Social Services, South Oak Cliff High School, Trinidad Garza Early College High School, Wilmer Hutchins High School, W. W. Samuell High School, and Yvonne A. Ewell Townview School for the Talented and Gifted

Grand Prairie ISD

- Crosswinds High School, Grand Prairie Collegiate Institute, Grand Prairie Fine Arts Academy, Grand Prairie High School, and South Grand Prairie High School

Garland ISD

- Garland High School, Lakeview Centennial High School, Naaman Forest High School, North Garland High School, Rowlett High School, Sachse High School, and South Garland High School

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