



## CHIEF EXECUTIVE OFFICER IDEAL CANDIDATE PROFILE

United Cerebral Palsy (UCP) of the North Bay, headquartered in Petaluma, California, is a locally operated 501(c)(3) organization providing employment, education, and recreation programs for children and adults with intellectual disabilities, cerebral palsy, autism, epilepsy, and other conditions, with accompanying mobility, vision, and hearing impairments. The organization is currently recruiting an experienced, dynamic nonprofit professional to serve as its next Chief Executive Officer (CEO).

### UNITED CEREBRAL PALSY OF THE NORTH BAY

UCP of the North Bay was founded in 1981 after the merger of UCP of Marin (est. 1954) and UCP of Sonoma County (est. 1969). As an affiliate of UCP, the organization provides services for children and adults with disabilities and their families living in Sonoma, Napa, Marin, and Solano Counties.



UCP of the North Bay's mission is to enhance the quality of life of people with cerebral palsy and other disabilities, their families, and their communities. We envision a future where people with disabilities live with dignity, participate meaningfully, and experience success.

UCP of the North Bay is recognized as an innovative agency that leads with vision, forethought, and through tenacious advocacy efforts at the local, state, and national levels.

### PROGRAMS AND SERVICES



UCP of the North Bay creates innovative education, recreation, and employment opportunities for individuals with developmental disabilities, always with a focus on integration into the community. Work is paid at prevailing wages, never at sub-minimum rates. Everyone needs options for play to enrich their lives, and students with even the most intensive needs can learn and play in the community.

#### Education Programs

**Cypress School** is a non-public school in Petaluma that enrolls children ages 5-22 with special education and behavioral needs that cannot be met in public schools. Cypress Secondary School offers a variety of innovative transition services for students ages 16-22 designed to successfully facilitate movement from school to post-school activities including paid

employment. The curriculum includes assessments and program customization for transition students utilizing post-secondary education, vocational education, integrated employment, supported employment, continuing and adult education, adult services, independent living, and community involvement. Cypress School also offers an After-School Behavior Program.

**BOOST** is a Conductive Education based; year-round program located in Marin County. We serve children and young adults with Cerebral Palsy (quadriplegia, hemiplegia, diplegia, ataxia, athetosis), spina bifida, paraplegia, Multiplex Sclerosis, Parkinson's, stroke, head injuries, and other brain-based motor delays.

### Employment Programs

UCP of the North Bay develops paid work opportunities in the community and provides job training in the recycling, packaging, and hospitality management industries. UCP of the North Bay employees with developmental disabilities work throughout Sonoma, Napa, Solano, and Marin Counties, meeting the workforce needs of businesses, municipalities, and government agencies.



Established in 1974, our **Petaluma Recycling Center (PRC)** serves as an employment and job training site for **OADS Adult Day Program** employees with disabilities and serves as the primary recycling facility for Petaluma and the south Sonoma County area.

**WineBev Services** is a social enterprise of UCP of the North Bay in Napa County, an employment program for adults with disabilities and adults with barriers to employment. Employees provide in-house packing support, shrink wrap services, kitting and gift packing, delivery, and storage services for numerous wineries and winery fulfillment companies.

**Gone For Good** is also a social enterprise of UCP of the North Bay in Solano County, employing adults with disabilities and adults with barriers to employment. Gone For Good operates on-site and off-site recycling programs; thrift store sorting, pricing, and distribution; and online thrift sales while employing people with disabilities.

**Supported Employment Services** has expanded to Sonoma, Napa, and Solano Counties, developing individual job placements and coaching adults with disabilities at local businesses. Those employees working in competitive integrated employment earn income and learn new job skills, subsequently providing a variety of rewarding and exciting career opportunities.

### Recreation Activities



UCP of the North Bay offers a variety of camp and recreational activities for both children and adults from Napa, Sonoma, Marin, and Solano Counties. Programs consist of activities provided by our staff and volunteers, as well as activities provided by community agencies sponsored or supported by UCP of the North Bay.

- **Cycle Without Limits Winter Bike Camp** and **Summer Bike/Swim Camp** use special bikes to teach children with disabilities how to ride conventional two-wheeled bicycles.
- **Camp Kaos** is a four-day camp program for school-age children with disabilities.
- **Whitewater Rafting Trips** provide overnight adventure on the American River.
- **Weekend Dances** quarterly, organized for adults with disabilities.
- **Adventure Trips** for ambulatory and non-ambulatory children and adults with developmental disabilities.
- **Senior Adult Program** offering mature adults with disabilities the opportunity to remain engaged in the community through activities providing social, cultural, and recreational experiences. Activities include both site-based and regional day trips.

UCP of the North Bay also operates Flipside Thrift at two locations, one in Rohnert Park and the other in Santa Cruz.

## THE ROLE OF THE CHIEF EXECUTIVE OFFICER (CEO)

UCP of the North Bay is guided by an exceptional Board of Directors and Leadership Team, with the CEO being the driving force in shaping the future of the organization. The CEO is responsible for the overall administration of UCP of the North Bay including programs, facilities, and business operations. The position reports to the Board of Directors, provides direct supervision of the Leadership Team, and is the visible leader of the organization with staff, volunteers, participants, families, other agencies, and the community. The CEO is guided by the mission of UCP of the North Bay with strategic planning, program and fund development, and advocacy activities on behalf of persons with developmental disabilities. Excellent business and financial management skills are essential for the position.

The CEO manages a current agency budget of \$23.1 million with assets totaling \$58.8 million. The extraordinary growth of UCP of the North Bay has provided stability and sustainability through the development of programs and the purchase of real property while currently employing 215 employees and 375 employees with disabilities. Currently, UCP of the North Bay operates nine program and social enterprise sites, both owned and leased, across Sonoma, Napa, Solano, and Marin Counties, as well as thrift stores in Rohnert Park and Santa Cruz. The position requires dedication and commitment to mission and purpose and is highly rewarding for a person wanting the resources, staffing, and support necessary to provide an array of exceptional programs and services for children and adults with developmental disabilities.

### Specific areas of responsibility include:

- **Agency Leadership:** Works effectively with Board of Directors, Board President, and Board Committees; provides leadership, direction, and support for the Leadership Team; and leads UCP of the North Bay with vision, passion, innovation, forethought, and strategic planning.
- **Board Relations:** Informs Board of agency operations, emerging issues, and potential risks; coordinates Board development including recruitment and training activities; and prepares for board meetings, Executive Committee meetings, and retreats.

- **Administration/Advocacy:** Represents UCP of the North Bay in the community with funding and licensing agencies including North Bay Regional Center, Department of Rehabilitation, Offices of Education, and Community Care Licensing; works with the UCP National Office, affiliate agencies, and advocacy coalitions; works cooperatively with nonprofit agencies; and addresses local, state, and national issues and their impact on UCP of the North Bay.
- **Financial Management:** Implements sound financial practices that ensure adequate funding for operations; prepares annual and revised budgets for Finance Committee and Board approval; manages agency budget; and prepares monthly reports with financial personnel and the Chief of Administration.
- **Organizational Development:** Prepares strategic plans for Board review, input, and approval; responds to emerging program, facility, and financial opportunities; and establishes and manages policies and procedures that best serve the agency.
- **Business Development:** Operates social enterprises employing adults with developmental disabilities; generates revenue to maintain business operations and employment opportunities; and identifies and responds to new business opportunities benefiting UCP of the North Bay.
- **Fund Development:** Creates annual and strategic fundraising plans with the Director of Community Programs; provides organization and leadership for the Development Committee; identifies and supports the application process for public and private grant opportunities with Director of Administration and manages grant reporting; and oversees UCP of the North Bay Legacy Circle including bequests and endowments.
- **Program Development:** Provides programs to meet the needs of children and adults with disabilities in our communities; engages participants, families, staff, and volunteers in the planning process; and ensures compliance with licensing, funding, and accreditation standards including the Commission on Accreditation of Rehabilitation Facilities (CARF).
- **Human Resources:** Creates organizational structure including leadership, management, and direct services; oversees workforce ensuring that staffing ratios and training requirements are met; approves job descriptions; and ensures that annual performance reviews are completed.
- **Staff Supervision:** Plans, organizes, and implements agency activities with Leadership Team; conducts Leadership Team, Manager, and Department Meetings; and provides direction and support for direct services staff as necessary.

## IDEAL CANDIDATE QUALIFICATIONS AND COMPETENCIES

The CEO role at UCP of the North Bay requires a bachelor's degree in human services or a related field; a master's degree is preferred. In addition, the successful candidate will bring:

- Ten years of progressive responsibility as an administrator.
- Ten years of experience providing staff supervision, leadership, and training.

- History of successful agency development, community relations, and resource management.
- Thorough knowledge and understanding of developmental disabilities, service delivery, and related issues.
- Demonstrated knowledge and experience engaging with state systems and services supporting persons with disabilities such as the California Department of Developmental Services, Regional Centers, Special Education Local Plan Areas (SELPA), COEs, and Department of Rehabilitation.
- Outstanding leadership and team building skills.
- Excellent written and verbal communication skills.

## COMPENSATION

UCP of the North Bay is prepared to offer a competitive salary in the \$225,000 to \$275,000 range according to candidate qualifications, a 403(b) retirement plan with company match after one-year anniversary, a Kaiser Health Plan monthly benefit allowance following 30 days of employment, and paid time off earned on the first day of employment.

In addition, the CEO position at UCP of the North Bay offers an opportunity to join a dedicated team of professionals that is making a profound difference in the community and in the lives of the individuals with disabilities who enjoy greater independence and can participate more fully in society because of the work of the organization.

## CONTACT INFORMATION FOR INTERESTED CANDIDATES AND NOMINATIONS

If you would like to express your interest in this opportunity, please submit your cover letter and resume to Dr Yvonne Styles, Executive Vice President at [Yvonne.Styles@dcm-associates.com](mailto:Yvonne.Styles@dcm-associates.com). If you would like to discuss the opportunity further or would like to recommend a candidate, please contact John Vastag, Managing Director at [John.Vastag@dcm-associates.com](mailto:John.Vastag@dcm-associates.com).



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