



**EXECUTIVE DIRECTOR**  
Humboldt Senior Resource Center  
Eureka, CA

**Leadership Search Partners**

is a search firm focused exclusively on the nonprofit sector. As a division of Brakeley Briscoe, Inc. (BBI), the San Francisco Bay Area-based firm works with local, national, and international nonprofits to help them hire exceptional senior-level leaders.

Managing Director & Principal Scott Staub and Senior Search Consultant Heather Merriam are leading this search assignment. Inquiries may be made, in confidence, to Heather Merriam, [heather@leadershipsearch.com](mailto:heather@leadershipsearch.com)



**TITLE:** Executive Director

**ORGANIZATION:** Humboldt Senior Resource Center (HSRC)

**LOCATION:** Eureka, CA

**REPORTS TO:** Board of Directors

### **MISSION**

Seniors and their caregivers in Humboldt County will have a high quality life with dignity, health and self-determination in a community of respect and tolerance.

### **ABOUT THE ORGANIZATION**

The Humboldt Senior Resource Center (HSRC) is located in Eureka, CA, on the beautiful California Coast, about six hours north of the San Francisco Bay Area. This 501(c) (3) nonprofit organization offers a wide range of programs and services to help older adults in Humboldt County remain as independent as possible and age with dignity in their own homes by providing a continuum of social and health related services.

The following HSRC programs are funded, in part, by a variety of sources including: Medicare and Medicaid, the California Department of Aging, and the Area Agency on Aging. HSRC also receives funds through grants, City support, and community donations.

- **PACE (Program of All-Inclusive Care for the Elderly):** A comprehensive health and supportive services plan that helps qualified nursing home-eligible adults age 55 and older to continue living as independently as possible in their homes and community. The PACE interdisciplinary team coordinates with each participant's care plan of medical, social, and homecare services so that these elders no longer need to manage their complex medical care alone.
- **Nutrition and Activities:** Hot, nutritious midday meals are provided four days a week, along with friendship and activities, at three HSRC Dining Center locations as well as delivered to the home-bound in Arcata, Eureka, Fortuna, and McKinleyville. This program provides over 104,000 meals per year and 1,300 activities to seniors who visit HSRC Dining Centers or attend HSRC's other Day Center programs.
- **Multipurpose Senior Services Program:** MSSP is a Medi-Cal waiver, community-based care management program offered through the Humboldt Senior Resource Center and funded by the State of California. MSSP helps eligible frail elderly adults live at home by delaying or preventing placement in a skilled nursing facility.
- **Adult Day Health & Alzheimer's Services:** ADH&AS is a licensed, daytime, therapeutic care program for adults aged 18+ who have chronic physical or mental conditions. HSRC preventive services also help participants avoid or delay placement in skilled nursing facilities, and provide



family caregivers with respite care. ADH&AS was established more than 30 years ago as an adult day healthcare program of the Humboldt Senior Resource Center.

- Monthly publication of a community-wide senior focused newspaper, Sr. News.

## ABOUT THE OPPORTUNITY

HSRC seeks to give seniors and their caregivers a high-quality life with health, dignity, and self-determination in a community of respect and tolerance.

HSRC's current Executive Director, Joyce Hayes, is retiring after 16 years in the role and 25 years with the organization. The HSRC Board of Directors is seeking a successor who is excited to help the agency innovate new ways of providing health, support services and community-based resources for seniors and caregivers.

HSRC is at an exciting juncture in its history. Having firmly established one of the first rural PACE programs in California, this 43 year old social services nonprofit is expanding its facilities in order to meet the growing needs of Humboldt County's aging population. In 2019, HSRC will break ground on a new facility, in the nearby town of Fortuna, to serve the growing senior population.

Reporting to a 12 member Board of Directors that has been using the Carver Model to constantly re-envision the organization, the next Executive Director will manage a budget of \$17M and lead the organization's 125+ staff.

## Responsibilities and Major Areas of Accountability

The Executive Director will spearhead the planning, funding, and operations of HSRC programs and be responsible for the following major areas of accountability:

**Leadership and Governance:** With the Board of Directors, staff, and stakeholders, develop and implement the mission, vision, culture, and values for HSRC; provide support and direction to the Board and their committees in the areas of planning, policy-making, and oversight; and ensure that adequate strategic and business plans are developed, implemented, and reviewed against performance.

**Advocacy and Promotion:** Lead advocacy efforts at the local, state, and national level; actively participate in conferences and advocacy activities; create opportunities to spearhead mutually beneficial programs in the public sphere; actively participate in leadership with other organizations that focus on policy, funding sources, and senior care issues.

**Program Planning, Implementation, and Resources Development:** With the Board of Directors, staff, and stakeholders, manage programs and seek opportunities for enhancement and efficiencies; identify opportunities for program sustainability while adhering to the mission of HSRC.



## **Professional Experience/Qualifications**

### **Leadership Experience**

- Ability to embrace diverse programs and staff, and lead the entire team toward a common mission
- 8+ years of progressively-increasing responsibility and professional experience in a community-based healthcare and/or social services setting
- Thorough understanding of nonprofit Board of Directors' governance practices through nonprofit Board service and/or reporting to a Board
- Demonstrated ability to pursue outcome-oriented, mutually-beneficial partnerships with a diverse set of stakeholders for the purpose of achieving an organization's mission
- Track record of supervisory experience, including leading a senior management team that represents diverse programs
- Experience developing strategic plans for an organization

### **Health Care and Social Services Management Experience**

- Affinity and demonstrated compassion for elderly and frail populations, their families, and caregivers
- Management experience in a nonprofit that has a PACE, or in a Federally Qualified Health Center or managed care plan
- Experience working in an organization that provides social services, safety net, or wrap-around services to disadvantaged populations
- Understanding of community-based care nonprofits

### **Resource Development, Public Relations, and Advocacy**

- Demonstrated ability to develop and maintain alliances with public partners, business leaders, and community groups in the senior care and/or public health arena
- Track record of lobbying in a state capital for health care policies
- Record of success in developing and maintaining productive, collaborative relations with institutional and individual funders
- Proven record of growing resources and decreasing dependence on grants for operational resources

### **Financial and Operations Management**

- Experience managing a PACE or similar federally-funded program that includes compliance requirements and programs requiring private funds to meet budget needs
- Prior fiscal accountability for a nonprofit budget of at least \$4M+
- Proven ability to simultaneously manage growth and control expenses
- Strong organizational skills and business acumen
- Ability to leverage and maximize resources and develop innovative solutions to manage potential short falls
- Ability to build resources to maintain physical plant needs of programs



### **Personality Characteristics and Skills**

- Outstanding communicator with excellent speaking, writing, and listening skills
- Ability to recognize trends and opportunities for change and envision strategies to address new challenges
- Desire to relocate to the Eureka, CA and become part of the northern redwood coastal community

### **Preferred**

- Executive Director/CEO experience
- Familiarity with the Carver model of governance
- Master's degree preferred

### **Education**

- Bachelor's degree in Business Administration, Public Administration, Public Health, Health Plan Administration Non-profit Administration, or other relevant field

## **COMPENSATION**

A highly competitive compensation and benefits package will be made available to the qualified candidate.

## **TO APPLY**

Leadership Search Partners has been engaged by HSRC to conduct this search on an exclusive basis. Interested persons should apply via email by sending a letter outlining qualifications, brief bio and resume (as PDF or Word documents) to Stacey Konner ([stacey@leadershipsearch.com](mailto:stacey@leadershipsearch.com)), with HSRC-ED in the subject line.

Inquiries may be made, in confidence, to Leadership Search Partners' Senior Search Consultant, Heather Merriam, at [heather@leadershipsearch.com](mailto:heather@leadershipsearch.com).

## **EQUAL OPPORTUNITY STATEMENT**

**Humboldt Senior Resource Center** is an equal opportunity employer. We will not unlawfully discriminate against qualified applicants or employees with respect to any terms or conditions of employment based on race, color, national origin, ancestry, sex, sexual orientation, age, religion, physical or mental disability, medical condition, pregnancy, breast-feeding, gender identity, marital status, citizenship status, military or veteran status, genetic information, or other basis protected by applicable federal and state law.

**LEADERSHIP SEARCH PARTNERS**, a search firm owned by Brakeley Briscoe Inc., is focused exclusively on the nonprofit sector. Based in in the San Francisco Bay Area, the firm works with local, national, and international nonprofits to help them hire exceptional senior-level leaders.