

## Rochester Museum and Science Center (RMSC) President & Chief Executive Officer

*The Board seeks an experienced educator and institutional advancement professional with a passion for history and science, who will engage individuals, businesses, philanthropic institutions and government in strengthening the museum as a vital educational resource for Rochester's children and adults.*

Serving the Finger Lakes region of upstate New York, the Rochester Museum & Science Center provides immersive, engaging experiences that spark a passion and curiosity for science and discovery. Opened in 1912 as the Municipal Museum of Rochester, New York, the Rochester Museum & Science Center is comprised of three divisions that engage children and adults through exhibitions, educational programs and community experiences that inform, challenge and attract audiences of all ages, including:

- **Science Museum (SM)**, with four floors of galleries, the Science Museum contains the largest diversity of exhibits assembled under one roof in New York State west of Albany. There are more than 1.2 million items in its collection including Natural Science collections of the Rochester region dating back more than 435 million years. Their Seneca Iroquois collections are the largest and most comprehensive in the world. Widely recognized as one of the top science, history, and anthropology centers in the Finger Lakes region, the Museum offers permanent and special exhibitions and education-through-experimentation in core sciences of physics, chemistry, life sciences, engineering and mathematics as well as history and anthropology through interdisciplinary inquiry-based learning and design-thinking. With 200 theme-based, hands-on exhibits and interactive science experiments daily, there are many that stand out including one of the first musical twin Tesla coil *Electricity Theater* experiences of its kind in the country.
- **Strasenburgh Planetarium (SP)**, opened in 1968, was the most advanced planetarium in the world at the time it opened as a gift from Edwin and Clara Strasenburgh of Rochester. With a 65 foot Star Theater dome, its current event star shows are informed by relationships with scientists at NASA, Rochester Institute of Technology, the University of Rochester and the University of Chicago. Classic rock and holiday laser shows for families are produced in house at the Planetarium as well. A project is currently underway to significantly upgrade and modernize the facility.
- **Cumming Nature Center (CNC)**, opened in 1982, the Cumming Nature Center sits on 900 acres in Naples, New York, which is the heart of the Finger Lakes region, and has fifteen miles of hiking, skiing and snowshoeing trails. CNC is the regional hub for outdoor recreation and environmental education.

With an annual budget of \$6.2m, 32 board members, 60 full and 149 part time staff and 560 volunteers, Rochester Museum & Science Center annually receives over 375,000 visitors, serves 60,000 school age children, has 6,000 member households, and has 1 million digital visitors. The Museum also provides free-of-charge admission to 10,000 low income families and individuals with disabilities annually. The Rochester Museum & Science Center is a member of the Association of Science - Technology Centers, (ASTC) and the American Alliance of Museums (AAM).

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**BASIC FUNCTION**

Reporting to the Board, the CEO will lead the Rochester Museum & Science Center as it ignites a love of lifelong learning through innovative, exciting, engaging, fun and authentic educational experiences for children, their educators and families. The CEO is will lead and drive all fundraising efforts, shape the organization's vision and brand, and manage all operations, staff, volunteers, exhibits, programs, systems and processes to ensure financial strength, efficient operations, and experiential education excellence.

This highly innovative, technologically savvy institution requires a master fundraiser who can leverage RMSC's brand, people and assets for institutional advancement using conventional and evolving fundraising methods. The CEO is expected to view all the organization's activities, exhibitions, programs, events, contacts and relationships as opportunities to market the organization and increase funding for RMSC through:

- A \$20 million capital campaign to fund renovation of the Planetarium, construction of a new building connecting the Planetarium to the main building, and reconfiguration of some of the exhibit space and enhancements to the Nature Center;
- Annual fundraising, that includes major gift, planned giving, restricted giving, matching gift, web-based giving and mass outreach elements; events and dinners such as Innovation Celebration Gala (largest single fundraising event), Uncorked and On Tap (annual celebration of local wines and craft beers), RMSC After Dark (monthly Friday night event for Gen Xers and Millennials) and STEM Awards program; business and corporate sponsorships; philanthropic grant proposals; and National Science Foundation and other government funding;
- Earned income developed through ticket sales, rentals, retail operations, and special event sales.

The CEO will be supported in this effort by the Board Development Committee. Currently, the retiring President & CEO has been retained to focus exclusively on advancing the capital campaign. Once the new CEO is in place, she or he will determine whether this arrangement will continue.

The CEO will also:

- Integrate branding for the Science Center, Planetarium, and Nature Center so that the wide array of facilities, exhibits, collections and programs are united by a common vision and a logical flow to the Rochester Museum & Science Center experience;
- Effectively manage, build and continually evolve Rochester Museum & Science Center exhibits and educational and public programming, encouraging innovative exploration of the natural and scientific world and the worlds of ideas, communication, collaboration and history;
- Attract support of dedicated professional staff, volunteers, donors and partners in the community at large.

The CEO will advance the museum's strong regional reputation as a distinctive, exciting, thought-provoking place of learning for curious families; and ensure the Rochester Museum & Science Center provides endless avenues of discovery and STEAM learning.

## **ONGOING RESPONSIBILITIES**

### LEADERSHIP & GENERAL MANAGEMENT

- Lead, inspire and mentor staff in the vision and goals of the museum; hire, supervise, motivate, develop and evaluate staff, ensuring that staffing is appropriate to the organization's needs; ensure that Board-approved policies are consistently implemented; have a work environment and culture that encourages retention of qualified staff;
- Interpret the Rochester Museum & Science Center's mission into a Board-approved Strategic Plan that is updated and refined as needed; supply the Board with complete, accurate and timely reports and data required for informed decisions (inc. from external advisors/consultants); proactively bring recommendations to the Board of Directors in matters related to objectives, policies and long-term strategy;
- Encourage a proactive approach in maintaining exhibits and facility, as an ageless, safe, and clean environment; oversee the preservation and maintenance of the museum's physical assets, including exhibits, collections, the building and infrastructure;
- Develop supportive collaborations and partnerships in the communities the museum serves, keeping informed of challenges, progress, activities and emerging community issues, along with offering recommendation and solutions as appropriate.
- Develop meaningful and ongoing productive relationships with government officials, corporate and community leaders and collaborations with educational institutions to advance the Rochester Museum & Science Center's goals and strategies;
- Ensure that the organization's finances are responsibly managed, that strong controls are in place, and that financial reports and other documents are prepared in a timely and accurate manner;
- Identify and help recruit new Board members whose talents, interests and commitment will help to fund and advance Rochester Museum & Science Center's mission and programs;
- Provide for efficient day-to-day management of all administrative operations, delegating work as appropriate;

### EXHIBITS, EDUCATIONAL AND PUBLIC PROGRAMMING

- Provide direction for the development of new, fun, inspiring exhibits, outreach and educational programs; ensure that best practices are employed; leverage the galleries in ways that deepen the visitors' experience;
- Work collaboratively with other like-minded, STEAM-focused organizations, and appropriately manage various relationships with other museums and attractions, thought-leaders in the field, schools, universities, patrons, volunteers and other community members; serve as an advocate for the organization, assuring that the interests of the Museum are advanced and fully understood;
- Develop relationships that may lead to appropriate gifts to strengthen programming and the permanent and temporary exhibits;

### CONTRIBUTED/EARNED INCOME AND MARKETING/COMMUNICATIONS

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- Serve as the chief fundraiser for the museum; work with the Board Chair of the Development Committee and senior staff to drive annual fundraising and campaign solicitations; expand and diversify revenue streams from admissions, licensing, facility rentals, concessions and other sources; set high expectations for increased financial support from foundations, corporations, individuals, governments and other philanthropic sources; strengthen fundraising systems, workflows and donor recognition;
- Grow the endowment, enabling Rochester Museum & Science Center to continually upgrade exhibitions, enhance the facility, and provide for financial stability as the institution matures;
- Solidify Rochester Museum & Science Center's reputation among regional, national and international audiences, most particularly members of the community, visitors and prospective visitors to Rochester, as an exceptional museum and science educational resource.
- Communicate to current and prospective supporters, members and resident and tourist visitors using conventional and new (social media, mobile, etc.) tools; actively seek opportunities to publically advocate for the organization; serve as public and media spokesperson for the organization when appropriate.

**IDEAL EXPERIENCE AND QUALIFICATIONS**

The ideal candidate has the following experience and qualifications:

- Strong management background in a museum, school or associated institution that engages curious families and is also known for innovative programming, cultivating strong community ties, and fundraising success; strong operations management, combined with a track record of success in developing interesting exhibits and programs;
- Experience working successfully with donors, community leaders and Board members to financially strengthen institutions; measurable success increasing earned and contributed revenue; strong understanding of financial management practices;
- Experience delivering Science, Technology, Engineering, Arts and Mathematics (STEAM) educational experiences and programs to curious families; bachelor's degree or equivalent required, master's degree preferred in education, business, science or other related field; a minimum three years of experience directing business and program activities is required, preferably for a non-profit organization;
- Experience shaping a highly effective operating environment; a demonstrated ability to forge mutually respectful and effective relationships with a diverse group of personalities in a collegial and cooperative manner, including the means to address issues in non-confrontational and non-polarizing ways, but nevertheless with determination;
- An individual with outstanding oral and written communication skills and a passion for connecting the public with the Rochester Museum & Science Center; someone who will enjoy engaging with residents and visitors to Rochester and the Finger Lakes region, and who wants to be engaged within the Rochester community professionally and personally;

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- A leader adept at planning, prioritizing, organizing and following through; a hard worker with a high energy level who welcomes accountability; a team player and team builder who is a good listener and strategist who cultivates trust; an individual who is straight-forward, shares information easily, receives as well as gives advice, and respects the abilities of others; someone who imparts trust, integrity and solidity;
- Someone who enjoys working in close collaboration particularly with the Board's Chair and with other Board members; a collaborator who thrives on entrepreneurial partnerships of community significance;
- A delegator who sets high expectations, values follow-through and recognizes accomplishments; a person that others want to work for.

For more information please contact:

Lee Kappelman

(202) 803-6674 or [leek@moppenheim.com](mailto:leek@moppenheim.com)

Mark Oppenheim

(415) 762-2640 or [marko@moppenheim.com](mailto:marko@moppenheim.com)

**m/Oppenheim Associates**

425 Market Street, Suite 1020

San Francisco, CA 94105