

LEADERSHIP PROFILE



Member, Board of Directors

*“A powerful voice for children,
inspiring Georgians to act on their behalf.”*

THE ORGANIZATION

Voices for Georgia's Children (“Voices”) is an independent policy development and advocacy group working with the state's leadership to produce better outcomes for all children.

Through advocacy, original research and analysis, *Voices* assists the leaders and citizens of Georgia in making sound decisions on policy, investment and systems that serve children and youth. In so doing, *Voices* helps produce better outcomes through supportive public policies and adequate public and private resources.

A member organization of Washington D.C.-based Voices for America's Children, the Georgia organization has three strategic priorities:

- ***A long-term policy agenda for children***, with measurable 10-year goals for five indicators of child safety, health, education, connectedness, and employability, backed by thoroughly researched policy and investment recommendations for reaching these goals.

- **Expanding and educating leadership for children.** Engaging leaders from all sectors who can provide a voice for children, *Voices* provides consistent outreach through various channels to government officials and key publics.
- **Building the public will to improve child well being.** By strengthening grass roots support for children's issues, *Voices* can help increase the capacity of local organizations throughout the state to involve their constituents as advocates.

The State of Georgia has one of the fastest growing populations in the country, and for over ten years the state's per-capita income statistics have ranked in or near the top half of all 50 states. Georgia's children fare less well, however, as Georgia routinely ranks among the bottom ten or twenty states in most national indicators of child well-being.

The work of Voices for Georgia's Children is characterized by three distinctions from past campaigns for children in Georgia:

1. We are focusing on only five measurements, but those measures encompass the breadth of children's issues:

Safety: Decrease abuse and neglect reports

Health: Increase percent of insured children

Education: Increase percent of 4th grade NAEP reading proficiency

Connected: Fewer children in juvenile detention

Employability: Decrease percent of 16- to 19-year-olds not in school and not working

2. We have set specific objectives for the five measurements that we expect to achieve, with the commitment and cooperation of both public and private leaders.

Result Area	Indicator	2005 Rank	2005 Rate	2015 Objective
Safe	<i>Maltreatment Cases</i>	41	19/1000	14/1000
Healthy	<i>% Insured</i>	41	87%	96% (by 2008)
Educated	<i>4th Grade Reading on NAEP</i>	40	59% Basic & Above	72% Basic & Above
Connected	<i>Juvenile Detention Rate</i>	23	273/100K	170/100K
Employable	<i>% 16-19 yrs not in school or employed</i>	43	11%	8%

3. We believe it is time for Georgia to set its standard for children beyond the South and reflect the talent and economic capacity that ranks us near the top half of the nation.

For more information on Voice for Georgia's Children, please visit our website at www.GeorgiaVoices.org. Sections of particular interest may include our [key policy initiatives](#),¹ our [advocacy opportunities](#)² and a list of our [board of directors](#).³

THE OPPORTUNITY

Having achieved significant success for Georgia's children in its first six years, *Voices* has recently updated its strategic plan, concentrated its focus and opportunities for impact available to its board of directors. In so doing, the current board has identified goals and objectives for the board consistent with the organization's strategy.

More specifically, the board has embraced several broad goals and specific objectives relating to policy, advocacy, a statewide presence, fundraising and organizational effectiveness. The board is committed to

¹ http://www.georgiavoices.org/index.php?option=com_content&task=view&id=29&Itemid=58

² http://www.georgiavoices.org/index.php?option=com_content&task=view&id=46&Itemid=75

³ http://www.georgiavoices.org/index.php?option=com_content&task=view&id=16&Itemid=45

continue being impactful, innovative and nonpartisan, balancing tactical considerations with its overarching commitment to long-term goals.

Board Prospects. The governance committee of the board is seeking to add several board members over the next year, at least half of whom are expected to come from outside the greater Atlanta area. Among the current goals and criteria:

1. **Regional perspective.** Because *Voices*' focus is on the children statewide, it is important that prospects have a perspective that extends beyond the local geographic market. The ideal board prospect will have developed a national or regional reputation for effectiveness within a significant enterprise and be willing to employ that reputation on behalf of Georgia's children.
2. **Expertise.** Experience in general management is always welcome, whether from the for-profit or not-for-profit sectors. Functionally, the *Voices* board will profit from those with special experience in marketing communications, new media, human resources, strategy and law.
3. **Passion for children's issues.** All board prospects should have a demonstrated record of civic engagement, broadly defined. An existing passion for children's issues is preferable, but we are open to compelling candidates who may be new to *Voices*' initiatives or focus. Board experience is essential.
4. **Bias for action.** *Voices* is geared to changing long-term policy statewide, to the benefit of Georgia's children, but the organization must maintain a balance between policy goals and the ongoing tactics required to achieve them. Board prospects should be comfortable operating in a policy environment characterized by action.
5. **Fundraising experience.** The *Voices* board has set specific goals for its role in securing unrestricted revenue for the organization. In addition to helping strategize the agency's funding efforts, board prospects should feel comfortable actively participating in fundraising efforts and making the ask.
6. **Geography.** To help ensure a statewide reach, the board actively seeks new directors based outside the Metro Atlanta area.

THE ATTRACTION

Prospects for the board of directors of Voices for Georgia's Children will be engaged community leaders who draw satisfaction from being able to

1. Ensure that the community's needs and concerns about children are included in statewide priorities.
2. Bring individual stories of needs and successes in the community to a state audience.
3. Lead in developing strong advocacy strategies for overcoming the problems of children in the community.
4. Help shape tools and information that will connect with locally elected representatives to address the interests of children in better and more comprehensive ways.
5. Leverage personal and professional networks across the state.

Voices is a powerful brand for child advocacy. If you or someone you know might be interested in discussing board service for this compelling nonprofit organization, please contact

**Sam Pettway or Joan Schlachter
at 404-BoardWalk (404-262-7392)**

or email

Voices@BoardWalkConsulting.com

For the status of this and other leadership searches, please visit

www.BoardWalkConsulting.com
