



Financial and Economic
Knowledge for Life

Educating Today, Shaping Tomorrow™

President & Chief Executive Officer Position Specification



About the Council for Economic Education



Our Challenge and Mission

There is an enormous gap in America between what people know about economics and personal finance and what they need to know, and the consequences are significant. Those with low levels of financial literacy are five times more likely to be unable to cover one month of living expenses—and yet fewer than three percent of high school students are guaranteed an education in personal finance. Schools spend billions of dollars helping children master reading, writing and arithmetic, but teaching economics and financial literacy is far too often overlooked. As a result, young people enter society lacking an essential skill to prosper in life: understanding personal finance and economics.

The Council for Economic Education seeks to close this widening gap in knowledge and competency. Through its programming and resources, CEE equips K-12 students with the tools and knowledge of personal finance and economics to make better decisions for themselves, their families, and their communities.

CEE serves students, educators, and families across the country in multiple ways. It provides K-12 teachers with **free classroom resources and training** for economics and personal finance education, including professional development lessons, activities, tests & quizzes through CEE's [EconEdLink](#); K-12 standards; local subject-matter experts; and a national educator conference.

CEE directly serves students by offering **classes, national competitions, and career development** in finance and economics. CEE's nationally-renowned student programs include [Invest in Girls](#), the [National Personal Finance Challenge](#), and the [National Economics Challenge](#). These resources and opportunities provide young people tools to understand the world through the lens of economics and personal finance, which helps them make informed decisions and navigate real-world challenges. CEE also equips families with engaging, fun **at-home activities and games** making economic and finance education easy and exciting.

Finally, as a national leader in economic and personal finance education, CEE advocates for policy changes that give every student—particularly those in under-resourced communities—access to personal finance and economic education. Through its partners and national network of affiliates, CEE works with educators and policy makers to **promote required coursework in economics and personal finance** for K-12 students, **state standards** that better prepare students to compete in an increasingly global economy, and education policies that support **high-quality training** programs for teachers.

Our Impact

OUR LESSONS, PUBLICATIONS, AND ACTIVITIES HELP STUDENTS AND TEACHERS ALIKE

- Gain **knowledge** in personal finance
- Develop an **understanding** of the world through an economic lens
- Understand how their financial **choices** and tradeoffs can impact their lives
- Explore **careers** in finance and economics

2M +

Students reached by CEE programs and teachers

450,000

Unique users of EconEdLink, the premier online site for K-12 teachers

50,000

Teachers a year participate in professional development workshops



Our Board



Rebecca Patterson, *Chair*
Chief Investment Strategist (former)
Bridgewater Associates



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President (former)
Federal Reserve Bank of Richmond



Willard I. Hill, Jr., *Secretary*
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President and CEO
Council for Economic Education



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Federal Reserve Bank of Atlanta



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Morton L. and Carole S. Olshan Professor of
Economics, Harvard University



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Senior Research Scholar
Princeton University



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CFA Chief Investment Officer and Head of Fixed
Income Parametric Portfolio Associates (part of
Morgan Stanley Investment Management) (Retired)



Our Board (Cont'd)



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Economic Education



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Principal & Senior Financial Advisor
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Heather Lavalley
Chief Executive Officer
Voya Financial



Brad Maguth, PhD
Professor, Social Studies Education Director,
H.K. Barker Center for Economic Education,
The University of Akron



Susan McDermott-deTray
Executive Vice President Head of
Private Bank Citizens Bank



Our Board (Cont'd)



Loretta J. Mester, PhD
Adjunct Professor of Finance, The Wharton School,
University of Pennsylvania; former President of the
Federal Reserve Bank of Cleveland



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Peter Nurnberg
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Chet Ragavan, CFA
Board Member
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Max Rakhlin
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Lightyear Capital



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Senior Vice President, Finance
(Retired)
Verizon



John J. Siegfried, PhD
Professor Emeritus
Vanderbilt University



Graham Tanaka
President, Chief Investment Officer
and Chief Economist for Tanaka
Capital Management and the
TANAKA Growth Fund



The Role



In 1949, a joint coalition of business leaders, economists, and educators founded the Joint Council for Economic Education to train teachers and integrate economic education in school curricula across the nation. Over its 75-year history, CEE has expanded beyond economics education to include teaching students about personal finance. Today, CEE seeks to equip K-12 students with the tools and knowledge of personal finance and economics so that they can make better decisions for themselves, their families, and their communities. This includes advocating for every student to have access to at least one personal finance and economics course, each, before finishing high school.

To accomplish its work, CEE has grown to become a diversified, sustainable organization – with a unique mix of funding and revenue sources – that serves over two million students and 50,000 teachers through its programs and resources. CEE maintains a connection to the Federal Reserve through the current and former bank Presidents who sit on its [Board of Directors](#); CEE also accomplishes its work with the support of its [Associate Board](#), and in coordination with its nearly 180 national affiliate organizations across the country.

The next President & CEO of the Council for Economic Education will arrive at an important moment, when low levels of financial literacy exacerbate the already-yawning wealth gap. At a time when political polarization means there are few issues on which all can agree, arming young people with tools that make for a resilient financial life is a mission that brings a diverse array of stakeholders under the tent. The next CEO is the chief strategist and ambassador for this broad coalition and will lead the effort to further sharpen CEE's priorities to maximize its impact.

The CEO reports to the Board of Directors and oversees a staff of more than 20 employees based in the Council's New York City office. Direct reports to the CEO include the Chief Program Officer, the Chief Development Officer, the Chief Financial Officer and the Vice President of Marketing. The nationwide network of nearly 180 affiliates include over 400 employees and aggregated operating revenues of \$25M.

Starting pay for the successful applicant will depend on a variety of job-related factors, which may include education, training, experience, location, business needs, or market demands. The expected salary is approximately \$400,000. The CEO will be based in CEE's New York City office.

Key Responsibilities



Vision and Strategy

- Embody the values and mission of CEE—championing equity and excellence in personal finance and economic education in all 50 states, keeping the needs of students at the center of our work
- Lead CEE’s vision setting and strategy development, aimed at raising the organizational profile, streamlining organizational complexity, and deepening its impact
- Work collaboratively with the Board, staff, and regional affiliates to lead, support, guide, and execute on the organization’s core mission

External Engagement, Policy, and Fundraising

- Elevate the reputation of and visibility of CEE as the national leader in economic and personal finance education
- Lead and guide a strategy to attract philanthropic support from private individuals, foundations, and corporations
- Strategically advance relationships with key external stakeholders including (but not limited to) CEE Associate Board members, CEE affiliates, industry associations, corporate partners, government leaders, policymakers, school systems, media, and institutions of higher education
- Guide CEE’s advocacy strategy to advance requirements for economics and personal finance education in all 50 states
- Guide implementation of CEE’s major annual events, including the National Educator Conference, CEE’s Annual Gala, and its two signature national student challenges

Leadership, Operations, and Financial Management

- Build, mentor, and develop teams; provide leadership while attracting, retaining, and developing top diverse talent for the core organization and affiliates
- Advance diversity, equity, and inclusion with the organization, while establishing an organizational culture that recognizes and celebrates differences
- Identify opportunities for improved operating efficiencies, transparency, and competitiveness; maintain and enhance a measurement and data-driven culture that is focused on the long-term impact of its programs

The Person: Pivotal Experience & Expertise



STRATEGY & VISION

Proven experience developing and executing a strategic vision: consistently measuring progress, iterating where necessary, and holding themselves and the team accountable to achieving clear and critical benchmarks.

STAKEHOLDER ENGAGEMENT & RESOURCE DEVELOPMENT

A track record of working with a broad set of internal and external stakeholders. A strong, compelling communicator with the ability to inspire. Commercially-minded, with the ability to develop and execute innovative strategies and partnerships to support substantive, sustainable growth.

RELEVANT FINANCIAL/ECONOMIC EXPERTISE

Curiosity and credibility in one of CEE's critical areas of focus (economics, personal finance, etc.).

ORGANIZATIONAL LEADERSHIP

Proven success leading an organization of relevant size and stature and driving operational excellence. Ability to recruit, motivate, and retain strong teams. Possession of budget management and fiscal administration acumen.

Engagement Team



Jackie Zavitz

Partner, Social Impact Practice
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Johanna Penafiel

Project Coordinator
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Nominations and applications should be directed to CEECEO@heidrick.com

CEE's culture is driven by our values: trust, integrity, respect for the individual, teamwork, inclusivity and transparency. These values serve as guiding principles for how we work with each other from which all else follows. CEE's commitment to diversity, equity and inclusion is demonstrated in both the programs delivered to students and educators of all backgrounds and in the diverse staff at CEE. We celebrate the diversity of our team by leveraging their perspectives through engagement, respect, and a spirit of belonging. The innovation which is attained from purposefully fostering inclusion helps us to remain relevant and to drive the organization sustainably into the future.