



**Search for the Executive Director, Laura and Alvin Siegal Lifelong Learning Program
Case Western Reserve University
Cleveland, Ohio**

THE SEARCH

Case Western Reserve University (CWRU) seeks a dynamic leader to serve as the next Executive Director of the Laura and Alvin Siegal Lifelong Learning Program (SLLP). The SLLP connects the academic world to the wider community through innovative and engaging programming offered by CWRU faculty, internationally renowned scholars, and local experts who share their cutting-edge research and current topics of interest. The executive director will provide leadership and oversight for the wide-ranging, robust program selection that provides continuing professional studies and personal enrichment for participants.

Reporting into the Office of the Provost, this is a critical position for CWRU, a leading national research university that serves as an anchor institution in Cleveland and across northeast Ohio. The executive director will lead a team of eight dedicated administrative staff and expert instructors who will ably support SLLP's initiatives. An entrepreneurial and visionary leader, the next executive director will collaboratively develop and lead a compelling vision and strategy, enhance partnerships, and enrich programming and revenue streams to further the impact of the Siegal Lifelong Learning Program. A master's degree and 5-8 years of experience as a director in higher education, field education, continuing professional education, or a related field are required.

Case Western Reserve University has retained Isaacson, Miller, a national executive search firm, to assist in conducting this important search. All inquiries, applications, and nominations for this opportunity should be directed as indicated at the end of this document.

ABOUT CASE WESTERN RESERVE UNIVERSITY

Case Western Reserve University is located in Cleveland's University Circle, a square mile urban district of cultural, medical, educational, religious, and social service institutions. The only independent, research-oriented university in a region bounded by Pittsburgh and Rochester on the east, Nashville on the south, and Chicago on the west, CWRU holds membership in the Association of American Universities and is fully accredited by the Higher Learning Commission and several nationally recognized professional accrediting associations. The university enrolls approximately 12,250 students representing 50 states and 96

countries. CWRU has an FY 2024 operating budget of \$1.43 billion and endowment funds of \$2.261 billion as of June 30, 2023.

[Eric W. Kaler](#) is the 11th president of Case Western Reserve University, [Joy K. Ward](#) serves as provost and executive vice president, and the [Case Western Reserve University Leadership Team](#) represents each major institutional and educational division, advancing the university's [mission and vision](#) through effective, responsive and informed decisions and recommendations.

ABOUT SIEGAL LIFELONG LEARNING

The Siegal Lifelong Learning Program has evolved and expanded significantly since its launch in 2012 through the union of Siegal College of Judaic Studies and the adult learning programs at CWRU. Today, SLLP programs, including more than 350 courses and lectures each year, are offered online and in-person, ranging from art, culture, history, Jewish studies, literature, music, politics, and religion to science and technology. Most in-person courses are held in Siegal's Beachwood classroom facility, while other programs are held on CWRU's campus and in various locations throughout Greater Cleveland.

Siegal Lifelong Learning offers:

- [Continuing professional studies](#) that include an array of non-credit and certificate-based programs for skill-seekers looking to gain a competitive edge in their current career or transition to a new path.
- Personal enrichment through [lectures](#), [courses](#), a friends & alumni travel program, and [ACE programs](#).

[CWRU's Encyclopedia of Cleveland History](#) provides more information about the background of Siegal Lifelong Learning and how it was formed.

KEY OPPORTUNITIES AND CHALLENGES FOR THE EXECUTIVE DIRECTOR

Collaboratively develop and lead a compelling vision and strategy for the future of the Siegal Lifelong Learning Program

The executive director will work closely with the Office of the Provost, university leadership, and the Siegal Advisory Board to develop a compelling vision for the future of the SLLP, collaboratively create a strategic plan to guide the unit, and lead the implementation of that plan to ensure it remains vibrant, accessible, and responsive to the communities it serves. Success will require both a nuanced understanding of the role of professional continuing studies and a track record of working closely with internal and external stakeholders to develop and implement an impactful long-term vision.

Enhance partnerships and increase the visibility of the Siegal Lifelong Learning Program

The executive director will engage with constituents—internally and externally—who are interested in lifelong learning in general, as well as continuing education in Jewish Studies more specifically. As a critical part of this work, the executive director will work with staff to engage in topics that may fall outside the traditional university curriculum yet are important hallmarks of a high-quality continuing education program with an informed and educated local community. This work includes building an understanding of market needs locally, nationally, and/or internationally and serving as the external lifelong learning representative to those communities interested in such learning. It also includes understanding the CWRU schools and college offerings and working in collaboration with deans or their designees to ensure alignment, collaboration, and differentiation with existing programs.

Working in coordination with University Marketing and Communications (UMC), the executive director will ensure brand identity and awareness, equating Lifelong Learning at CWRU with the university's high-quality educational reputation. In addition, the executive director will work in coordination with UMC to develop targeted marketing for multiple constituencies within the Lifelong Learning market, including the local, national, and/or international community of lifelong learners, the Cleveland community and northeastern Ohio, the Jewish community, the retired community, and CWRU alumni and friends.

Enrich programming and revenue streams to further the impact of Siegal Lifelong Learning Programs

Siegal Lifelong Learning Programs are intentionally broad and diverse to appeal to a wide audience. The executive director has an opportunity to determine overall course programming needs, ensuring appropriate variety in course content, duration, and geographical distribution to engage the widest possible lifelong learning constituency. The executive director also ensures a quality learning experience so that participants have a positive impression of SLLP and promote its programs through word-of-mouth. In addition, the executive director identifies university faculty who can contribute to the success of Lifelong Learning at CWRU and helps to identify appropriate teaching and program space at CWRU, Siegal College, distance learning resources, and other off-campus locations as necessary to ensure maximizing geographical reach within the region.

While some Siegal Lifelong Learning programs generate revenue, the executive director is expected to work collaboratively with University Relations and Development (URD) to generate additional resources and secure commitments that support SLLP through 1) program endowments, 2) annual giving, and 3) one-time gifts. With direction and support from URD, the executive director will identify potential donors, solicit donations from them as necessary, and help identify and apply for local and national grants to support core programming and opportunistic program development. In addition, the executive director will periodically provide programmatic and general operational updates to engaged donor groups such as CWRU alumni organizations and the Siegal Advisory Board.

Provide leadership for the Siegal Lifelong Learning Program staff and operations

The Siegal Lifelong Learning Program has a talented and dedicated staff who ensure participants are well served. In addition to managing the SLLP staff and overseeing the evaluation and quality of all SLLP instructors, the executive director will manage budget priorities, determine benchmarks for enrollment, revenue, and expense management, and control expenses to correlate with anticipated revenues. This important work will require the executive director to have sophisticated financial acumen to balance the SLLP's short- and long-term priorities.

QUALIFICATIONS AND CHARACTERISTICS

Guided by the Siegal Lifelong Learning values of academic excellence and impact, inclusiveness and diversity, and effective stewardship, the ideal candidate will bring the professional experiences and skills listed below.

- 5-8 years of experience as a director in higher education, field education, continuing professional education, or a related field is required.
- A master's degree is required, preferably in education or adult education.
- Strong planning and organization skills.
- Excellent written and oral communication skills.
- Proven experience in communications, marketing, branding, and publication development.
- Demonstrated leadership in personnel, human relations, and fiscal management.
- Experience in obtaining grants and donations.
- Ability to work collaboratively with faculty, staff, and external agencies.
- Exceptional interpersonal skills and the ability to engage with a diverse group of individuals with varying backgrounds.
- Demonstrated ability to use and leverage technology to create efficiencies and streamline work.

Applications, Inquiries, and Nominations

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and resumes with cover letters should be sent via the Isaacson, Miller website for the search: <https://www.imsearch.com/open-searches/case-western-reserve-university-siegal-lifelong-learning-program/executive-director>. Electronic submission of materials is strongly encouraged.

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Isaacson, Miller

<https://www.imsearch.com/open-searches/case-western-reserve-university-siegal-lifelong-learning-program/executive-director>

Case Western Reserve University strives to maintain a diverse and inclusive work environment. All applicants are protected under Federal law from discrimination or harassment based on race, color, religion, sex (including discrimination based on pregnancy and related conditions, sexual orientation, or gender identity), national origin, disability, age, and genetics.

CWRU provides reasonable accommodations to applicants with disabilities. Applicants requiring a reasonable accommodation for any part of the application and hiring process should contact the [Office of Equity](#) by phone at 216.368.3066 or by email at equity@case.edu. Determinations as to granting reasonable accommodations for any applicant will be made on a case-by-case basis.