



**Executive Director
United States Institute for Theatre Technology, Inc.
Liverpool, NY (Remote Acceptable)**

THE SEARCH

The United States Institute for Theatre Technology, Inc. (USITT or the Institute) was founded in 1960 as an organization to promote dialogue, research, and learning among practitioners of theatre design and technology. Today, it has grown to approximately 4,000 members at all levels of their careers and has eagerly embraced new technologies in use across the spectrum of live entertainment. Now in its 62nd year and known as a place professionals come to mentor others and “give back to the industry”, USITT has become the leader in life-long learning opportunities for the entertainment design and technology industry. USITT members describe an organization with an infectious joyous energy and a strong feeling of inclusion found at its annual conference, unparalleled networking opportunities, and through its dedication to mentoring and student engagement, changes people’s lives.

A strong organization poised for a leap forward, USITT seeks a visionary leader with experience in, or a passion for the arts who, at this signal moment in this industry’s post-pandemic rebirth, has the unique opportunity to develop and execute strategies to realign the Institute to be the premier leader in education and training in the divergent world of live entertainment. The Executive Director (ED) drives the strategic direction and initiatives of the Institute; retains and expands the member base; grows the influence of the Institute; solidifies and expands earned, contributed, and in-kind income; and launches plans to augment the programmatic offerings of USITT.

The Executive Director is hired by the Board of Directors and reports directly to its President, executes policies and directives of the Board, and oversees USITT’s central staff, its programs, and operations. In 2020, USITT earned just under \$1.5M in revenue from grants, gifts, membership dues, national conference, publishing, projects and events, and other income streams. As the chief executive officer of the organization, the Executive Director works in cooperation with volunteer leaderships and professional staff to develop and implement strategic and operational goals to fulfill its mission and vision.

Additionally, the Executive Director works to lead, coach, develop, and retain USITT’S high-performance senior management team as well as ensure consistent quality of finance and overall administration, fundraising, communications, and systems while actively engaging and energizing USITT’S Board members, members at-large, volunteers, and sponsors/funders/partners. Providing vision for and

oversight of the Institute's largest revenue generating event, the Annual Conference & Stage Expo, the ED will work with other leaders to maximize revenue and increase event reach and impact.

The United States Institute of Theatre Technology has retained Isaacson, Miller, a national executive search firm, to assist in this search. All inquiries, nominations, and applications should be directed in strict confidence to the firm as indicated at the end of this document.

THE INSTITUTE

Mission: The United States Institute for Theatre Technology connects performing arts design and technology communities to ensure a vibrant dialog among practitioners, educators, and students.

Core Values

Inclusion: Acknowledging the inequitable structures established by the dominant culture, and the industry's conscious or unconscious participation in these unjust systems, USITT commits to the ongoing struggle to create equitable spaces, to embrace diverse experiences, and to uplift and encourage multiple perspectives.

Excellence: Recognizing the need for continuous pursuit of the very best in our profession, our industry, and our Institute, USITT cultivates innovation in education, research, and safety.

Responsibility: Embracing a long-standing imperative to serve, USITT provides value through year-round activities, elevates the work of individuals and organizations, and heightens accountability to our members and the industry.

Vision

- USITT will be a prominent leader of theatre and entertainment design, management, and technology through our conferences, exhibitions, awards, publications, and research. USITT is dedicated to the professional development of those who are an integral part of the performing arts and entertainment industry.
- USITT will promote the best of design and technology through exhibitions, which are widely distributed to new audiences;
- USITT will actively promote and support research and development today that creates the theatre of the future;
- USITT will honor the best of theatre design, management, and technology through nationally - and internationally - recognized awards;
- USITT will be the documentary body for the history of design, management, and technology in the performing arts and entertainment industry;

- USITT will disseminate information about the history of the field, and aesthetic and technological developments by producing the USITT Annual Conference & Stage Expo, tours, and symposia;
- USITT will advocate for safe, efficient, and ethical practices;
- USITT will continue to strengthen the organizational operations of the Institute and National Office;
- USITT will grow and provide valuable services to our membership and ensure that interests of members are represented regionally, nationally, and internationally

Governance

Revised in July of 2022, the USITT bylaws document outlines the organizational practices and regulations as it relates to the purpose and function of USITT, membership, governance, fiscal management, etc. The ED will work with the Board to fully realize these changes and to ensure governance is serving the Institute as intended – to support a vibrant and growing organization as it moves into the future.

Board of Directors

The affairs of USITT are managed by the Board of Directors. Each member of the Board of Directors is a member in good standing of USITT. Directors are elected by the USITT's members and meet at least four times throughout the course of the year. In collaboration with the Executive Director, the Directors provide input to determine the Institute's strategic objectives and policies and benchmark the progress toward achieving these goals.

Membership

The Institute consists of over 4,000 persons and institutions interested in furthering the arts of theatre and performing arts planning and design, construction, equipment, aesthetics, presentation, operation, and training. They come together for inspiration, to share expertise and the joy of and challenge of working in the field of live entertainment.

Committees and Commissions

USITT's Board of Directors make up a number of committees. As of July 2022, the Committees of the Board include: Audit Committee, Executive Director Review & Compensation Committee, Finance Committee, Governance Committee. A full list of USITT Committees can be found [here](#).

USITT Commissions, designated by the Board of Directors promote, recognize, and provide programming and assistance to research activities in subject areas of interest to the Institute and its members. A full list of USITT Commissions can be found [here](#).

EVENTS AND PROGRAMMING

Since its founding in 1960, USITT has worked to connect artists worldwide. From sponsoring study tours to facilitating master artist classes around the United States, USITT has a commitment to its international mission. The ED will help the Institute achieve its goal to offer member programming year-round.

In September of 2022, USITT will be partnering with 7thSense, Pixera, Show Sage, ETP Brainhub and others for its 2022 Digital Media Symposium; a three-day event taking participants through three tracks of education, from Concept & Ideas to Design, and Delivery. USITT's programming is designed for individuals of all levels from student to industry professional. For example, the Jay O. Glerum Rigging Class is an entry-level track is geared towards those needing to reaffirm their knowledge of or build upon their understanding of the basics in counterweight rigging safety and operations. The two-day curriculum covers rigging basics, terminology, hardware, systems, tools, and safe practices. The Ken Vannice Electrical Workshop, named for former USITT Board Member of the same name, is a one-Day Basic/Intermediate workshop is designed to give participants a deeper understanding of the hazards and consequences of working with electricity with emphasis on the entertainment industry.

USITT in partnership with the Educational Theatre Association (EdTA) have launched the BACKstage Exam (Basic and Comprehensive Knowledge Exam for High School Technical Theatre Students), which is designed to evaluate the knowledge and work readiness of technical theatre students at the high school level. Developed by educators and industry professionals, BACKstage is the most comprehensive examination of its kind and will assist students in determining their readiness for post-secondary activities in technical theatre.

Under the next Executive Director, USITT aims to continue and grow its annual program offerings to attract members at all levels of their professional journey.

Annual Conference & Stage Expo

In 2023, USITT will be holding its 63rd annual Conference & Stage Expo in St. Louis, Missouri. Based on past growth, USITT expects its next iteration of this event to be bigger than ever with more educational sessions, exhibitors, and attendees. Expo attendees include a wide range of professionals across the theatre and entertainment industry, from venue managers, designers, business owners, students and educators. The diversity of experts and academics, combined with new and seasoned professionals from a broad variety of disciplines, cannot be found at any other event. The annual conference and stage expo is USITT's predominate annual event and the largest revenue generator for the Institute. Sponsors for the USITT 2022 expo can be [found here](#).

International Engagement

USITT has sponsored the United States Exhibition at the [Prague Quadrennial](#) since the first US exhibition in 1972. Holding to its mission of connecting people of all ages, the US exhibition is the only exhibition at the event that is built by students. USITT's work with [International Partners](#) works to bring speakers to

the United States and take speakers abroad. This exchange of knowledge grows the understanding and learning of this industry worldwide.

USITT is one of the founding members of [OISTAT](#), International Organization of Scenographers, Theatre Architects and Technicians. OISTAT serves as the international association of scenography and performance space design. Connecting organizations around the world, OISTAT has long been a conduit of information for theatre artists when governmental relations are tense. USITT has member liaisons to the OISTAT commissions, working groups to help disseminate the information being worked on at any time and all members of USITT receive membership benefits in OISTAT.

The Journal of USITT

Theatre Design & Technology, the journal of USITT, is published five times per year by the Institute as a benefit to its members. [TD&T](#) is always looking for exciting, unusual, and interesting articles, and each article is expected to advance the art of theatrical production while being held to the highest standards of technical accuracy. Every submission is peer-reviewed by at least two content experts and the Editor prior to publication.

THE ROLE OF THE EXECUTIVE DIRECTOR

The Executive Director serves as a non-voting member of the Board of Directors and attends all meetings to report on the progress of the organization.

The Executive Director has both internal and external responsibilities. Internally, the Executive Director is responsible for both operational and strategic leadership of USITT. The USITT [National Office](#) is comprised of 11 staff members, including the Executive Director. Reporting directly to the Executive Director are the Director of Education and Training, Director of Sales and Events, Director of Engagement, Director of Finance, and the Office Administrator.

Externally, the ED serves as USITT'S primary spokesperson and representative in a wide variety of external contexts, including meeting regularly with sponsors and partners, and communicating with the USITT membership at-large. As USITT is committed to operating within the framework of its core values of inclusion, excellence, and responsibility, so must the Executive Director be committed to these values. Further, the ED must clearly show a dedication to equity, diversity, and inclusion and continue to cast the Institute as a leader in this area as it grows its impact on the broader industry.

KEY CHALLENGES + OPPORTUNITIES

Lead the United States Institute for Theatre Technology community to define and achieve a powerful strategic vision for the growth of USITT nationally and internationally

The executive director will work with the Board of Directors and staff to chart a path toward long-term sustainability and growth through identification of key strategic efforts and priorities for USITT. The ED

will identify, develop, and implement key processes which increase the impact of the Institute across the technology and design industry, including establishing relationships with allied fields. For USITT, growth will mean not only increasing the number of members, conference and programming attendees, and sponsors, but growth in organizational effectiveness (e.g., more high-performance decision-making, clarification of volunteers' roles, a maturation in program offerings and evaluation, innovations in curriculum).

Steward and grow financial resources, sponsorships, and donations and cultivate strong external partnerships

In conjunction with business development goals and strategies, the Executive Director will seek opportunities to expand contributed revenue including foundation grants, corporate philanthropy, and sponsorship development. An inspiring leader, the ED will strengthen and build relationships to ensure continued rounds of funding for USITT's programs using persuasive and comprehensive data to tell the story of USITT's achievements and impact on the professional community and students. The next ED will expand global partnerships that will help to retain and attract new members. With an eye towards diversifying revenue streams, the ED will safeguard against potential future dips in membership or product competition and will explore grant or other financial opportunities.

Promote increased opportunities for USITT membership involvement and annual programming at all levels

USITT has a strong member base and solid history of industry partnerships. The ED will be mindful of the different constituencies within USITT and will use galvanizing language and communication to ensure the Institute's mission, vision, and goals maximize the impact of the Institute's programs. Using data-driven metrics, the ED will envision and launch member retention and member development goals, plans, and programs including Conference attendance and revenue. Through these data analyses the ED will communicate the value of USITT membership to both existing and potential new members. Utilizing its quarterly journal and other communication vehicles, the Executive Director will facilitate new and innovative ways to communicate with members and the industry about the impact of USITT on the field.

Solidify and strengthen the United States Institute for Theatre Technology's brand, internally and externally

The Executive Director will create a relevant and compelling brand platform by incorporating the many stories of USITT's impact and telling that broader story enthusiastically to varied audiences. A more clearly defined brand will better position USITT and its involvement in such international events like the Prague Quadrennial, increase awareness with new audiences and potential partners, and leverage the knowledge of the members in the network more effectively. As the guardian of the brand, the Executive Director will be an effective spokesperson for the Institute. To that end, the ED will find, develop, and build new partnerships within the industry and in allied fields while engaging current leaders, funders, and volunteers in the planning process.

Increase organizational effectiveness in a volunteer and membership-based model

The Executive Director will refine processes to establish, track, and implement USITT goals and priorities, laying out key metrics and deliverables. They will continue strong engagement and relationships with national staff members, volunteers, members-at-large, and the Board of Directors, to ensure alignment on organizational goals. In partnership with the Board, the Executive Director will establish greater clarity on the organization's governance and decision-making models and will strengthen and standardize the roles and responsibilities of national staff and volunteers.

THE SUCCESSFUL CANDIDATE

While no one person will embody all of them, the successful candidate will exemplify many of the following qualifications and attributes:

- Demonstrated business savvy in leading an organization with large-scale annual programming, varying levels of membership and funding streams, and a Board of Directors;
- An ability to work with key stakeholders to develop a strategic vision for USITT's growth and the administrative expertise to execute that vision in a pragmatic and inspirational way;
- Unwavering commitment to high-quality programs and data-driven excellence in management and evaluation;
- Ability to coach and energize staff, manage and develop high-performance teams, and set and achieve strategic objectives;
- Successful track-record of working with a Board of Directors within a strong volunteer-based organization;
- A proven ability to develop and strategically manage a budget and provide required benchmarks to a Board of Directors;
- Strong marketing, communications, and fundraising experience;
- The ability to engage a wide range of stakeholders on multiple levels;
- A galvanizing and clear communication style in diverse settings; the ability to listen well and to be able to lead decisively at the moments when decisions are needed;
- Passionate, idealistic, positive, self-directed, mission-driven, and possessing fearless integrity and a collaborative spirit;
- Demonstrated personal and professional commitment to and experience in advancing equity, diversity, and inclusion;
- A record of building and maintaining external relations and advancing an organization's public profile and reputation at a national level and international level;
- Exemplary organizational and change management leadership skills;
- Experience defining clear roles and responsibilities, establishing transparent decision-making processes and channels, laying out plans with key metrics and deliverables and executing against those deliverables;

- Significant senior management or equivalent experience with strong emphasis placed on work with a member association, an arts or technology-focused non-profit, or leadership position within an allied field;
- A background in live event production, contracting, programming, and a passion for the performing arts are a plus;
- CAE designation, CAE course of study in progress, or the ability to complete a CAE program, given other qualifications, is highly encouraged.

LOCATION & COMPENSATION

The Executive Director is based in the USITT National Office, located in Liverpool, New York, a suburb of Syracuse. The ED may work remotely, along with most of the national office staff, upon approval from the President at hiring. The Executive Director is expected to be able to come to the national office on a regular basis, if needed, and should be prepared for an extensive year-round complement of national and international travel.

Minimum compensation for the Executive Director role is \$165,000.

TO APPLY

The United States Institute of Theatre Technology has retained Isaacson, Miller, a national executive search firm, to assist in the Executive Director search, including identification and review of candidates. Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations/referrals, and applications (including resumes and two- to three-page letters of interest to the search committee, responding to the challenges and opportunities outlined above), should be sent electronically and in confidence to:

Jacqueline Mildner, Partner
Stephen Kalogeras, Associate
<https://www.imsearch.com/8631>

USITT is committed to diversity, inclusion, and equal opportunity. We take affirmative steps to ensure that all programs and services are free of discrimination based on protected class status, including race, creed, color, sex, sexual orientation, gender identity, national origin, military or veteran status, disability, predisposing genetic characteristics, marital or family status, domestic violence victim status, arrest record or criminal conviction history, or any other impermissible basis.