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NATIONAL VETERANS MEMORIAL & MUSEUM

Position Guide

Museum Director/Chief Operating Officer

www.nationalvmm.org



NATIONAL VETERANS MEMORIAL & MUSEUM

POSITION: Museum Director/Chief Operating Officer

REPORTS TO: President & CEO

LOCATION: Columbus, Ohio

MISSION

The National Veterans Memorial & Museum's mission is to:

Honor Americans' contributions through military service,
Connect civilians with veterans and their military experience,
Inspire visitors to serve their community and nation as citizens, and
Educate schoolchildren about the history and value of service via an interactive permanent exhibition.

VISION FOR THE NATIONAL VETERANS MEMORIAL & MUSEUM

The National Veterans Memorial & Museum is a \$75 million project currently under construction in Columbus, Ohio, representing a national initiative of profound importance for our nation's 22 million living veterans. There is no single monument or museum dedicated to the veteran's experience in our country today. With 30,000 SF available for exhibit space, this new institution will serve to celebrate the service and honor the sacrifice of veterans throughout history.

As the age and demographics of our nation shift and more of our veterans are lost to time, there is no better moment to preserve and share their stories. Envisioned by the late Senator John Glenn (1921-2016), Colonel, USMC (Retired) as a gathering place for veterans across the country, the Museum is scheduled to open to the public in Fall 2018. The National Veterans Memorial & Museum will present the veteran experience through the lens of personal stories and life-changing experiences from which visitors will be inspired to learn more about our country's history and actively engage in their own communities as informed citizens.



Within the 53,000 SF facility, the Museum features a Great Hall, providing views of the Scioto River, as well as a space for gatherings and public events. The exhibition galleries

follow the curve of the concrete rings, and the experience concludes with an interactive media experience in the heart of the building. A second floor mezzanine features a Remembrance Gallery to honor our fallen heroes who gave the ultimate sacrifice, and a lower level incorporates a rotating exhibition gallery, and multi-purpose and meeting rooms.

The surrounding exterior Memorial Grove will be a place for contemplation for visitors to think about what they have experienced in the Museum before returning to their everyday lives. At the center of a circular path is a grove of trees, providing the opportunity for reflection, and designed to honor and memorialize the sacrifices made by veterans. Adjacent to the path is a stone wall, featuring a reflecting pool at the base and three areas where water will cascade over the wall.

Artifacts and first-person testimonials will create a dialogue around the purpose and ramifications of military action, the Museum will spark contemplation of the role of the soldier and citizen based on the words of veterans. Their stories and memories shared at the National Veterans Memorial & Museum will impart life lessons for civic duty in the modern world and ensure their words are not lost.

Together, these elements will link our national story to the larger context of world events since our country's earliest days and will demonstrate the importance of ordinary individuals doing extraordinary things in shaping history. Visitors will leave having a greater understanding of the veteran experience and a stronger appreciation for ways to engage in the community.

THE SCIOTO PENINSULA



The seven-acre campus of the National Veterans Memorial & Museum is at the heart of the redevelopment plan of the Scioto Peninsula.

The 56-acre Scioto Peninsula is poised to become the next great Downtown neighborhood. CDDC and its public-private partners have laid the groundwork for success – investing more than \$220 million to revitalize the area in and around the Scioto Peninsula.

Anchored by a cultural district, a future mixed-use neighborhood will be the capstone of this Peninsula. The 21-acre mixed-use development just west of the National Veterans Memorial & Museum is expected to be a \$500 million investment by a national real estate development team, and will feature residential, office, retail and hotel elements.

Nearby amenities and attractions include:

- [The Scioto Mile](#) (Opened July 2011) – an [award-winning](#) riverfront park featuring a state-of-the art interactive fountain and eye-catching band shell.
- [Scioto Greenways](#) (Opened November 2015) – 33 acres of new greenspace reclaimed along the Scioto River, complete with 1.5 miles of multi-use paths.
- [American Museum of Natural History Galleries](#) (Opened November 2017) – A permanent dinosaur gallery and temporary exhibition gallery, occupying 22,000 SF in Columbus' nationally-acclaimed [Center of Science and Industry \(COSI\)](#).

- [Scioto Peninsula Park and Garage](#) (Opened November 2017) - A new 6.5-acre park and 600-space underground parking garage.

ROLE OF THE COLUMBUS DOWNTOWN DEVELOPMENT CORPORATION

The Columbus Downtown Development Corporation (CDDC) serves as project manager for the design and construction of the National Veterans Memorial & Museum.

CDDC (www.columbusddc.com) is the private, nonprofit development organization charged with redeveloping the Scioto Peninsula area in Downtown Columbus, upon which NVMM is being constructed. Once completed, ownership will be transferred to a new 501(c)(3) organization, with its own Board of Directors, specifically created to manage the ongoing operations of NVMM. CDDC is responsible for completing catalytic economic development projects, including the projects referenced above and more.

CDDC has raised the necessary \$75 million to build this first-in-class cultural landmark and engaged the following firms to assist in the design and construction:

- **Allied Works Architecture**, based in Portland, Oregon and New York City, has designed an architecturally significant and symbolic building that tells the story of the veteran experience even before visitors walk through NVMM's front doors. Other Allied Works projects include the Contemporary Art Museum in St. Louis, the University of Michigan Museum of Art and the Clyfford Still Museum in Denver.
- **OLIN** is an award-winning landscape architecture firm based in Philadelphia and Los Angeles. The company's portfolio includes notable spaces around the world such as the U.S. embassies in London and Berlin, the gardens at the Getty Center in Los Angeles, Battery Park and Bryant Park in New York City and the grounds of the Washington Monument in Washington, D.C.
- **Ralph Appelbaum Associates (RAA)** is the world's largest museum exhibition design firm with five offices worldwide. RAA creates award-winning museum exhibitions, visitor centers and educational environments that explore natural history, physical sciences, cultural, social and corporate history, sports, brand heritage and the fine arts. RAA has developed exhibitions for the new Smithsonian National Museum of African American History and Culture, the Newseum, the Clinton Presidential Library and the US Holocaust Memorial Museum.

THE OPPORTUNITY

The National Veterans Memorial & Museum (NVMM) is hiring its founding Museum Director/Chief Operating Officer to lead the opening and initial years of operation for the emerging new Museum. Reporting to the President & CEO, this individual will effectively leverage the outcomes achieved to date, while bringing fresh insights to the next stages of this start-up institution. The Museum Director/Chief Operating Officer will shape, guide and execute the institution's vision for the creation of exceptional programming and visitor experience to develop a community gathering place where the general public can join veterans and members of the United States Armed Forces in celebrating their service and honoring veterans. NVMM seeks a leader who will partner with them in thinking boldly and creatively about this organization's future as a national museum of prominence

The Museum Director/Chief Operating Officer will:

- **Leverage** the resources of the NVMM physical facility and exhibits, as well as lead the development of the programmatic elements, provide a high-quality visitor experience that will drive attendance at a national level and promote repeat visitation.
- **Build**, under the direction of the President & CEO, the business model and the team that meet NVMM's ambitions and the communities' evolving needs and expectations. Achieve financial sustainability by designing and executing a business model that diversifies and grows NVMM's revenue while capitalizing on current funding success.

CANDIDATE PROFILE

NVMM seeks an innovative, entrepreneurial, experienced and visionary museum leader, who demonstrates a passion for engaging others in a lifelong learning agenda while delivering a high-quality experience that is financially sustainable through solid programs, exhibits marketing, and business practices. The successful leader will value all military service and the veterans' experience.

Experience working for a start-up organization or organization that experienced tremendous growth would be highly desired. Particularly helpful would be a background of launching innovative, groundbreaking programs resulting in long-term funding and stable revenue streams.

We seek a person who can demonstrate proven ability in developing sustainable financial and operating strategies within a museum setting, and who has experience developing and executing a staffing plan. This includes competencies in selecting and directing senior leaders, financial, operational and program analysis, earned income and philanthropic revenue enhancement.

A leadership style that promotes creativity, accountability, resourcefulness and competence across the entire team along with a preference toward action would be highly valued. Additionally, the candidate will be trustworthy and display a high level of respect, humility, loyalty, and personal integrity.

Bachelor's degree with 10+ years of senior management experience is required. Master's degree is preferred. Demonstrable museum leadership experience in public or private institutions concerned with education, history and/or historic preservation or related professions would be valued. Previous experience working with, or serving on, a nonprofit Board and knowledge of board governance is important.

For more information about the National Veterans Memorial & Museum, please visit www.nationalvmm.org.