



Program Director
Wisconsin

The Opportunity

The Program Director is responsible for statewide program strategy, implementation, data, and analysis and continuously develops, implements, and improves processes and systems that ensure that clinics across the state have the support they need to operate high-quality programs with strong fidelity to the Reach Out and Read model. The Program Director manages the technical assistance and supportive services provided to Reach Out and Read clinics across Wisconsin. This position supervises program staff with a targeted focus on ensuring that the Reach Out and Read intervention is implemented to achieve impact with the families and children we serve.

Reporting to the Executive Director, the Program Director works closely to develop strategy, set goals, and evaluate progress and efficacy, as well as develop staffing models and recruit staff over time. Currently, about 260 participating clinics touch the lives of 167,000 children and their families each year – or one in three of all infants, toddlers, and preschoolers in the state. As an evidence-based, highly scalable program, Reach Out and Read has the potential to significantly influence child and family outcomes in Wisconsin.

Key Responsibilities

Program Support, Operations, and Quality (40%):

- Lead all program support activities. Ensure effective technical assistance and professional development services are delivered to all participating clinics in the state. Continuously evaluate, create, and improve systems and processes.
- Ensure development of a health system “point person” to work with when three or more clinics are engaged with Reach Out and Read and oversee Program Specialists’ annual review meetings with these staff to enhance quality engagement with the system at a level higher than the participating clinics.
- Strategize, implement, and oversee the implementation of continuous quality improvement systems that enable high-quality programs, and that best support and effectively engage medical providers.
- Provide a program-focused perspective and program expertise in ongoing strategic planning and organizational development. Develop annual program goals and implement efforts to achieve them.
- Create an annual program site visit plan and oversee its implementation to ensure programs are visited with a frequency appropriate for their needs and quality rating.
- Manage new program growth strategy using an equity lens and in alignment with organizational goals. Oversee training of new programs, their medical providers, and support staff. Ensure existing programs have training processes in place and offer all providers ongoing training and professional development opportunities.

- Create resources, handouts, and training materials to support program implementation and quality improvement at participating clinics.
- Supervise program staff, including recruitment, hiring, training, day-to-day supervision and performance evaluation and improvement. Periodically evaluate the organizational staffing model and make recommendations to the Executive Director.
- Serve as a national programmatic leader, representing Wisconsin on Reach Out and Read National task forces and work groups and contribute to program support methods and systems development for the organization. Assign other program staff to participate, as appropriate, to provide internal professional development opportunities.
- Maintain relationship and guidance to Reach Out and Read Partners – Fox Cities and Reach Out and Read Partners – Manitowoc County leadership at their respective libraries. Supervise Appleton Public Library’s Reach Out and Read – Fox Cities physician liaison and that person’s work with clinics.
 - Approve all documents using shared Reach Out and Read - Partners and Reach Out and Read Wisconsin logos.
 - With Executive Director, update MOU between Reach Out and Read Wisconsin and Appleton Public Library, when needed.
- Identify, enlist, and support a group of regional medical champions to serve as program advocates and key informants.
- Provide direct support to a group of participating clinics.

Program Data, Analysis, and Reporting (40%):

- Develop and maintain the programmatic tools and systems to measure progress, determine organizational impact and success, and set annual goals. Ensure program support services are data driven and that data tracking system and tools are used effectively and consistently.
- Lead implementation of program data analysis. Analyze and synthesize information about programs to assess their training and technical assistance needs and to present data for reporting, planning, fundraising, and public-facing purposes.
- Oversee the efforts to ensure the submission of twice-yearly Reach Out and Read progress reports by participating clinics. Create systems for reminders, outreach, and resources to help address submission barriers.
- Ensure the collection of qualitative data such as testimonials, quotes, photos, and stories from clinics for use in communications and fundraising. Provide professional development and resources to clinics to collect high-quality materials. Create and implement systems to organize these resources and provide them to other staff and projects as requested.
- Contribute to the creation of informational materials and reports that highlight program impact in the state.
- Provide direct program support to programs as needed, delegating as appropriate as program growth requires and staffing allows.

Book Support and Funding (10%):

- Lead the assessment of programs' needs for book funding and oversee documenting programs' existing sources of book funding.
- Coordinate the granting of book funding support to clinics, using an equity lens. Ensure funding distributions and book support allocations meet grant requirements including site eligibility and timeliness of disbursements.
- Manage the utilization of tools to document funding and book support allocated to participating clinics.
- Serve as Wisconsin's liaison to book vendors and coordinate book purchases with the National Center.

Partnership Development and Sustainability (10%):

- Increase Reach Out and Read participating clinics' understanding of whole system strategies and alignment and their impact on program quality and sustainability. Solicit medical champions and site coordinators in identifying potential Reach Out and Read advocates at the health system/leadership level.
- Cultivate connections with health system leaders to encourage their support of Reach Out and Read. Increase leaders' understanding of the value Reach Out and Read provides to their operations, quality of care, and patient and provider satisfaction. Conduct meetings and presentations with health system influencers.
- Engage participating clinics in best practices for fundraising in partnership with Reach Out and Read Wisconsin based on program type and needs. Effectively communicate fundraising strategies and manage the gathering of necessary data and deliverables. As needed, connect Reach Out and Read clinic leadership team with Development Manager to offer expertise and additional resources.
- Oversee Reach Out and Read Wisconsin interns in organizing clinic visits by community leaders and legislators. Support advocacy-skill development in medical champions at these clinics by mentoring them on tour and discussions with visitors. Participate in event day if the Executive Director is not able to attend.
- Contribute to strategizing, developing, implementing, and sustaining partnerships at the state and community level to help Reach Out and Read achieve its strategic goals.
- Represent Reach Out and Read as requested in meetings, on committees, and through presentations to facilitate partnerships.

Supervision

Supervises the Wisconsin Program Team.

Qualifications and Experience

There are innumerable ways to learn, grow and excel professionally. We respect this when we review applications and take a broad look at the experience of each applicant. We want to get to know you and the unique strengths you will bring to the work. The ideal candidate is a passionate, professional, results-oriented, and dedicated individual. We are most likely to be interested in your candidacy if you can demonstrate the majority of the qualifications and experiences listed below:

- Commitment to the Reach Out and Read mission and model, to increasing equity in opportunity and outcomes for children, and to recognizing factors known to significantly impact differential outcomes for children, including race, ethnicity, language, and socio-economic status.
- Strong leadership and management skills, including excellent organization, project management, facilitation, and time-management skills, with superior attention to detail and follow-through.
- Capacity to develop and execute strategy around quality improvement, medical practice change, and professional development to make an impact at the population level.
- Ability to prioritize multiple tasks, meet deadlines, and adapt flexibly within a growing organization and a changing healthcare and political environment.
- Excellent interpersonal, oral, and written skills including strong editing skills and effective small group speaking experience.
- Self-motivated, independent worker who functions effectively in a “virtual” work environment, while being an enthusiastic, collaborative team member.
- Education and/or experience within the fields of health care, social work, early education, literacy, parenting support or related fields.
- Ability to coach, influence, mediate, and deliver results through others.
- Facility in analyzing, synthesizing, and utilizing data to determine trends over time and develop quality improvement plans and communicate with internal and external stakeholders.
- Ability to manage partnerships and fundraising efforts with clinics, community organizations, and other stakeholders and develop advocacy skills in medical staff.
- Effectively supervise virtually distributed teams and support for successful outcomes, create and sustain a positive and cohesive team working environment, and coordinate professional development opportunities specific to staff strengths and interests.
- Demonstrate expertise in a knowledge area while also seeking continual learning opportunities. Drives innovation in work processes, systems, and databases to improve outcomes.
- Ability to effectively use electronic communications systems as primary work processes, including database systems, internet use, and MS Word, Excel, and PowerPoint.
- Lift and move book boxes, up to 40-45lbs.
- Access to a mobile phone and internet.
- Valid Wisconsin driver’s license and regular access to a dependable vehicle for frequent in-state travel.

Position Specifications

Full time, exempt. Regular travel throughout the state, including team meetings, site visits, community, and partner meetings, and one to two national meetings per year is required.

Note: *Currently, Reach Out and Read is under fully remote work conditions until further notice, given the ongoing COVID-19 pandemic.*

Compensation and Benefits

Salary will be competitive with similar roles at non-profit organizations of a comparable size, including a robust benefits package. We offer medical and dental insurance, 401(k) retirement plan with match, paid vacation, professional development stipend, and more.

The salary range for this position is \$63,000 - \$75,000.

To Apply

Please email a cover letter and resume, with the subject line “Reach Out and Read Wisconsin Program Manager Application” to jobs@reachoutandread.org. No phone calls please.

About Reach Out and Read

Founded in 1989, Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. Reach Out and Read’s tens of thousands of trained pediatric providers use books as a diagnostic tool during regular check-ups and teach parents how to engage their child with a book to promote positive parent-child interactions during the rapid brain growth between birth and age 5, particularly in economically disadvantaged families who are at risk for adverse outcomes. The daily practice of reading aloud with a parent supports children’s literacy and math skill development, their social-emotional development and prepares them for future success in school. Through its national network of providers, Reach Out and Read is helping to set 4.5 million children a year on a path to a bright future, from birth.

Reach Out and Read is the only national early literacy intervention delivered through pediatric care providers. The program has been the subject of 16 independent studies, the largest body of scientific research for any psychosocial intervention in pediatrics. Research shows that children served by Reach Out and Read are read to more often, enjoy sharing books more, and have better expressive and receptive language skills.

The Impact

- Reach Out and Read program sites are in more than 6,100 hospitals and health centers in all 50 states, Washington, D. C., and the U.S. Virgin Islands.
- Reach Out and Read serves 4.5 million children and their families annually.
- More than 7.2 million new, developmentally appropriate books are given to children annually.
- More than 33,000 medical providers currently participate in Reach Out and Read.
- Our peer-reviewed body of evidence demonstrates that Reach Out and Read parents are two-and-a-half times more likely to read regularly to their children, and that children experiencing Reach Out and Read show enhanced language development.

To learn more about Reach Out and Read, visit www.reachoutandread.org.

-----**EQUAL OPPORTUNITY EMPLOYER**-----

Reach Out and Read is an equal opportunity employer and does not discriminate on the basis of sex, race, color, religion, sexual orientation, national origin, cultural heritage, ancestry, political belief, age, marital status, pregnancy, physical or mental disability or veteran status. Reach Out and Read is compliant with the American with Disabilities Act and we are committed to making special accommodations for your

interview or work as a member of our team. If specific accommodations are needed, please notify Human Resources hr@reachoutandread.org and we will work to accommodate your needs.