EXECUTIVE SEARCH OPPORTUNITY PROFILE

For the position of:

Vice President of Strategic Programs

Care Net
January 2021
SUMMARY OF THE OPPORTUNITY

We are incredibly pleased to announce our partnership with Care Net in the search for the first Vice President of Strategic Programs (VP SP). Replacing Care Net’s long-serving and well-loved VP of Center Services and Client Care, this newly created senior executive position will unite under its leadership all three of Care Net’s strategic programmatic initiatives:

1) Center Services
2) the Pregnancy Decision Line
3) Church Outreach & Engagement.

The VP SP title reflects an enlargement in scope for the previous VP role as Church Outreach and Engagement will be brought back under Care Net’s programs division after having been housed with marketing and communications for several years.

Care Net, perhaps North America’s pre-eminent evangelical pro-life ministry and “brand,” sits at the helm of a network of over 1100 pregnancy center affiliates across the United States and Canada and holds a central role in the history of America’s commitment to the dignity and sanctity of every human life. Celebrating that rich legacy and long-standing missional commitment, Care Net is passionately and courageously pursuing a season of growth and increased impact under the leadership of CEO Roland Warren. Coming from an Ivy League and Fortune 100 corporate background, Roland’s personal faith and story drew him to an eleven-year tenure as head of the National Fatherhood Initiative before becoming Care Net’s Chief executive in 2012. Since that time, Roland and his leadership team have continued to hone Care Net’s vision and values by engaging both heart and head – rigorous professionalism and unyielding compassion – in the pursuit of a fuller and more robust, Christ-centered vision for the role and mission of Care Net as it helps envision, train, equip, and mobilize its affiliated centers, annually host the preeminent annual professional conference in the space, run a national hotline reaching women and men at risk for abortion and daily saving lives, and increasingly envisioning and equipping the American church to be an effective and informed partner in propagating a pro-life vision not just for life... but for life in abundance. Jesus said, “I come that they might have life and that they might have it more abundantly.” (John 10:10b)
"It is not just about saving a baby. It is also about raising a child."

-- Roland C. Warren, President and CEO, Care Net

**Care Net: Pro Abundant Life:**

Core to Care Net’s brand proposition – and a centerpiece in the leadership tenure of Care Net CEO Roland Warren – is the visionary articulation of a Gospel-centered message that is abundantly more: more than business-as-usual, more than rhetoric, more than politics, more than a transaction - even when that singular transaction saves a life. For Care Net, while it is never less than saving the life of an unborn child and meeting a mother with love and compassion in her time of need, the ministry unifies itself around Christ’s larger, holistic vision for our lives and families here on earth. Like Christ Himself, [Care Net is Pro-Abundant Life](#). So, in an era when everyone has an idea of what it is to be “pro-life,” what does Pro Abundant Life mean for Care Net and its over 1100 affiliated pregnancy centers?

**Pro Abundant Life Means Embracing [Christ]**

Saving lives for this world is critically important. But saving lives for eternity is the most important thing we can do. Additionally, true and lasting transformation of those involved in making pregnancy decisions (moms, dads, family, friends) comes only through a transformative relationship with Jesus Christ. As Pro Abundant Life people, we will celebrate and encourage efforts to help mothers and fathers making pregnancy decisions come to transformative relationships with Jesus Christ.

**Pro Abundant Life Means Embracing [Marriage]**

It is one thing to save a baby. It is another thing to raise a child. And marriage is the God-ordained institution that provides children with the best chance to have an abundant life as God desires. Consider the birth of Jesus. God not only provided his Son with an earthly mother (Mary), but with an earthly father, too (Joseph). God could have fulfilled his purpose by having his Son born to a single mother. But it would have violated his principle for how He wants children to come into the world. So, he sent an angel to Joseph calling him to be a husband to Mary and a father to the child growing inside of her. As pro abundant life people, we will celebrate and encourage marriage, whenever possible for those facing unplanned pregnancies, as the ideal environment to raise thriving children.
Pro Abundant Life Means Embracing [Fatherhood]

Fathers are often forgotten in the abortion discussion. But they are considered by pregnant women to be the most influential factor in her decision to keep or abort her child. And fathers also play a critical role in a child's well-being. Having fathers involved -- during pregnancy and throughout a child's life -- is essential to providing that child with the best chance to thrive. As Pro Abundant Life people, we will celebrate and encourage father involvement during pregnancy decisions and throughout the lives of the children who need them.

Pro Abundant Life Means [Overturning Roe v. Wade in Our Hearts]

Legal and political advocacy plays a critical role in saving lives. But hearts must also be changed. If Roe v. Wade were overturned tomorrow, there would still be unplanned pregnancies and sadly, unwanted babies. Are we willing to walk alongside those facing unplanned pregnancies by offering material, financial, emotional, and spiritual support? Remember, life decisions need life support. Also, are we prepared to open our hearts, lives, and homes (through options such as adoption) to the babies and children that need us?

Watch Care Net president Roland C. Warren at Family Research Council's ProLifeCon explain what it means to "overturn Roe v. Wade in our hearts". As Pro Abundant Life people, we will minister to women and men facing pregnancy decisions, open our hearts to all of God's children, and dedicate ourselves to eliminating the desire for abortion, regardless of what the law says.
Care Net: History

Care Net was founded in 1975 as the Christian Action Council by the renowned Dr. Harold O. J. Brown. Care Net’s beginnings were influenced by former U.S. Surgeon General, Dr. C. Everett Koop and Christian scholar, Dr. Francis Schaeffer and evangelist Rev. Bill Graham.

From its earliest days, Care Net has sought to engage faithful men and women in promoting life-affirming decisions. That engagement has taken many forms.

In the 1980s, the organization’s mission crystallized into helping to establish pregnancy centers and equipping them to empower women to make life-affirming decisions in response to an unplanned pregnancy. The organization subsequently adopted the name "Care Net".

By empowering women and men to make courageous, life-affirming choices, Care Net and our affiliate pregnancy centers save lives every single day. During the last twelve years, Care Net has saved more than 823,359 unborn lives through this life-affirming work.

In 2015, Care Net conducted groundbreaking research into abortion and the church that discovered four out of ten women who had an abortion were actively attending church at the time of their abortion. This means that Christians are funding the abortion industry to the tune of nearly $200 million a year. In response to this crisis, Care Net created the first ever curriculum, “Making Life Disciples”, designed to provide churches with a ministry on-ramp for the abortion vulnerable women and men in their congregations as well as post-abortion ministry and healing. “Making Life Disciples” helps churches overturn Roe v Wade in their pews so that they can successfully overturn it in their communities.

Even if the legal status of abortion changes, there will always be a need for faithful men and women to support those facing pregnancy decisions. No court can outlaw unplanned pregnancy.

According to TIME magazine, pregnancy centers are playing an important role in why abortion rates have lowered in recent years: “That would seem to be evidence that the quiet campaign for women’s hearts and minds, conducted in thousands of crisis pregnancy centers around the country, on billboards, phone banks and websites, is having an effect…”

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**Care Net’s Historical Timeline**

- 1975: Christian Action Council (CAC) founded
- 1978: CAC begins researching pregnancy centers model
- 1980: Christian Action Council affiliates with its first pregnancy center in Baltimore, MD
- 1984: National Society of Human Life Day proclaimed by President Ronald Reagan
- 1986: Christian Action Council Education and Ministries Fund incorporated
- 1987: Christian Action Council registered as 501(c)(3) organization
- 1999: Christian Action Council changes name to Care Net
- 2000: Care Net launches new Option Line website and referral hotline in joint venture with Heartbeat International
- 2005: Care Net acquires Life Ed and Sex-A-Life pregnancy center organizations
- 2007: TIME magazine runs cover story on pregnancy centers
- 2009: Care Net jointly releases the first independent report on pregnancy centers’ national impact, A Vision to Serve: A Value for Life Option Line serves one millionth contact
- 2014: New Mission and Vision to include a new focus on the church, marriage and family as part of the solution to the abortion issue
- Five year strategic plan launched to focus on vision and mission enacted
- 2016: Care Net’s Center of Excellence University launches its first online course for pregnancy centers, staff and volunteers, Getting foundational Making Life Disciples curriculum developed, published and program launched
- 2017: Care Net offers its first live, online course to the general public, Pro Life 101
- 2018: Client Care Essentials, Care Net’s Center of Excellence University’s second online course, made available to pregnancy centers
THE OPPORTUNITY: QUALIFICATIONS, COMPETENCIES, & RESPONSIBILITIES

Direct Reports

- Executive Director, Church Outreach and Engagement
- Director, Affiliate Advancement
- Director, Care Net National Conference
- Manager, Pregnancy Decision Line Manager
- Data Specialist

Position Focus

Reporting to the President & CEO, the Vice President of Strategic Programs (VPSP) provides leadership and operational oversight to ministry programs strategically aligned with Care Net’s mission and vision of serving women and men faced with pregnancy decisions.

The VPSP develops initiatives, programs, services, and partnerships for the advancement of Care Net’s vision and mission within 1) the pregnancy center affiliate network, 2) the Christian Church at large. The VPSP also directs and is responsible for Care Net’s onsite call centers, Pregnancy Decision Line (PDL) and provides direction for the annual Care Net National and remote Pregnancy Center Conference.

As a member of Care Net’s Senior Management Team, the VPSP exemplifies Care Net’s Core Values and represents Care Net’s mission, vision, and strategic plans to applicable shareholders, including staff, affiliates, partners, donors, and the general public.

This position helps carry out our Christian organization’s mission, vision, and strategies and personifies the ministry of Care Net by witnessing to Christ and ministering to others through his or her life, deed, and word.

Core Responsibilities

General

- Serves as the operational leader of the Strategic Programs Department.
- Develops and implements annual departmental operating plans and budget and works with departmental staff to meet critical performance targets and balanced scorecard objectives.
- Explores, establishes, and maintains strategic partnerships to bring value-added to Care Net’s network of pregnancy centers and life affirming churches.
- Leads, coaches, and develops direct reports and others.
- Builds organizational and staff capacity, develops staff and processes that ensure the department runs efficiently.
Center Services

- The VPSP provides effective and inspiring leadership to the programs team with a broad and deep knowledge of all department operations, including:
  - Care Net National Pregnancy Center Conference
  - Care Net Affiliation Standards
  - Affiliate Recruitment and Retention
  - Affiliation renewal practices and processes, including statistical collection and reports.
  - Care Net’s relationship with independent contractors, including Center Services Specialists, National Consultants, and Trainers
  - Pregnancy Center best practice development
  - Affiliate Communication
  - Affiliate Customer Care
  - Medical Center Services/Care Net Medical Advisory Board
  - Center Services & client care product development
  - Advocacy work to further the effectiveness of pregnancy centers
  - Fatherhood Outreach and Ministries

Pregnancy Decision Line (PDL)

- Responsible for the growth and sustainability of all PDL operations.
- Considers partnerships and strategic alliances to advance the PDL mission to reach anyone considering abortion with compassion, hope, and help.
- In conjunction with the PDL Manager,
  - assists in the hiring, training, evaluation, and ongoing education of PDL coaches
  - oversees quality control measures to ensure staff compliance within PDL’s scope of service and within PDL policies and procedures.
- Makes recommendations to President/CEO, regarding PDL improvement and growth in technology, service, and other relevant operational areas.
Church Outreach and Engagement

- With an acute awareness of the vital role of the church in combating our abortion culture, the VPSP oversees efforts to engage Christians and Christian churches in efforts to influence and disciple women and men considering abortion and empowering them to choose life for their children and abundant life for their families.
- In conjunction with the Executive Director of Church Outreach and Engagement, the VPSP advances Care Net’s existing church initiative while implementing ongoing research and foresight to effectively promote the Pro Abundant Life message in churches across the nation.

Requirements

- Is a committed Christian who demonstrates a personal relationship with Jesus Christ as Savior and Lord.
- Keeps Christ central in our individual and corporate lives. Attends and participates in the leadership of devotions and regular prayer.
- Possesses a strong commitment and dedication to the pro-life position and related sexual purity/health issues.
- Holds a bachelor’s degree with at least 4 years of experience in senior management. Master's Degree preferred.
- Preferred experience in managing a nonprofit membership program.
- Is a strong, high energy, empathetic individual.
- Is a person with strong natural instincts who relates extremely well to a diverse group of people.
- Is an individual of high integrity.
- Has strong organizational, program, project management, oral, including public speaking; research and written skills; and strong interpersonal communications skills.
- Is computer literate with expertise in Microsoft Word, Excel, PowerPoint, and Google OfficeSuite.
- Has the ability to work with a diversity of cultures & Christian denominations, backgrounds, & traditions.
- Has the ability to travel, including travel to the Care Net Annual Conference.
- Agrees with and upholds Care Net’s Statement of Faith and Vision/Mission and Core Values.
Compensation, Benefits, and Location

Compensation and benefits for this position are competitive with comparable opportunities. Care Net is committed to attracting and retaining exceptional leadership. This position will be based at Caring Net’s corporate headquarters in beautiful Lansdowne, Virginia. Preference will be given to candidates who reside or are willing to relocate to the area. Relocation assistance will be available for the successful candidate.

“Lansdowne, a contemporary, planned community with a soft urban ambience, four square miles north of Route 7 and south of the Potomac River. It is one of a number of census-designated communities in Loudoun County sharing Leesburg as County Seat. Lansdowne neighborhoods are central to parks, walking trails and town centers with abundant amenities. Residents enjoy access to the best of all the surrounding area’s offerings: shopping antiques to boutiques to outlets, popular and unique restaurant choices from quick to cosmopolitan, exciting community traditions like Leesburg’s Fourth of July Parade, Garden Festival, and Ice Festival and Mega Block Ice Carving Competition, wineries and breweries, theaters, museums, art and galleries, nightlife, and daytime recreation. Whether urban rhythm or suburban pulse, from the blue haze of mountains to the cacophony of native rushing rivers, from wine country to your glass, from farm to market to your table, there is something exciting in and around Lansdowne for everyone.”
THE SEARCH AND SELECTION PROCESS

DB&A Executive Search & Recruitment has been retained by Care Net to conduct this search for the Vice President of Strategic Programs. Candidates will be identified through a number of sources; DB&A consultants will review and evaluate all interested parties in the process of determining a final group for consideration. The search will be coordinated by members of Care Net’s selection committee who will be involved in all aspects of the process, including interviewing finalists and participating in the decision-making process.

The search will be conducted in a professional, consistent manner with a commitment to all potential candidates being afforded the same considerations by the search firm and the Client. Care Net is an equal opportunity employer. All reasonable efforts will be made to protect the confidentiality of candidates.

Additional information may be obtained by visiting http://www.DBA-Search.com

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