



Executive Director Coaching Pilot Project

A project of the NM Chapter, International Coach Federation and Center for Nonprofit Excellence,
United Way of Central New Mexico

Executive Director Application

Please complete the application in Word, save it, and return as an attachment in an email to:
amy.duggan@uwcnm.org

Name:	Andrea Quijada	Today's Date:	January 26, 2011
Street Address:	6400 Wyoming Blvd NE	Organization:	Media Literacy Project
City, State, Zip:	Albuquerque, NM 87109	Title:	Executive Director
E-mail Address:	andrea@medialiteracyproject.org	Website Address:	medialiteracyproject.org
How long in this position?	2 and a half years	Office Number:	505-858-8850
Do you have previous executive director experience?	Not previous to this position.	Cell Number:	505-450-9954
Number of staff at agency?	6		
Agency Mission Statement:	Media Literacy Project advances education and advocacy for media justice.		
What do you want to accomplish through coaching (goals)?	1. Communicate more directly and effectively with some of my staff, particularly in areas of addressing race and class privilege and how that privilege impacts office morale and productivity. 2. Increase my time management skills. 3. Create a process for the implementation of a Board of Advisors for my organization. 4. Build the confidence level in one staff member in particular whose reliance on my constantly requested input creates inefficiency and lack of accountability.		
What organizational challenges do you hope coaching will help you tackle?	Over the summer, my organization will experience a large transition in our staff of 6. One staff member, who is a work-study student graduates in May. I do not know if we will be able to hire her on as a part-time employee. In June, our Program Director will be taking a 3-month leave of absence. This particular staff member does that job of at least a 1.5 FTE.		

	<p>In July, our two VISTA full-time employees complete their terms of service. We are currently in the process of figuring out whether we will be able to replace either or both VISTA positions. The situation is bleak given that AmeriCorps funding has been slashed.</p> <p>These staffing changes present a challenge to the organization in terms of our programs, campaigns, and trainings. I must determine the priorities of the organization, figure out what is the minimum amount of staff that the organization needs, develop a plan to ensure our financial sustainability and ensure that we have the capacity to get our work done.</p>
How will you measure the progress made possible by your coaching?	<p>The process to create a Board of Advisors will be a document—when that document is completed, that goal will be met. Beyond that goal, once I implement the plan and begin creating the Board, we can evaluate the effectiveness of the plan itself (what worked, lessons learned, etc.)</p> <p>The staff member who relies on my constant input will be much more independent and efficient. Request for support will be reduced (I can track those requests).</p> <p>My improved time management will be measured by my increased efficiency (I can also track hours spent on certain projects, etc.).</p> <p>I will provide report backs on how I am communicating with staff and will provide my own insight as to whether or not I am being more direct. My coach will also share their reflections on what they hear in my reportbacks.</p> <p>A realistic plan to address the staff transition will be completed in document form and shared with staff (staff may be part of its creation, too).</p>
Hours available (early morning, business hours, early evening, weekends):	<p>I am available between 8am and 6pm on weekdays and can be available on weekends if needed. I do not have a set schedule due to various meetings, workshops, and travel and will arrange the coaching sessions to accommodate the schedule of the coach, and my schedule as well.</p>

Coaching Agreement:

#	Preparing for Coaching	Yes	No
1	I'm at a point in my life where I'm ready to work on personal or leadership issues as they relate to my work	x	
2	I'm prepared to tackle the tough issues to close the gap between where I am now and where I want to be.	x	
3	I'm open to new ideas and new ways of doing things to facilitate positive change and growth.	x	
4	I can commit to keeping my regularly scheduled appointment with my coach, even if it means having to reschedule an appointment; and I will complete assigned homework.	x	
5	My coach can count on me to always tell the truth, even when it's difficult to the coach or to me.	x	
6	I understand that in coaching, the "client does the work," not the coach.	x	
7	If something is not working in my relationship with my coach, I will let my coach know immediately so we can immediately take action to improve the situation.	x	
<p>Any other comments: While I understand that coaching is about organizational and staff development, for my organization these issues exist within a social justice framework. As such, it would be beneficial for me to have a coach that has a keen analysis of racial, gender, and economic justice.</p>			

Specific coaching results are not guaranteed. The client enters into coaching with the understanding that the client is responsible for creating his or her own results. The client is aware that the coaching relationship is not psychological counseling and does not treat illness or pathology. The client agrees not to hold the coach or United Way of Central New Mexico liable for any actions or results for adverse situations created as a result of a specific referral given by the coach. Coaching is a comprehensive process but is not a substitute for obtaining legal, medical, psychological or financial advice. All decisions and actions are exclusively in the client's domain and the client's responsibility.

Thank you for thoughtfully filling out this application.

Typing your name here after the /s/ is documents your commitment to the coaching agreement:

/s/  _____

Date: January 26, 2011