

# BARNARD

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**Director of the Francine A. LeFrak Foundation  
Center for Well-Being**

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Prepared by **Keeling**  **Associates**  
Change for Learning

## The Opportunity



The [Francine A. LeFrak Foundation Center for Well-Being](#) will set the new standard for wellness initiatives in higher education. Through a wide lens and inclusive framework, Barnard College seeks to create the scaffolding that establishes the knowledge, skills, and behaviors necessary for well-being throughout an individual's life. The Center will provide both a centralized hub and umbrella organization for the Feel Well, Do Well @ Barnard wellness initiatives and will be housed in state-of-the-art spaces for financial fluency, a fitness center, mental health and wellness programs, and a theatre. By uniting initiatives that address the many

dimensions of student health and wellness—physical, mental, and financial—Barnard seeks to offer students holistic well-being support that propels success inside and outside the classroom.

The Director of the Francine A. LeFrak Foundation Center for Well-Being (LeFrak Center) is an inaugural position at Barnard College. Reporting to the Vice President for Health and Wellness and Chief Health Officer (CHO), the Director will ensure that the strategic plan of the LeFrak Center moves from conceptualization to implementation. This includes program planning and evaluation that is responsive to ongoing needs assessment; physical space planning to ensure the space aligns with the Center's mission and vision; holistic programming that incorporates all spheres of well-being for students, faculty, staff, administrators, and alumnae; community-building for all stakeholders; and communication of the work and outcomes of the LeFrak Center on campus and outside of Barnard to assist with program replication locally and nationally.

## The Barnard Community

Founded in 1889, Barnard College is devoted to [empowering young women to pursue their passions](#). The College's singular combination of excellence across the arts and sciences, world-class faculty, the vast academic resources of Columbia University, and access to [New York City's](#) infinite opportunities prepare students for long-term success. Barnard embraces its responsibility to address issues of gender in all of their complexity and urgency and to help students achieve the personal strength that will enable them to meet the challenges they will encounter throughout their lives.

# Duties & Responsibilities

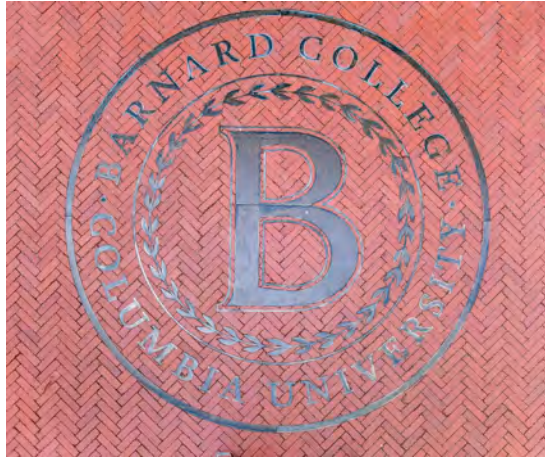
- In conjunction with the CHO, use a data-driven approach to understanding the needs in the areas of physical, mental, financial, and community health and wellness for Barnard College, inclusive of students, staff, administrators, and faculty.
- Create and implement programming (longitudinal and single events) in each sphere of wellness that is centralized at the LeFrak Center.
- Work closely with the Feel Well, Do Well College Council to ensure programming that is responsive to student, staff, and faculty needs over time and as they arise more acutely; the Director will work with the CHO to communicate regularly with Human Resources and the Provost's office in implementing programming.
- Serve as a member of the CHO Cabinet to contribute to connectivity between the LeFrak Center and clinical services, including the Primary Care Health Center, Furman Counseling Center, the Pandemic Response Team, and pathway program.
- Oversee the program manager for the financial health and wellness sphere.
- Work with the CHO, Development, Advisory Board, students, and other stakeholders to:
  - create opportunities for new programs and support for the Center;
  - ensure short- and long-term feedback and changes that are responsive to the needs of the community;
  - ensure campus-wide awareness of events and programming;
  - ensure external dissemination of results and successes; and
  - manage budget and fiscal oversight for the LeFrak Center.
- Pursue grants and funding opportunities that align with the mission of the LeFrak Center.



# Knowledge, Skills, Abilities

- Experience with, and leadership in, creation of innovative programming that serves diverse and inclusive communities.
  - Skills in program planning and evaluation including supervision of project management, qualitative and quantitative evaluation, and report generation.
  - Experience working with adolescents and young adults.
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- Wellness programming experience in an institutional setting that serves several stakeholders. Demonstrated ability to gain the confidence and respect of senior administrators, trustees, donors, volunteers, and colleagues.
  - Grant-writing and grant-management experience.
  - Superior written communication skills including the ability to create content for several audiences.
  - Effective oral communication skills and experience with logistics and planning for major events, including but not limited to talks to large and small audiences, and facilitating panel and group discussions.
  - Experience working with community-based organizations.
  - Ability to manage multiple projects from inception to completion and to prioritize as needed.
  - Superior organizational skills, such as the ability to handle multiple assignments and changing priorities quickly and efficiently as circumstances dictate.
  - Demonstrated ability to think and act strategically for the short- and long-term.
  - Demonstrated leadership skills including developing others, valuing diversity, building and maintaining relationships, influencing, and managing change.

# Qualifications

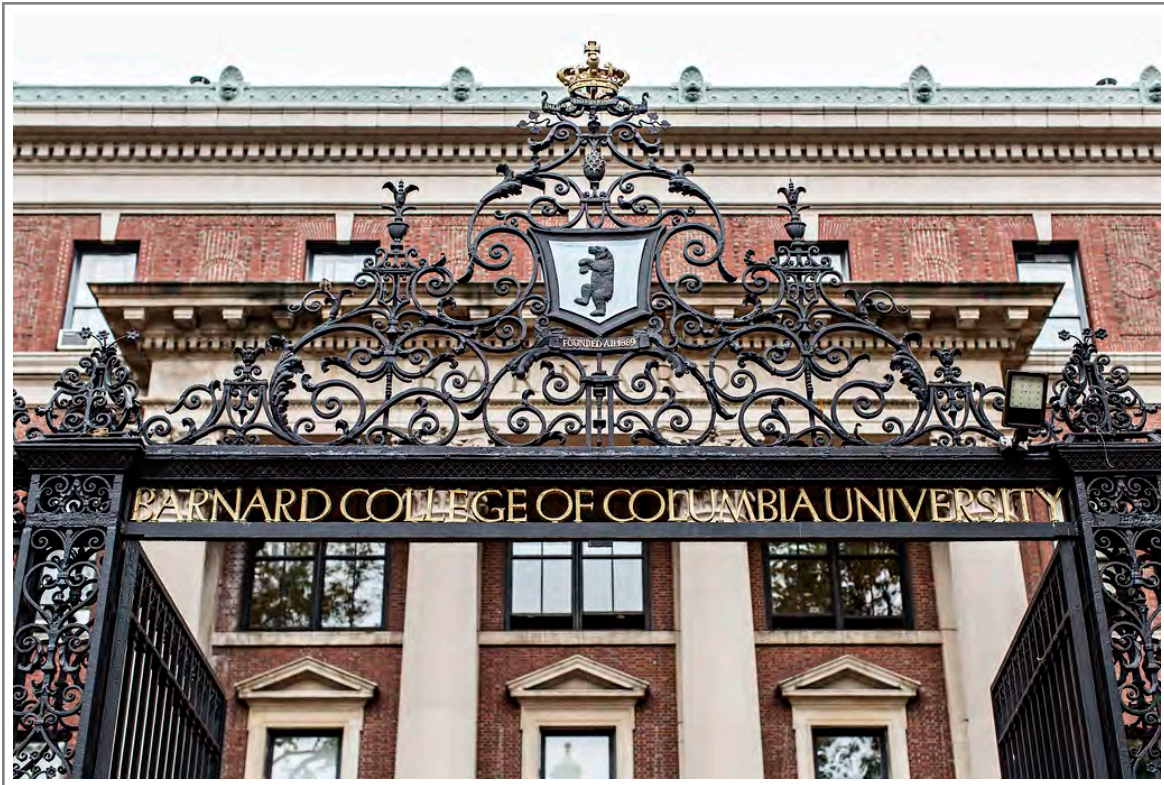


- Master’s degree (MPH, MSW, MSN, MBA, or a related field)
- Minimum 7 to 10 years related work experience
- 5+ years of management or leadership experience
- Program management and evaluation experience
- Knowledge of, or experience within, institutions of higher education (preferred)

# Application Process

Barnard College has partnered with Keeling & Associates in this search process. Applications should include a cover letter and resume and must be sent, preferably in PDF format, to [recruiting@KeelingAssociates.com](mailto:recruiting@KeelingAssociates.com). The subject line of the email should read “Barnard—Director of LeFrak Center for Well-Being.” Confidential inquiries and nominations should be addressed to Dr. Liliana Rodríguez, Senior Consultant for Executive Search, at [lrodriguez@keelingassociates.com](mailto:lrodriguez@keelingassociates.com). Applications received by August 12, 2022, will receive full consideration. The process will continue until the position is filled.





*All photos courtesy of Barnard College*

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