



MINNESOTA LANDSCAPE ARBORETUM POSITION GUIDE

Search for Peter J. Olin Endowed Director



LANDSCAPE ARBORETUM

UNIVERSITY OF MINNESOTA

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LANDSCAPE ARBORETUM

UNIVERSITY OF MINNESOTA

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Position: Peter J. Olin Endowed Director

Reports to: Dean, College of Food, Agricultural and
Natural Resource Sciences (CFANS)

Location: Chaska, Minnesota

OPPORTUNITY

This is a remarkable opportunity to make significant strides in one of our nation's top public gardens, at a time when University and community enthusiasm for the Minnesota Landscape Arboretum (MLA) is strong. Reporting to the Dean of the College of Food, Agricultural and Natural Resource Sciences (CFANS), the Director will have the opportunity to develop a long-term vision and strategic plan for the next decade and beyond. The plan will address all aspects of the MLA, including capital projects, horticulture, ecosystem design and management, research, education, and philanthropy all while building a diverse, equitable, inclusive, world class culture and workforce. The future of the MLA will also be focused on its financial growth that includes growing the endowment and increasing earned revenue support.

History: Faced with a substantial need to research plants suitable for growing and surviving in a rugged northern climate, in 1956 the Men's Garden Club of Minneapolis approached the Minnesota State Horticultural Society with an idea for an arboretum. An option was taken on 160 acres of land near the University of Minnesota Fruit Breeding Farm west of the Twin Cities, and with the help of a gift from the Lake Minnetonka Garden Club, the land was purchased in 1958 and given to the University of Minnesota for the Minnesota Landscape Arboretum.

Today: The MLA has seen remarkable growth since its inception and is now comprised of 1200 acres. It is ever growing and improving the visitor experience and opportunities to educate and inspire Minnesotans through its plant collections with display gardens, horticultural research, programs, and 155 art collections. In the coming years, several major projects – funded through a generous private gift – will relocate the MLA entrance, create new visitor welcome areas, enhance safety, protect the MLA's assets, and create opportunities for further expansion. Philanthropy will continue to determine the pace of further development.

The Director will be expected to build on the vast support it has from the MLA Foundation Trustees, staff, donors, the broader communities of Minnesota and the University, and will be dedicated to expanding the MLA's outreach through the development and execution of innovative educational programs and direct community engagement. The Director will explore opportunities to extend the current constituency of supporters and participants by engaging individuals who represent a geographically, racially, ethnically, and socio-economically diverse base. This individual will be expected to guide and participate directly in fundraising for priority initiatives, while maintaining a focus on strengthening interdepartmental relationships and activities.



RESPONSIBILITIES

Administration:

- Serves as the chief administrative and executive officer of the MLA
- Possesses leadership vision and ability for long-range planning to build and facilitate growth in public engagement, education and research programs, and staff development
- Provides direct leadership for all aspects of operations, development, research, education, human resources, horticulture and finance
- Communicates effectively with staff, faculty, students, University administration, surrounding community stakeholders, donors, and public and private partners
- Interfaces effectively with the Minnesota Landscape Arboretum Foundation, which is the chief fund-raising organization for the MLA programs, maintenance, endowment and capital expenditures to guide growth and development
- Fosters diversity and inclusion within the MLA staff and their constituents
- Oversees the development of strategic plan, business goals and objectives that will increase revenue, identify and develop business opportunities and expand the Arb's presence and brand
- Oversees overall budget and financial activity results for all operations. Compares the results with objectives then selects a strategy that will provide measures to correct unsatisfactory performances and results
- Collaborates with University of Minnesota Extension to deliver on University's land grant mission through education and outreach, including the Master Gardener volunteer program
- Serves as the Director of the Horticultural Research Center and connects MLA's programs with College (CFANS) research mission

Fundraising and Advocacy:

- Advocates for gardens, plant collections, and physical resources of the MLA in collaboration with the University of Minnesota, the College of Food, Agricultural and Natural Resource Sciences and the Department of Horticultural Science
- Represents the MLA to public and private stakeholders and visitors to enhance visibility and grow support for new and existing programs and operations
- Sets direction and works in partnership with the Advancement Director to engage in fundraising efforts, including direct donor cultivation with local, regional, state, federal government and other granting agencies, individuals, private foundations and corporate charitable giving organizations as well as events to grow donor support
- Develops and maintains a relationship with the University of Minnesota Foundation which provides critical resources to the MLA development operation
- Supports Minnesota Landscape Arboretum Foundation advisory board members in strategic activities and allocates appropriate staff time to facilitate, train and engage the MLA Foundation Trustees in fundraising and advocacy on behalf of the MLA

- Focuses resources to raise the funds required to maintain sound operations and facilitate the strategic plan in keeping with the goals of horticultural and organizational sustainability, community outreach and engagement
- Strengthens and builds engagement across a broad set of constituents with focus on underserved communities
- Serves as a leader in national public garden and museum associations to work collaboratively in elevating the stature of the MLA
- Fosters MLA's continued outreach and engagement beyond Minnesota, through the use of technology and partnership

Leadership Competencies:

- Inspiring Results – creating a culture of teamwork, innovation, accountability, high quality and service
- Setting a Vision – establishing and communicating a compelling direction and aligning resources with priorities
- Modeling Integrity – adhering to the highest standards of moral and ethical principles
- Promoting Engagement – building, respecting, supporting, sustaining and retaining high performance individuals and teams
- Boosting Collaboration – effective at engaging diverse individuals and groups, building consensus, valuing diversity and inclusion, influencing others, and problem-solving
- Shaping Accountability – maintaining high standards for self and team, personally demonstrating and fostering a strong culture of accountability

QUALIFICATIONS

Required:

- A Bachelor's degree or higher in a relevant field including horticulture, landscape architecture, plant biology, business administration, education or a field related to public gardens
- Minimum of five-years of relevant experience in leading and managing complex organizations
- A significant record of accomplishments that include revenue generation, endowment building and fundraising success
- Demonstrated administrative and governance ability
- Demonstrated success in past job performance
- Demonstrated interpersonal and public communication skills and public speaking experience
- Ability to forge positive collaborative relationships with diverse public constituencies, private stakeholders and business interests
- Documented competency managing complex budgets
- Documented experience with strategic plan formulation, development, implementation, and evaluation
- Documented engagement with diverse audiences

Desired:

- A proven record in arboretum and/or botanic garden management
- Professional experience in horticulture, landscape architecture or other plant sciences
- Experience leading and managing organizations with public research and education missions
- A strong understanding of scholarship as a research and teaching enterprise in an academic institution
- Significant education and experience in business, organizational management, and educational administration
- Knowledge of and experience with cold hardy plants
- Demonstrated success in recruiting, hiring, supporting, and retaining a diverse workforce

Mission, Vision and Core Values

Mission: At the Minnesota Landscape Arboretum we seek to: Welcome, inform and inspire all through outstanding displays, protected natural areas, horticultural research and education.

Vision: To be the premier northern landscape arboretum, welcoming all to enjoy, learn from and connect with nature.

Core Operating Values:

- *Stewardship*: We are dedicated to conservation, the protection of plants, and deeper public understanding of the value, beauty & critical nature of plants in human life.
- *Community*: We are a meaningful and core part of the community, reaching out to the world around us, accessible and welcoming to all.
- *Fiscal Responsibility*: We are committed to sound financial and governance practices that support our shared mission and vision...Ensuring the MLA's ability to welcome, inform and inspire visitors for generations to come.
- *Excellence*: We are dedicated to excellence through innovation, inspiration, creativity, research and professional development.
- *Teamwork*: We are one MLA team, supportive and respectful of each other.



PROGRAMS

The Minnesota Landscape Arboretum features programs for all ages and interests:

- The Horticulture Research Center, an important research arm for the U of M's Department of Horticultural Science, advances knowledge in fruit breeding, winter hardy plant propagation, and tree and shrub development.
- The Youth Education Department offers hands-on, K-6 science standards-based school programs, summer day camps, preschool and family programs, all using plants and nature as inspiration.
- The Adult Education Department offers year-round classes in a variety of topics that connect students to MN plants and environment: horticulture, ecology, fine arts, nature photography, food and wine and the like.
- Nature-Based Therapeutics offer professionally facilitated interactions with plants, animals and natural landscapes to bring about measurable outcomes in human health and well-being. Audiences include community members, educators, rehabilitation professionals and more.
- The Andersen Horticultural Library, a non-circulating library, houses over 10,000 volumes and various other publications on horticulture, botany, landscaping, gardening and natural history, including children's books.
- Arboretum Auxiliary, a diverse group of people who volunteer time and talent to support the work of the MLA through fund raising events and other projects that benefit members and the public.
- Volunteers are people of various backgrounds and ages who volunteer their time in a wide variety of areas, from weeding and planting to fund-raising and clerical work. They work alongside staff members, learning and sharing in the activities of the MLA.
- Programs engage with diverse communities. Examples include [Urban Garden Program](#) and [The Dakota Sacred Hoop Walk](#).

ABOUT THE UNIVERSITY OF MINNESOTA

The flagship of the University of Minnesota System, the Twin Cities campus is Minnesota's only land-grant university and one of the most prestigious public research universities in the nation.

Founded in 1851 near Saint Anthony Falls on the banks of the Mississippi River, we are one of five universities in the nation with an engineering school, medical school, law school, veterinary medicine school, and agricultural school all on one campus.

The University of Minnesota System is driven by a singular vision of excellence. We are proud of our land-grant mission of world-class education, groundbreaking research, and community-engaged outreach, and we are unified in our drive to serve Minnesota. The System engages over 50,000 students and employs 20,000 faculty and staff.

The University of Minnesota contributes more than \$8.6 billion a year in economic activity to the state. But the real "return on investment" for Minnesota lies in the excellence of our graduates, who use their skills and expertise to become our state's new leaders.

From U of M Extension offices and Research and Outreach Centers to community health clinics and testing sites for aquatic invasive species, our students, staff, and alumni are living in and contributing to communities in every corner of the state.

The University Of Minnesota Landscape Arboretum (MLA) is within the College of Food, Agricultural and Natural Resource Sciences (CFANS) at the University of Minnesota. The MLA is one of the top visitor attractions in the Minneapolis-St. Paul area and an important part of the culture, education, and economy of the Twin Cities and the Upper Midwest. It serves a broad audience with more than 500,000 visitors annually and 32,000 members as a beautiful in-town getaway, an escape to reflect, re-energize or plan for the future and connect with the wonders of nature. The MLA consists of almost 1200 acres of unique public gardens including 49 display and specialty gardens, 18+ miles of garden paths and hiking trails (a 1.5 mile stretch of the Highway 5 Regional Trail on property not included in this total), 44 plant collections, 6,100 taxa of plants, and 8 native and restored natural areas. World class exhibits, events, and innovative natural science and horticultural education inspire individuals of all interests and ages.

The Minnesota Landscape Arboretum Foundation (MLAF) was incorporated as a non-profit corporation in the state of Minnesota in 1970 and operated exclusively for the benefit of the University of Minnesota Landscape Arboretum. The MLAF is an independent public charity under IRC section 509(a)(1) and exempt from federal income taxes under Section 501(c)(3). As of June 30, 2022 the assets of the MLAF is \$56m (Endowment is \$47.4m).

MLA, the University of Minnesota's most beautiful showcase, provides education in horticulture and landscape design, develops and evaluates plants for Minnesota and the Upper Midwest and provides enjoyment for thousands of visitors each year. Voted the 2019 Best Botanical Garden (USA Today readers), the MLA offers 1200 acres and cross-country ski trails (15+ miles of winter trails-includes cross-country ski and snowshoe trails) in winter through northern woodlands, native prairie and natural wetlands.



Placing it in the top echelon of large public gardens in the United States, MLA's current budget is \$17 million. In 2021, the MLA had a year-round staff of approximately 200. This professional staff is supported by an enthusiastic and dedicated team of more than 900 volunteers annually. The MLA is also home to the University of Minnesota Extension Master Gardener volunteer program and staff. The University of Minnesota Extension Master Gardener volunteer program consists of 2,700 active master volunteer gardeners who share U of M horticultural expertise in almost every county of the state of Minnesota. The program partners closely with the MLA.

One of the MLA's greatest strengths is its close ties to faculty research, teaching, and Extension activities in the Department of Horticultural Science. Faculty within the department have released over 100 cultivars of cold-hardy fruit and landscape plants with support through the Minnesota Agricultural Experiment Station and the MLA. These research programs are unique worldwide in developing fruit and landscape plants suitable for USDA hardiness zones 3 and 4.

Learn more about the programs and activities at the [Minnesota Landscape Arboretum](#).

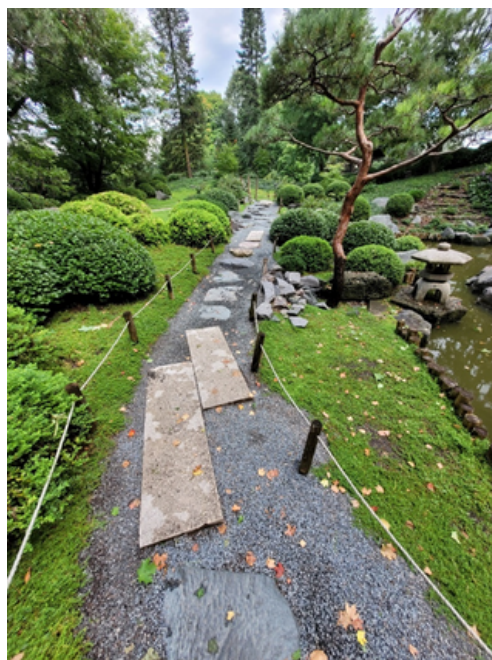
The Minnesota Landscape Arboretum has achieved accreditation by the American Alliance of Museums (AAM), the highest national recognition afforded the nation's museums. Accreditation signifies excellence to the museum community, to governments, funders, outside agencies and to the museum-going public.

Learn more about [this achievement](#).

Explore the Minnesota Landscape Arboretum with this [digital map](#).

ABOUT CFANS

The College of Food, Agricultural and Natural Resource Sciences (CFANS) is composed of 12 academic departments, 10 research and outreach centers across Minnesota, plus the MLA, the Bell Museum, and dozens of interdisciplinary centers that span the college, the university, and the globe. CFANS offers thirteen undergraduate majors and thirteen graduate majors, three pre-major/pre-professional programs and 23 minors for undergraduate students. Undergraduate enrollment in the college is about 2000 students. CFANS students are well-prepared for a diverse, multicultural workforce through the college's emphasis on experiential, interdisciplinary, and intercultural learning, internships and global perspectives.



MLA's COMMITMENT TO DIVERSITY AND INCLUSION

All Are Welcome. We recognize and value the importance of diversity and inclusion in enriching the experience of its employees, donors, members, volunteers and visitors and in supporting the MLA mission.

All Are Valued. We are committed to attracting and engaging employees, members, donors, volunteers and visitors with varying identities and backgrounds.

All are Included. We strive to provide equal access to and opportunity in its programs, services, gardens, operations and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression.

ABOUT THE TWIN CITIES REGION

The Minnesota Landscape Arboretum is part of a bustling and vibrant Twin Cities community. The Twin Cities is a great place to go to school and a great place to live, work and play.

U.S. News and World Report consistently ranks Minnesota the second-best state in the nation, giving it top rankings for opportunity, natural environment, infrastructure and health care.

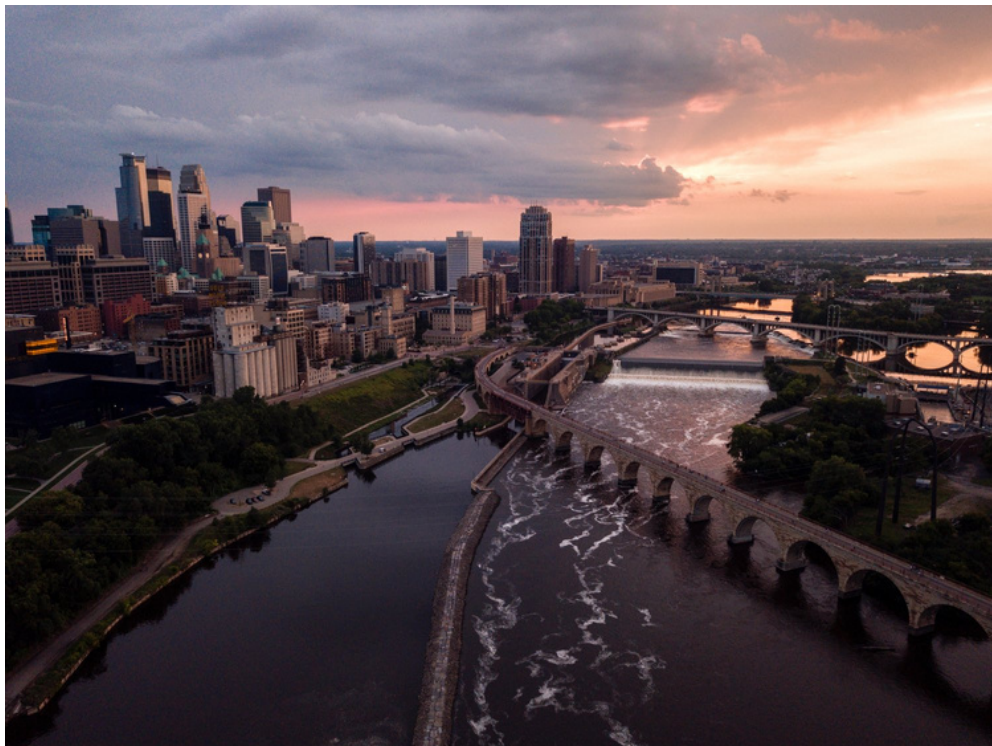
St. Paul and Minneapolis have a strong economic climate with a highly skilled and educated workforce and among the lowest unemployment rates of the country's large metro areas.

The Twin Cities area is consistently ranked among the nation's most walkable and bikeable communities. Both St. Paul and Minneapolis have a system of heated, enclosed skyways connecting downtown buildings.

St. Paul and Minneapolis are a sports lovers' dream. In addition to the University of Minnesota Athletics, the Twin Cities have professional teams in baseball, football, basketball, hockey, and soccer - many for women and men.

Twin Cities are active. There are miles of trails, dozens of lakes, the winding Mississippi River, and acres of parks in the metro area to enjoy. And with skating, skiing, snowshoeing, and ice fishing, winter doesn't put an end to the outdoor activities.

The Twin Cities arts and culture scene has plenty to offer. Here you'll find live theater, live music, and dance. There are dozens of art, science, and history museums spread throughout the community.



Salary/Benefits:

Salary is competitive and commensurate with experience and qualifications. The minimum starting salary for this position is \$200,000.

The University of Minnesota offers a comprehensive benefits package including:

- Competitive wages, paid holidays
- Low-cost medical, dental and pharmacy plans
- Health care and dependent daycare flexible spending accounts
- Excellent retirement plans with generous employer contribution and immediate vesting
- Employer paid disability and life insurance
- Wellbeing program with reduced insurance premiums
- Tuition reimbursement opportunities covering 75% of eligible tuition
- Opportunities for growth and promotion
- Employee Assistance Program
- One month's salary for relocation expenses if applicable

For more information regarding benefits, see [Summary of Benefits](#).

Diversity

The University shall provide equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, familial status, disability, public assistance status, membership or activity in a local commission created for the purpose of dealing with discrimination, veteran status, sexual orientation, gender identity, or gender expression. The University recognizes and values the importance of diversity and inclusion in enriching the employment experience of its employees and in supporting the academic mission. The University is committed to attracting and retaining employees with varying identities and backgrounds. Learn more about [diversity at the U](#).

Employer Requirements

Any offer of employment is contingent upon the successful completion of a background check. Our presumption is that prospective employees are eligible to work here. Criminal convictions do not automatically disqualify finalists from employment.

Please note: All employees at the University of Minnesota are required to report complete vaccination against COVID-19 or submit documentation requesting a medical or religious exemption on their first day of employment. To learn more, please visit the [University's COVID-19 Response webpage](#).

For More Info and To Apply

To apply, please submit a current resume and letter of introduction to Kittleman & Associates, LLC at <https://bit.ly/3TpEfcy>.