



Executive Director, Alumni Relations

ABOUT THE MEDICAL COLLEGE OF WISCONSIN www.mcw.edu

The Medical College of Wisconsin (MCW) is a distinguished leader and innovator in the education and development of the next generation of physicians, scientists, pharmacists, and health professionals.

The Medical College of Wisconsin is where a diverse group of thought leaders in science, medicine, education and community engagement work together to build a healthier future. At the core of everything they do with their clinical partner, Froedtert Hospital, is academic medicine, a model—and a way of thinking—that finds scientists, physicians and students working hand-in-hand with community to solve the toughest challenges in health and society at large. Together, and with the support of the philanthropic donations they are committed to exploring every possibility to improve health in the region, the state and beyond.

More than 1,400 students are enrolled in MCW's medical school and graduate school programs in Milwaukee, Green Bay, and Central Wisconsin. A major national research center, MCW is the largest research institution in the Milwaukee metro area and second largest in Wisconsin. In FY 2017, faculty received more than \$234 million in external support for research, teaching, training and related purposes. This total includes highly competitive research and training awards from the National Institutes of Health (NIH). Annually, MCW faculty direct or collaborate on more than 3,100 research studies, including clinical trials. Additionally, more than 1,500 physicians provide care in virtually every specialty of medicine for more than 525,000 patients annually.

Explore the Region

[Visit Milwaukee](#)

[2019 Most Diverse Neighborhoods](#)

[Metropolitan Milwaukee Association](#)

[Living & Working in Milwaukee](#)

MCW Philanthropy Facts

Current \$220 million campaign nearing public phase (Fall 2019)

\$59 million raised from philanthropic sources in FY19

40+ Fulltime Employees in Office of Development

Watch & Learn

[Knowledge Changing Life](#)

[MCW: Rewriting Stories](#)

[FH/MCW: Inspiring What is Possible](#)

[MCW Facts 2018](#)

[Strategic Initiative & Framework 2025](#)

ALUMNI ASSOCIATION

The MCW/Marquette Medical Alumni Association is dedicated to facilitating the lifetime connection of alumni and students with the medical college and each other. The Association was originally established in 1925 as The Marquette University School of Medicine Alumni Association. The Association was renamed to the MCW/Marquette Medical Alumni Association in 1989 to reflect the medical college's separation from Marquette and establishment as a private, freestanding institution. Today, there are more than 18,000 MCW alums working in more than 35 different countries. With the recent establishment of regional campuses in Green Bay and Central Wisconsin, and the school of Pharmacy, there is a need to reimagine alumni relations and develop programs that support all groups of alumni as MCW undergoes transformation into a comprehensive Health Sciences University.

THE POSITION

As MCW expands its presence through new regional campuses and opening the School of Pharmacy, The Executive Director of Alumni Relations has an opportunity to build substantial programs that will engage present and future alumni of an emerging Health Sciences University.

The Executive Director of Alumni Relations is responsible for the planning and implementation of programs and projects that strategically engage alumni in programs devoted to helping MCW secure its future and provide tangible benefits to alumni and current students. Serving as an ambassador, the Executive Director of Alumni Relations is charged with engaging and securing alumni involvement to provide professional expertise and volunteer service. This person will collaborate with colleagues in the administrative offices (including, but not limited to Admissions, Public Affairs, and Student Affairs) and the schools to create and maintain pathways for alumni participation that advance the goals of the institution. This leader will partner with Development colleagues to identify, cultivate, solicit and steward alumni giving, and serve as a liaison between the Alumni Association Board of Directors and the academic and administrative leadership. The Executive Director will report to the Alumni Association's Board of Directors and the Chief Development Officer and will directly manage an Administrative Assistant and additional staff members as the program grows.



MAJOR OBJECTIVES

Within the first 12 to 18 months, the Executive Director, Alumni Relations will achieve the following major objectives:

- Create a plan to position the Alumni Association, through engaging programming and volunteer opportunities, to support graduates of the Medical School, School of Pharmacy, and satellite campuses as MCW becomes a more comprehensive Health Sciences University.
- Create a performance management system to track and evaluate program performance.
- Develop a strong working relationship with the Office of Development to identify and advance opportunities to secure philanthropic support.

RESPONSIBILITIES

The Executive Director, Alumni Relations will have the following primary responsibilities:

- Work closely with the Alumni Board of Directors, coordinate nomination and election of alumni representatives, arrange its meetings, staff its committees (including awards committees) and ensure strong and productive relationships between its members and the academic and administrative leadership.
- Coordinate closely with the Senior Director of Development and Alumni Relations and the Chief Development Officer in order to assure a unified and concerted outreach to alumni.
- Establish and build relationships with a wide range of alumni, locally, regionally, nationally, and internationally.
- Maximize Alumni Association resources to assist MCW to thrive in the environment of medical education and health care delivery.
- Develop and submit for approval annual strategic and operating plans to the MCW/Marquette Medical Alumni Association Executive Board. Oversee and balance the budget for the Alumni Association.



- Ensure accurate and complete alumni database records; capture contact, biographical, and career information of alumni via surveys, projects, correspondence, website, including updating committee membership and event participation. Maintain regular communication with alumni via direct contact, email, social media, alumni web pages, and print publications to keep alumni abreast of MCW news and to feature accomplishments of alumni, faculty, and students. Plan an alumni communication strategy to promote constituency programs in support of campaign fundraising goals.
- Direct alumni programs to build and foster positive alumni relationships through communications, events, and volunteer opportunities. Set strategic goals and objectives as well as oversee the planning and implementation of a comprehensive program with diversified activities designed to keep alumni informed, interested, and actively engaged in the life of the medical center.
- Plan, implement, and promote alumni programs that support the Institution's strategic plan in collaboration with colleagues within the Office of Development, the President's Office and throughout the schools.
- Create a vibrant reunion program for classes celebrating 5th through 60th reunions.
- Oversee the development of a Young Alumni program and other new programming, including new models for engaging young alumni in reunions. Programming should be inclusive of all non-MD degree alumni.
- Educate all graduating students about alumni benefits, including partnering with the office of post-doctoral education.
- Partner with Director of Admissions to spearhead the introduction of alumni involvement in the admissions process. Partner with the Dean of Student Services to develop career networking services for students and alumni.
- Supervise Alumni Relations staff and provide guidance to alumni volunteers.

QUALIFICATIONS

The ideal candidate will possess the following qualifications:

- At least five years of experience in alumni relations and external affairs with



demonstrated accomplishment in fostering productive relationships with volunteers and developing volunteer leadership. Demonstrated ability to build or sophisticate the operations and programs of a college or university alumni association to build deeper engagement with the alumni community. Excellent communication and interpersonal skills, together with the ability to work collaboratively and courteously with colleagues throughout the institution, alumni, other constituents, and the public.

- An understanding of fundraising programs, ideally in an academic medical setting or other complex institution.
- Proven ability to manage and motivate staff to keep them engaged, energized, and focused on results.
- A bachelor's degree is required; an advanced degree would be preferred.

THE COMMUNITY Milwaukee, Wisconsin

Metro Milwaukee is located 90 miles north of Chicago on Lake Michigan's western shore. It is an affordable place to work, live and play; big enough to be exciting and uncongested enough to get around in easily. Milwaukee's many neighborhoods have much charm and accommodate a variety of lifestyles from high rise apartments to small farms and its beautiful parks are world famous. Nestled along a magnificent bluff overlooking Lake Michigan, the scenic downtown is home to botanical gardens, a world-class symphony orchestra, museums, a ballet company, a theater district, the Milwaukee Bucks, the Milwaukee Brewers and many fine restaurants. The Lake and its harbors are skirted by scenic parklands and provide first class opportunities for recreation. A recent study ranked Milwaukee as the 15th most walkable of the fifty largest US cities. Milwaukee County also is known for its "Grand Necklace of Parks" totaling more than 140, which offers picnic facilities, cross country skiing and ice skating.

With a population of 604,477, Milwaukee is the nation's 23rd largest city. The seven counties making up the metro area for Milwaukee in southeastern Wisconsin are Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Waukesha and Washington. The greater Milwaukee metro area has more than 1.5 million people, making it the nation's 39th largest metro area.

Wauwatosa, home to the Milwaukee Regional Medical Center campus is a suburb of Milwaukee with a population of 47,687. Located 15 minutes west of downtown, with proximity to everything the region has to offer, Wauwatosa is an urban enclave with a charming small-town feel. Known by locals as "Tosa," the city is one of the best places to live in Wisconsin offering residents a suburban feel. Wauwatosa has highly rated public schools with many families and young professionals living in the community.

Milwaukee's history began with Native American peoples and is shaped by waves of immigrants, beginning with Europeans. Today, Milwaukee has reached majority minority status with more than half of the residents identifying themselves as African American or Latino. The Milwaukee metro area is a diverse home to faith communities of many religions and denominations representing the waves of international immigration and the history of U.S. migration. It is comprised of many cultures, which are celebrated through abundant festivals, outstanding restaurants, and a vibrant art scene that reflects every ethnic group that calls the metro area home. Several of the most recognized festivals take place on the shores of Lake Michigan on the beautiful Henry Maier Festival Grounds, which also hosts the world's largest music festival, Summerfest.

Milwaukee and Wisconsin have a long tradition of educational excellence at all levels. The metro area's 51 public school districts enroll more than 238,000 students and produce more than 17,000 high school graduates annually. In addition, students in private schools in metro Milwaukee total nearly 59,000 and generate 2,600 high school graduates per year.

Wisconsin is a recognized leader in post-secondary education. Milwaukee's 20 institutions of higher learning enroll over 97,600 students and grant more than 17,000 degrees and certificates annually. Metro Milwaukee is home to 14 colleges and universities (bachelor's degree or higher) and six two-year colleges (associate degree and technical certificate institutions). It has one of the highest per capita student populations in North America, ranking 6th among US and Canadian cities in number of college students per 100 residents. Wisconsin's public vocational education system, the nation's first and considered one of its finest, maintains three area colleges.

Milwaukee is home to the international headquarters of six Fortune 500 companies. Service and managerial jobs are the fastest-growing segments of the Milwaukee economy and health care makes up 27% of the jobs in the city.

APPLICATION

The Medical College of Wisconsin has retained Campbell & Company to conduct this search. The team for this project includes Daniel Fissinger and Marian DeBerry. To be considered for this opportunity, please send a letter of interest and resume to:

DANIEL FISSINGER

Consultant, Executive Search

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