

Vice President, University Advancement POSITION GUIDE

ABOUT DREW UNIVERSITY (www.drew.edu)

Drew University, located on a beautiful, wooded, 186-acre campus in Madison, New Jersey, includes the College of Liberal Arts, the Theological School and the Caspersen School of Graduate Studies. It is a Phi Beta Kappa liberal arts university with a total enrollment of more than 2,000 students and 145 full-time faculty members. Over 35% of undergraduate students are from underrepresented groups, and Drew was recently ranked 19th among baccalaureate institutions for the number of international students enrolled. The Theological and Caspersen Schools offer masters and doctoral degrees, and the College confers bachelor's degrees in 32 disciplines.

Drew is dedicated to exceptional faculty mentorship and hands-on learning that successfully prepares students for their futures. Students regularly connect with local communities, and because of Drew's proximity to New York City, it is home to multiple New York Semester experiences for undergraduate students: Wall Street, United Nations, Contemporary Art, Communications and Media, Social Entrepreneurship, and New York Theatre. Drew also recently received a multi-year grant to transform teaching and learning in the humanities by incorporating emerging digital technologies, methods, and pedagogies.

Drew houses the Center on Religion, Culture & Conflict, the Center for Holocaust/Genocide Study and the Shakespeare Theatre of New Jersey, an independent professional theater, as well as the United Methodist Archives and History Center and one of the country's leading concentrations of materials on Willa Cather.



The university was established in 1867 as a seminary, the antecedent of today's Drew Theological School. In 1928, a gift from the Baldwin Brothers led to the addition of Brothers' College, the College of Liberal Arts, which began as a small college for men, became co-educational during the 1940s and grew significantly in the 1960s. In the early 1980s, it was granted what is still only the fourth Phi Beta Kappa chapter in the state. The Caspersen School of Graduate Studies, which is devoted to advanced study in the humanities, opened in 1955. Both its established humanities-based PhD programs and its degree programs in fields such as medical humanities are closely aligned to the curricula of the other two schools, from which it draws most of its faculty.

LEADERSHIP

Since arriving at Drew in July 2014, Dr. MaryAnn Baenninger and her leadership team have worked to raise Drew's visibility, expand its cutting-edge programs, enhance its reputation as a global learning destination and plan for the future of facilities that enhance learning.

Dr. Baenninger came to Drew with a rich set of experiences to guide her. As President of the College of Saint Benedict for a decade prior to coming to Drew, Dr. Baenninger led a successful capital campaign, diversified the student body, completed multiple construction projects and increased the college's identity at the forefront of global education.

Before becoming a college president, Dr. Baenninger was executive associate director with the Middle States Commission on Higher Education in Philadelphia, where she consulted with numerous institutions on obtaining and maintaining their accreditation status. She is considered an expert in higher education assessment and has lectured widely on the topic.

Dr. Baenninger came to the Drew Presidency with a teaching and scholarly background in higher education. She was a tenured faculty member in the psychology department at The College of New Jersey during most of her teaching career and, prior to that, held teaching positions at Philadelphia University and Washington College. She earned her bachelor's degree, summa cum laude and Phi Beta Kappa, at Temple University, where she also completed her PhD. She also earned professional certificates in higher education administration from Bryn Mawr College and Harvard University. Dr. Baenninger has published extensively in the field of gender and cognition.

THE VICE PRESIDENT, UNIVERSITY ADVANCEMENT

The Vice President for University Advancement provides leadership for all advancement programs in support of the University's mission and goals. The Vice President works collaboratively with the President, Board of Trustees, donors at all levels, and alumni and friends of the University, and develops both long-term and short-term strategies and programs for engagement, cultivation, solicitation, and stewardship of constituents in all matters pertaining to the advancement and philanthropic support of the University.

University Advancement includes Leadership Giving, Planned Giving, Corporate Foundation and Government Relations, Theological School Advancement, Donor Relations and Stewardship, Annual Giving, Alumni and Parent Relations, and Advancement Services. There are 28 members of the team; eight are direct reports to the Vice President.

The Vice President serves as a member of the President's Cabinet, along with the Provost and Dean of the College of Liberal Arts and Sciences, the Vice Provost and Dean of the Theological School, the Senior Vice President for Enrollment and Institutional Planning, the Vice President of University Relations, the Vice President for Communications and

Mission

Drew University's mission is to offer its diverse community of learners a challenging and individualized education shaped by a deep-rooted culture of mentoring, thoughtful engagement with the world beyond its campus, and a steadfast commitment to lifelong cultivation of the whole person. Through its distinctive emphasis on the reciprocity of knowledge, experience, and service, Drew prepares its students to flourish both personally and professionally as they add to the world's good by responding to the urgent challenges of our time with rigorous, independent, and imaginative thought.

Key Info

2000 students

145 faculty

\$140 million budget (2017)

\$11 million contributions

\$140 million endowment

Visit Drew University:

www.drew.edu



Marketing, the Vice President for Campus Life and Student Affairs & Dean of Students, and the Vice President for Finance and Administration.

Drew University is in the planning stages of a comprehensive capital campaign. It is expected that the case and goal will be confirmed in 2019. The Vice President, University Advancement will have a visible and strategic role in the campaign and will serve as one of its chief architects.

The Vice President, University Advancement's responsibilities include but are not limited to the following:

- Oversee the planning and implementation of all programs and activities designed to enhance philanthropic support of the University, by, e.g., establishing overall office-wide goals and goals for all units, and by directing the strategic implementation and assessment of fundraising and engagement strategies to achieve those goals.
- Manage the cultivation, solicitation, and stewardship of a portfolio of leadership gift prospects through personal visits and other forms of communication.



- Plan and support all fundraising and constituent activities of the President, Deans, faculty, and others.
 - Work with the Chair of the Board of Trustees and other leaders on the Board to ensure coordination and continued progress of all fundraising and constituent engagement activities.
 - Serve as a member of the President's Cabinet, responsible for advising and working with the President on the full spectrum of institutional issues.
 - Directly manage eight professional staff members, including the Assistant Vice President for University Advancement and all Directors, and one Administrative Assistant.
- Establish and manage, with support from the Assistant VP for Advancement, the budget for the University Advancement office.
 - Represent the University at events, to volunteer groups, and in the community with the goal of increasing the visibility of the University's fundraising priorities and needs.

MAJOR OBJECTIVES

In the first 12 to 18 months of service, the Vice President, University Advancement will work to realize the following objectives:

- Serve as the senior advisor to the President on all issues related to university advancement, including cultivation of donors and direction of the campaign
- Develop and hire staff toward the goal of achieving a successful capital campaign.
- Function as a member of the President's Cabinet by representing university advancement and by creating appropriate opportunities for partnerships in Enrollment, Academic Affairs and Student Affairs
- Develop a plan to increase annual contributions to \$17 million by fiscal year 2021
- Design and begin the quiet phase of the University's next capital campaign

- Introduce and implement a more data driven system to set goals and evaluate advancement initiatives.
- Increase the level of engagement with Trustees and other significant stakeholders.

QUALIFICATIONS

To be successful, the Vice President, University Advancement must bring the following experience and qualifications:

- At least seven to ten years of progressive development leadership.
- Demonstrated experience as a successful fundraiser in a complex and dynamic environment, ideally in a higher education institution.
- The capability to successfully serve as a champion and leader of the university's capital campaign.
- The ability to help determine the fundraising priorities of the President.
- A collaborative and inspiring approach that is supported by data centered rigor and a strong emphasis on accountability.
- Entrepreneurial thinking.
- Leadership presence that is effective with diverse constituencies, including Trustees, Cabinet, and Faculty.
- The ability to travel at least 30% with the President and with advancement team members.
- Master's degree (MA) or equivalent, or equivalent combination of education and experience; Doctoral degree (PhD) or equivalent; or more than ten years of education and experience would be an advantage.

APPLICATION

Marian Alexander DeBerry and Alexandra Catuara are leading this search. To be considered for this opportunity, please send a letter of interest and resume to:

Alexandra Catuara

Associate Consultant, Executive Search

anc@campbellcompany.com

(312) 506-0060



To enrich education through diversity, Drew University is an Affirmative Action/Equal Opportunity Employer. In accordance with Department of Homeland Security regulations, a successful candidate must be authorized to work in the United States. These positions are subject to a background check.