



ASSOCIATE VICE PRESIDENT FOR COMMUNICATIONS AND MARKETING

WENTWORTH INSTITUTE OF TECHNOLOGY

Flexible–Northeast/New England

[Wentworth Institute of Technology](https://www.wentworth.edu)



The Aspen Leadership Group is proud to partner with Wentworth Institute of Technology in the search for an Associate Vice President for Communications and Marketing.

The Associate Vice President for Communications and Marketing will play a critical role in the elevation of Wentworth's profile as a nationally recognized leader in student success in STEM design and leadership education. The Associate Vice President will create, execute, and manage a comprehensive marketing and communications effort, including branding and public relations, that effectively and distinctively positions Wentworth as a leader in private, hands-on, higher education across the full spectrum of university stakeholders.

Wentworth Institute of Technology (WIT), a recognized leader in STEM and design and management education, was founded in 1904 as post-civil war industrial expansion, urbanization, and immigration created the need for new economic and employment opportunities. WIT is known for its co-operative education opportunities for students and its focus on career and resume building through hands-on learning in the field. Rooted in *inclusive excellence*, WIT is committed to reaching its full potential by reflecting the diversity of the City of Boston, the region, and the larger society.

WIT enrolls approximately 4,516 students, of which 4,341 are undergraduates, in three dynamic colleges: Architecture, Design, and Construction Management; Arts and Sciences; and Engineering and Computer Science. The institute is one of five colleges forming the Colleges of the Fenway. This collaboration with the Massachusetts College of Art and Design, Massachusetts College of Pharmacy and Health Sciences, Emmanuel College, and Simmons College expands academic opportunities and choices through cross-registration, and enhances the student and faculty environments of the individual institutions while retaining the unique and special qualities of each of the five colleges.

While hands-on, action-oriented learning is a relatively recent addition to many college curricula, it has been the powerful, pervasive, and professionally relevant core of Wentworth's programs for more than a century. Today WIT offers the educational programs for which there is strong labor market demand; integrates applied learning through curricular and co-curricular engagement; serves as a school of opportunity for first-generation college students, men and women from lower-income and working-class families, veterans of war, urban youth, and women breaking barriers in technical fields; attracts and retains highly dedicated faculty and staff; and creates and sustains strong institutional and community partnerships.

All these factors enable Wentworth to produce graduates who consistently bring extraordinary value to their organizations and to the world.

REPORTING RELATIONSHIPS

The Associate Vice President for Communications and Marketing will report to Vice President, Institutional Advancement & External Relations Crate Herbert.

DIVERSITY, EQUITY, AND INCLUSION

In order to achieve its greatest potential and fulfill its responsibilities as an institution of higher education, Wentworth Institute of Technology is committed to reflecting the diversity of the City of Boston, the region, and the larger society. Inclusive excellence is the bedrock of Wentworth's campus culture, a culture in which every member of the university community is included, engaged, and valued. To grow and reach its full potential as a 21st century university, Wentworth must achieve inclusive excellence in every aspect and at every level of university life.

Within the larger context of diversity, equity, and inclusion, Wentworth is pursuing many ongoing initiatives including examining gender equity; improving retention and graduation rates of Black and Hispanic students; increasing enrollment of women students and the hiring of women faculty and staff; providing supportive environments for veterans, students with disabilities, and international students; joining the Leading for Change Higher Education Consortium (2013); opening the Center for Diversity and Social Justice Programs (2015); and creating the Women's Caucus (2017).

Wentworth will achieve inclusive excellence by intentionally embedding inclusion in every policy, practice, and individual behavior. This will help ensure that every member of the Wentworth community can reach their full potential. Specifically, Wentworth will build organizational structures that support inclusive excellence; integrate inclusive practices; and improve access and demographic representation.

FROM THE VICE PRESIDENT

The world needs more schools like Wentworth—student-centered institutions in dialogue with the changing role of technology in society and the economy. And our graduates are needed now more than ever. The hands-on, iterative mindset central to WIT's mission is a critical skill set for the 21st century work force. WIT brings the strengths of the residential college model to bear on problems and pedagogy that are distinctly of this moment—questions of engineering, applied science, design and architecture, and their place in our changing world. Strengthening this model are the Colleges of Fenway. This ecosystem offers a unique blend of specialized training in a powerful context of broader offerings which further distinguish WIT's professionally relevant education.

Today WIT is at an inflection point. With a new President at the helm and emerging from a pandemic that has illustrated his remarkable leadership and the resilience of our community, Wentworth is poised for transformative impact. Mark Thompson's strategic priorities: inclusive excellence, high-value learning, transformative student experience, and next-generation partnerships have never been more relevant and External Relations seeks a strategic and experienced leader to grow our Communications and Marketing functions in support of this vision. Wentworth seeks a creative and energetic shop-builder looking for the right challenge in service of the right mission. With its first comprehensive campaign on the horizon, there is tremendous potential. Come lead a growing and dynamic team and have some fun while you do it.

—Crate Herbert, Vice President, Institutional Advancement & External Relations

PRIMARY RESPONSIBILITIES

The Associate Vice President for Communications and Marketing will

- build a high-functioning, integrated communications and marketing organization;
- partner closely with the Vice President to create a progressive, unified, and results oriented organization dedicated to serving the university and its key stakeholders;
- lead the effort to ensure that the university's brand messages and standards are communicated and consistently enforced across all university entities including its colleges, departments, divisions, and programs;
- bring an understanding of how to vary the media mix, tactics, and messaging to reach and drive engagement with different audiences;
- manage and oversee a team responsible for the creation of a full range of content designed to elevate and reinforce Wentworth's reputation and profile including web, digital media, and communications staff;
- oversee website performance and optimization;
- utilize both qualitative and quantitative methods to maximize marketing effectiveness; and
- partner with the Vice President of Enrollment, the Provost, Deans, faculty, and staff to develop a coordinated and integrated enrollment marketing plan that reflects efforts in undergraduate, graduate, professional, and lifelong educational programs.

INSTITUTE LEADERSHIP



Mark A. Thompson, Ph.D.

President

Mark A. Thompson, Ph.D., became the fifth president of Wentworth Institute of Technology on June 1, 2019.

His career in higher education spans more than 25 years—from teaching and advising students at Marshall University and Morehouse College to serving in senior-administration roles at Quinnipiac University.

Thompson was at Quinnipiac for 21 years (beginning in 1998) before accepting the presidency at Wentworth. He served there as associate dean of the school of business and later as executive vice president and provost. Among other accomplishments at Quinnipiac, Thompson led the establishment of engineering and medical schools. He earned a reputation as a popular advocate for students and valued, progressive member of the university community.

Earlier in his career, Thompson directed the Center for Business and Economic Research and was an assistant professor of economics at Marshall University's Elizabeth McDowell Lewis College of Business.

He has a bachelor's degree in economics-finance from Bentley University, an M.B.A. from Western New England University, and Ph.D. in economics from Georgia State University.

His expertise includes urban and regional economics, and economic development. He has worked on regional economic initiatives with many private and public constituents and, as part of those efforts, completed more than 100 technical reports—ranging from economic impact assessments and strategic plans, to feasibility studies and business proposals.

Thompson's academic research has focused on the consequences of residential housing segregation, issues related to labor market discrimination and assessing the impact of intellectual property rights on the economic growth rates of developing countries. His work appears in academic journals including *Economic Development Quarterly*, *Journal of Economic Development*, *Journal of Enterprising Culture*, and *Journal of Economics and Finance*. He has also written a book chapter under a grant from the Russell Sage Foundation and made numerous conference presentations.



Ian Lapp, Ph.D.
Provost

Ian Lapp, Ph.D. is an experienced academic leader with a track record of building diverse teams around innovative initiatives. Lapp has held positions at Babson College, Harvard University, and Columbia University, and worked on public health education programs in Africa, Asia, and Europe.

Lapp comes to Wentworth from Babson, where he served as Dean of the Undergraduate School for four years. During that time new records for enrollment, selectivity, yield, retention, and graduation rates were achieved. He partnered with faculty and staff to advance career education and professional development efforts for students and fostered creation of a new undergraduate curriculum for fall 2021. Lapp earned a reputation at Babson for supporting women's entrepreneurial leadership and promoting diversity, equity, and inclusivity across the institution. He helped to expand corporate and non-profit partnerships, engaged actively with alumni and families, and was a prolific fundraiser for the college.

Before his Babson tenure, Lapp was recruited to the Harvard T.H. Chan School of Public Health to lead a multi-year strategic planning process. There, as associate dean for Strategic Educational Initiatives, he co-lead the "Roadmap to 2013," which resulted in the introduction of four new or redesigned degree programs. Lapp began his career at the Columbia University Mailman School of Public Health and Center for Education Research and Evaluation. He rose to the level of Associate Dean of Academic Affairs and Education, where he co-lead the transformation of the nation's largest accredited master of public health degree.

On a national level, he has chaired several significant committees for the Association of Schools & Programs of Public Health, was the president of the Council on Education for Public Health, and served as a board member for the National Board of Public Health Examiners. He also serves as a consultant and advisor to leadership in higher education, non-profits, and non-government organizations across the United States and around the world. He has worked extensively with public health education programs in Africa, Asia, and Europe, including playing a key role in the launch of the James P. Grant School of Public Health in Bangladesh.

Lapp received a bachelor's degree in sociology from the University of Wisconsin-Madison, and master's and doctoral degrees in sociology from Syracuse University's Maxwell School of Citizenship and Public Affairs. He also received a master's degree in television, radio, and film from the Syracuse University's Newhouse School of Communications.



Crate Herbert

Vice President, Institutional Advancement & External Relations

Crate Herbert, a mission-driven leader with more than two decades of development experience, has been a pathbreaking fundraiser for health care programs and academia. Herbert was drawn to Wentworth by its reputation for transforming lives and educating skilled workers who are vital to the country's economy and technological progress.

Prior to Wentworth, Herbert worked at Harvard University since 2007. She had been Executive Director of Development for the John A. Paulson School of Engineering and Applied Sciences. She led a successful campaign there, amassing \$675 million in philanthropic support and surpassing a \$450 million goal set for the Paulson School as part of a Harvard-wide campaign. Herbert also served as Executive Director for Campaign Priorities and Initiatives for Harvard's Faculty of Arts and Sciences; as Director of Leadership Giving for the Harvard College Fund; and Senior Major Gifts Officer at the Harvard T.H. Chan School of Public Health.

Herbert also was the Director of Development for Women at Risk, a breast cancer program at Columbia University Medical Center in New York City. She received a B.A. in music and philosophy from Earlham College and an M.A. in music from The University of Texas at Austin.

Before arriving in Boston in 2007, Herbert lived in New York where she started her career in philanthropy. She also sang opera in concerts and productions in New York City, San Francisco, Italy, and Japan, and ran a private voice studio. Herbert retired from performing more than 10 years ago but said she sometimes uses her music background in her philanthropy work.



Nicole Price, Esq.

Vice President for Diversity, Equity, and Inclusion

Nicole G. Price, Esq. was appointed Wentworth Institute of Technology's inaugural Vice President for Diversity, Equity, and Inclusion (DEI), effective August 3, 2020.

Price brings an impressive 20 years of advocacy work focused on underserved and underrepresented populations, including developing and leading comprehensive DEI strategies and programs in higher education, serving as a Title IX coordinator, establishing career pipeline programs, leading admissions, and serving as a legal advocate for immigration and other issues. Most recently, she served as Chief Executive Officer for the Northeast Region and Chief Equal Opportunity and Compliance Officer at KIDSVAX, LLC, which ensures the funding of vaccines in a five-state region.

In her leadership role, Price strategically leads a comprehensive framework for moving the university forward to create a welcoming and inclusive learning and working environment. She conducted an audit of policies, practices, and procedures to address issues and gaps. She also implemented support services for underrepresented and marginalized populations and developed educational initiatives and programs to build the community's cultural competencies.

Prior to her work at KIDSVAX, Price served as the inaugural Chief Diversity and Inclusion Officer at Suffolk University where she developed a comprehensive diversity and inclusion strategy to align with the core values and strategic imperative of the university, including policies, initiatives, and processes. In addition to these responsibilities, she was the Title IX coordinator. Prior to being promoted to these university-wide leadership roles, Price was the Director of Diversity, Inclusiveness, and Affinity Relations and

later Interim Dean of Admissions at Suffolk University Law School. She came to Suffolk from Boston University School of Law where she was the Associate Director for Academic and Multicultural Affairs. Early in her career, she spent six years practicing immigration, bankruptcy, and child abuse and neglect law in both private practice and county governments in Virginia and New York.

Price received her J.D. at the College of William and Mary School of Law and her B.A. in Rhetoric and Communication Studies at the University of Virginia. She is the author of numerous articles related to DEI, and she is a frequent lecturer on the topic. She currently serves as the Board Chair for New England Blacks in Philanthropy.



Kristin R. Tichenor, Ed.D.
Vice President for Enrollment

Kristin R. Tichenor, Ed.D., an experienced higher education leader with a track record for increasing diversity in STEM (Science, Technology, Engineering and Math), was named Vice President for Enrollment at Wentworth Institute of Technology, effective July 27, 2020.

Prior to coming to Wentworth, Tichenor spent the majority of her professional career as a leader in a variety of roles at Worcester Polytechnic Institute (WPI) where she gained national prominence for her groundbreaking work in developing a test-optional policy more than a decade ago. Tichenor spent the majority of her professional career before Wentworth as a leader in a variety of roles at Worcester Polytechnic Institute (WPI), lastly as Senior Advisor to the President and Senior Vice President for Enrollment and Institutional Strategy. During her tenure at WPI, she led the implementation of the university's strategic plan and launched the Office of Institutional Research and Strategic Decision Support, the Office of Multicultural Affairs, and the Enrollment Management Division. Under her leadership, WPI saw dramatic increases in applications, enrollments, selectivity, and diversity. Tichenor worked closely with faculty governance on the adoption of a test-optional admissions policy (now in its eleventh year) and appears in the documentary *The Test and the Art of Thinking*.

A passionate advocate for policies and programs that support access, equity, and inclusion for individuals of all backgrounds, Tichenor is President and Founder of the College Admissions Collaborative Highlighting Engineering and Technology (CACHET), a higher education association of more than forty colleges and universities dedicated to promoting opportunities for students in STEM.

Tichenor has written on a range of topics in higher education with articles in publications such as *AGB Trusteeship*, the *Washington Post*, and the *Chronicle of Higher Education*. She has served on the NACAC ad-hoc committee on STEM partnerships, as chair of the College Board's New England Council, and as chair of the Higher Education Leadership Conference at the University of Pennsylvania where she earned her doctorate. She earned her M.A. in Education and Public Administration at Clark University where she began her career in Admissions and was quickly promoted from Associate Director to Associate Dean and Director. She attained her B.A. in Religion from Carleton College.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Wentworth Institute of Technology seeks an Associate Vice President for Communications and Marketing with

- a passion for and commitment to the mission of Wentworth Institute of Technology;
- experience leading marketing and communications efforts including success as a manager, working with institutional leadership, and colleagues to move an organization forward;

- superb skills in communication, negotiation, emotional intelligence, organizational thinking, and judgement;
- cultural competency and sensitivity as well as an ability to understand, respect, adapt to, and accept diverse cultural contexts and viewpoints;
- the ability to take initiative, lead others, think strategically, and collaborate toward productive outcomes;
- the ability to build trust and consensus, and manage change in a complex organization;
- experience working effectively in a decentralized higher education environment;
- the ability to quickly understand Wentworth's unique culture and educational advantage and help shape the university's story in ways that resonate with all members of the Wentworth community;
- the ability to manage creative professionals as well as the financial management of a marketing/branding/communications operation;
- a mastery of the analytical tools used to determine the effectiveness of marketing programs and an ability to communicate the ROI of such work to leadership; and
- a keen understanding of the issues facing higher education today.

A bachelor's degree is required for this position as is ten years of experience in marketing and communications.

SALARY AND BENEFITS

Wentworth Institute of Technology offers a competitive salary and benefits package.

LOCATION

Wentworth Institute of Technology is located in Boston, Massachusetts. The Associate Vice President may work remotely with regular access to the campus. Northeast/New England preferred.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Wentworth Institute of Technology and its commitment to inclusive excellence.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Associate Vice President for Communications and Marketing, Wentworth Institute of Technology.](#)

To nominate a candidate, please contact Don Hasseltine:

[donhasseltine@aspenleadershipgroup.com.](mailto:donhasseltine@aspenleadershipgroup.com)

All inquiries will be held in confidence.