



ASSOCIATE VICE PRESIDENT, ALUMNI ENGAGEMENT

MARY BALDWIN UNIVERSITY

Location—Flexible/Hybrid (Mid-Atlantic, preferred)



The Aspen Leadership Group is proud to partner with Mary Baldwin University in the search for an Associate Vice President, Alumni Engagement.

Working collaboratively with the Vice President for University Advancement, the Associate Vice President will have the opportunity to craft and develop creative strategies for the engagement of the university's 20,000 alumni around the country. Mary Baldwin University (MBU) has entered a time of unprecedented growth and momentum. Since the fall of 2019, great strides have been made to build quality alumni programming both in seat and virtually, with a new alumni website and expanded volunteer engagement to support its work. In the summer of 2020, MBU was nominated for the best Virtual Engagement Program in the nation by CAMMP (Council of Alumni Marketing and Membership Programs) competing against the likes of Texas A&M and the University of Utah. The university strives to be the *University for Life* for its alumni and the next leader will chart a bold path to ensure its success as chief strategist in the development of meaningful programs. The new Associate Vice President will lead, mentor, and coach a small and dedicated team, while serving as a key member of the Advancement Division's leadership team.

Mary Baldwin University is a small, private university enrolling 2,184 students in online and in-seat programs at the undergraduate and graduate level. With 106 full-time faculty members, the university is organized into three academic colleges: the Palmer College of Professional Studies; the Murphy Deming College of Health Sciences; and the College of Arts and Sciences.

MBU's historic main campus is located on 58 hilltop acres in downtown Staunton, Virginia—regularly named one of the best small towns in America. Just seven miles away, the health sciences branch campus is in the healthcare corridor of nearby Fishersville. The picturesque Shenandoah Valley provides a stunning natural backdrop for both campuses, with the urban centers of Washington, D.C. and Richmond, Virginia within a few hours' drive.

Founded in 1842, MBU began with a then-revolutionary idea: that women, like men, should be well educated. Namesake and co-founder Mary Julia Baldwin devoted her life to that mission, stewarding the institution through the Civil War and transforming it into a thriving women's college by the end of her remarkable life.

Under the leadership of President Pamela R. Fox, the recent years of MBU's evolution have continued this legacy of innovation. The College of Health Sciences opened in 2014 with a custom-designed flagship building that reflects MBU's dedication to interprofessional healthcare education and advanced instructional technology. In 2016, the institution became a university to reflect its growing range of bachelor's, master's, and doctoral degree programs. A strategic shift in 2017 brought full coeducational status as the first men enrolled in residential programs on the Staunton campus.

Maintaining a strong commitment to diversity, equity, and inclusion throughout its programming and offerings, the university launched overarching new initiatives in 2020 to support its diverse student body, including the appointment of an inaugural Chief Diversity Officer in summer 2021.

Just this spring, MBU announced the creation of the Palmer College with a major gift from alumna and former financial services and human resources executive Susan Nolan Palmer '67. The new college is poised to deliver career-focused online and hybrid educational experiences that prepare students to meet the needs of the new economy.

U.S. News & World Report ranks MBU among the nation's Top Performers for Social Mobility, and *Washington Monthly* lists MBU among the Best Bang for the Buck, Southeast Colleges. MBU's entrepreneurial spirit drives its unprecedented growth and momentum, underpinned by a radical belief in student potential and the power of educational opportunity. The university community together strives to push forward new methods and innovative programs in higher education to help meet student and societal needs.

REPORTING RELATIONSHIPS

The Associate Vice President, Alumni Engagement will report to the Vice President of University Advancement, Charles E. Davis III.

FROM THE VICE PRESIDENT

Mary Baldwin University is experiencing a time of great growth and renewal. Having emerged from the global pandemic in a position of strength, the university is investing in key strategic areas to ensure its programs are meeting the changing needs of learners of all ages. Under the leadership of President Pamela Fox and her executive leadership team, the institution is well aligned for success in its new three college structure, a renewed focus on accountability, and a centralized approach to its work in serving students in support of its timeless mission.

Since my arrival as Vice President in August 2019, great strides have been made to better position the division for success. A successful migration to Raiser's Edge, NXT was made, the university's campaign, "MBU Empowers" broke its original \$25 million goal and now stands at over \$60 million in gifts, and the alumni engagement program has both grown in scope and in professionalism, with a focus on metrics and planning. This shift has been well noted by many in the alumni community, and has been welcomed by the board, who are supportive of the division. The new Associate Vice President will have the opportunity to build out programming that aligns with the overarching goal of being one's "University for Life" in partnership with many campus offices. The small team in advancement is collaborative, engaging, and creative and looks forward to working with a wonderful new colleague in Alumni Engagement.

–Charles E. Davis III, Vice President of University Advancement

MARY BALDWIN UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Mary Baldwin University is a diverse community, providing a rich array of resources and experiences to all constituencies of the university. This belief is articulated in its Commitment to Inclusive Community:

We, the community of Mary Baldwin University, strive to celebrate humanity in all its wondrous and complex variation. Because we value diversity, it is our mission to sustain a community where all may flourish. We are safe to embrace our shared experiences and our differences. To this end, we treat all with respect and compassion.

Mary Baldwin University does not discriminate on the basis of sex or gender, nor does the university discriminate on the basis of race, national or ethnic origin, color, age, disability, religion, veteran's status, sexual orientation, gender identity, or gender expression in its educational programs, admissions, co-curricular or other activities, or employment practices.

PRIMARY RESPONSIBILITIES

The Associate Vice President, Alumni Engagement will

- expand and enhance the university's provision of virtual engagement opportunities to include sessions which support lifelong learning, social interaction, and connect alumni to university leadership;
- develop a long-range strategy for the continued development and enhancement of regional alumni chapters and key events, such as homecoming;
- create programming which provides value to the lives of Mary Baldwin alumni, positioning the institution as one's *University for Life*;
- create programming and communication that uses a range of technology and leverages both class and affinity interests;
- create strategies which connect Mary Baldwin alumni to the university in support of students and their career interests;
- serve as a liaison with alumni volunteer leadership to communicate the university's development strategies including annual giving and campaign planning and execution; and
- collaborate with the Assistant Director of Advancement Communications and the Office of Integrated Communications to develop a robust plan for communication with alumni via multiple channels including print, electronic, and social media.

LEADERSHIP

Pamela R. Fox, Ph.D.

President

Dr. Pamela R. Fox, a pianist and musicologist, has served as President and Professor of Music at Mary Baldwin University since July 2003. Under her leadership, Mary Baldwin has become a distinctive small coeducational university that maintains its historic commitment to the Mary Baldwin College for Women. Mary Baldwin University cultivates innovation and academic excellence through a constellation of signature programs.

Dr. Fox led the establishment of the Spencer Center for Civic and Global Engagement to foster inclusive community and civic and global citizenship. Over her tenure, the university has established 25 new and enhanced academic programs, including the Murphy Deming College of Health Sciences which opened in 2014 on a new campus in the heart of Augusta County's thriving Blue Ridge Life Sciences corridor and offers Mary Baldwin's first doctoral degrees.

Active nationally in higher education and a devoted leader in the Staunton/Augusta community, Dr. Fox was named the 2011 Citizen of the Year by the Greater Augusta Regional Chamber of Commerce. She is a past member of the Board of Directors of the National Association of Independent Colleges and

Universities (NAICU) and of the American Council on Education (ACE); past chair of the Council of Independent Colleges in Virginia (CICV) and of the Virginia Foundation of Independent Colleges (VFIC); trustee of the Frontier Culture Museum, of the American Shakespeare Center; and a member of Rotary International.

Prior to her tenure at Mary Baldwin, Dr. Fox served as a Professor of Music, Dean, and Assistant Vice President for Strategic Planning at Miami University in Oxford, Ohio for 20 years. She earned her Ph.D. in musicology from the University of Cincinnati, College Conservatory of Music. Dr. Fox has published fourteen articles and books and presented scholarly papers around the world.

Charles E. Davis III

Vice President of University Advancement

Charles E. “Chuck” Davis III joined Mary Baldwin University as Vice President of University Advancement in July 2019. A seasoned leader with more than 25 years in the higher and secondary education sectors, Davis brings a demonstrated record of exceptional success in building sustainable advancement programs. His arrival at Mary Baldwin signaled the university’s renewed commitment to its alumni and to building a program of engagement and fundraising to support the institutions programmatic and enrollment goals for 2025.

Davis has worked in global fundraising, building philanthropy programs at the Robert Gordon University Foundation in Aberdeen, Scotland, as Chief Executive Officer from 2012–15, and most recently as Director of Strategic Development at the International School of Kuala Lumpur in Malaysia. In each position he has helped facilitate the most significant gifts in the institution’s history and built processes and teams for sustained success.

Prior to this international work, Davis served from 2003–12 as the Director of the *Ever Elon* campaign and Assistant Vice President for University Advancement at Elon University. Over his 10-year tenure he served as the key architect of Elon’s largest comprehensive campaign, surpassing the \$100 million goal, and garnering a Grand Finalist Award in 2009 for campaign communications and events from the Council for Advancement and Support of Education.

Prior to his work at Elon, Davis served as Interim President and Director of Development for the Medical Foundation of East Carolina University, and Director of Development at the Graduate School of North Carolina State University. Davis is a graduate of Furman University. He and his wife, Flora Hall Davis, have two daughters, one who recently graduated from Wofford College and another who begins her Senior year at Elon University.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Mary Baldwin University seeks an Associate Vice President, Alumni Engagement with

- a commitment to the mission of Mary Baldwin University—to empower inclusive leaders to pursue lives of purpose in a changing world and a personal belief in the mission, goals, and objectives of private higher education;
- an ability to relate well to, and understand the needs and interests of the alumni community in order to strengthen their engagement with the university;
- a track record of designing, implementing, and executing successful alumni or constituent relations strategies that have resulted in significant increases in engagement and participation;
- success in managing collaborative relationships and utilizing data and technology to build strategic plans and new initiatives;

- an interest in all aspects of education and a dedication to promoting the university's priorities through developing excellent working relationships with faculty, senior academic leaders, board members, alumni, and volunteers;
- an ability to develop, execute, and evaluate programming;
- a commitment to diversity and inclusion in developing staff and in the implementation of university programs and services;
- excellent written communication and oral presentation skills; and
- experience supervising professional and support staff and leading a team toward a common goal, emphasizing collaboration, respect, and high performance.

A bachelor's degree is required for this position as is at least five years of progressive experience in building alumni programs. Competency with Raiser's Edge database system is desired.

SALARY & BENEFITS

Mary Baldwin University offers a competitive salary and a comprehensive [package of benefits](#).

LOCATION

Mary Baldwin University is in Staunton, Virginia. Candidates desiring a remote/hybrid appointment will be considered. Preference will be given to those who live in the mid-Atlantic region and are able to be on campus occasionally with a reasonable drive.

Staunton is conveniently located in the beautiful and historic Shenandoah Valley of Virginia. Known for its historic architecture and charming downtown, it is home to a vibrant arts and music scene and offers a range of excellent dining, wine bars, and micro-breweries. With five National Historic Districts, Staunton is easily explored by foot. Its compact downtown features over one hundred unique shops, art galleries, and restaurants. Founded in 1747, the city is the birthplace of President Woodrow Wilson, and the city manager form of government. At the crossroads of Virginia, Staunton is a transportation hub with advanced rail, highway, and air access. The city lies at the heart of Virginia's Education and Technology Corridor with nine colleges and universities regionally and a *Blue Ribbon* local school system. Staunton is within Augusta County which hosts corporate residents including Best Buy, Specialty Blades, Bruin, U.S.A., McKee Foods, Hershey Chocolate, and a host of other companies.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to mission of Mary Baldwin University as well as the responsibilities and qualifications presented in the prospectus.*** All inquiries will be held in confidence.

To apply for this position, visit:

[Associate Vice President, Alumni Engagement, Mary Baldwin University](#).

To nominate a candidate, please contact Felicia Garcia-Hartstein:

feliciaqh@aspenleadershipgroup.com.