



ASSISTANT VICE PRESIDENT FOR DEVELOPMENT
HIGH POINT UNIVERSITY
High Point, North Carolina
<https://www.highpoint.edu>



The Aspen Leadership Group is proud to partner with High Point University in the search for an Assistant Vice President for Development.

High Point University (HPU) seeks an experienced advancement leader whose values and purpose align with those at HPU to oversee fundraising for the highest priorities of High Point University. Working in conjunction with the Senior Vice President for Development, the Assistant Vice President will provide vision and leadership to a team of advancement officers, building upon the success of HPU's advancement model. The successful candidate will have a proven track record of success in major and principal gift fundraising; highly refined leadership skills; and will be goals and outcomes oriented with excellent relationship building skills.

High Point University is the Premier Life Skills University working to transform the lives of their students. HPU knows a thing or two about transformation after radically transforming the campus and culture under the leadership of President Nido R. Qubein, who became the seventh president of this 94-year-old institution in 2005.

That's why HPU leaders commit to preparing students for the world as it is going to be, not as it is. The promise HPU makes to each student and their family serves as a clear roadmap for faculty and staff to achieve that mission.

At High Point University, every student receives an extraordinary education in an inspiring environment with caring people.

In addition to expert faculty from Duke University, Harvard University, Stanford University, Cornell University, Johns Hopkins University, and other impressive institutions, HPU has attracted global leaders and industry giants to mentor students as part of a unique "In Residence" program. Examples include:

- Steve Wozniak, Apple Co-founder and High Point University Innovator in Residence**
- Marc Randolph, Netflix Co-founder and High Point University Entrepreneur in Residence**
- Karen Jacobsen, The "GPS Girl," voice of Australian Siri and High Point University Global Artist In Residence**
- Joe Michaels, 20-year veteran director of NBC's *Today Show* and High Point University Broadcaster In Residence**
- Betty Liu, Bloomberg LP Television Anchor, Co-Founder of Radiate, Inc., and High Point University Media Entrepreneur In Residence**

Since 2005, President Qubein has led a \$2 billion investment in academic programs (five new academic schools have been added), student life facilities (new buildings including two student centers, ten new residential communities, a new lacrosse/soccer stadium, NCAA Division I

athletics complex and, currently under construction, a 4,500 seat basketball arena, conference center, and hotel.

Innovative educational initiatives like the President's Seminar on Life Skills, a required course for all entering freshmen, ensure students grow not only in specific academic areas of expertise, but also develop competencies in communication, networking, coachability, fiscal literacy, and service. These are among the traits HPU refers to as "life skills," which employers rank as the most critical skills necessary to succeed in the modern workplace.

With 50 majors and 57 minors, HPU offers a broad spectrum of academic coursework, all complemented by experiential learning programs that include internships, undergraduate research, global education, and service learning. The approach to life preparation is perhaps best showcased by the **96% placement rate** for graduates employed or enrolled in graduate school within six months of graduation from HPU.

Beyond academic excellence, HPU focuses on values. High Point University is a God, family, and country school. While all backgrounds are welcome and celebrated on this inclusive campus, HPU appreciates and promotes the values of hard work, service, patriotism, private enterprise, joy, and generosity, among others. Perhaps HPU's culture can be summed up in a quote from Roy Disney that's inscribed on the International Campus Promenade:

"When your values are clear to you, making decisions becomes easier."

High Point University believes each member of faculty and staff has the power to enhance the lives of the students entrusted to their care. Their call to action is simple and profound: Choose to be extraordinary! And they live by it every day.

REPORTING RELATIONSHIPS

The Assistant Vice President will report to the Senior Vice President for Development.

PRINCIPAL OPPORTUNITIES

The growth at High Point University has been amazing—especially in the midst of the worst economic disruption in the last 50 years of America's history. Stellar educators with accomplished credentials are attracted to this academy in large numbers each year. Students come to campus with a desire to learn and grow. Alumni are getting involved with renewed enthusiasm. Parents have become our best advocates. And our "philanthropic investors" are energized by the profound growth of the institution, and they generously resource it with a continuing reservoir of gifts.

What lies behind HPU's impressive growth statistics is a university fully dedicated to continually enhancing its academic programs and ensuring that every student receives an extraordinary education in an inspiring environment with caring people. We are focused on life skills, experiential learning, and values.

Armed with over \$375 million in gifts and pledges since 2005, the University created five new academic schools, built new facilities to accommodate student life and residential students (93% of students live on campus), new athletic buildings and fields to support 16 NCAA Division I sports, and expanded campus from 92 to 440 acres.

The High Point University Office of Institutional Advancement is looking for a professional who shares a passion for this University and who possesses the skill and expertise to support the ongoing transformation taking place at HPU. With assets including a dynamic and visionary president, one of the most beautiful and inspiring campuses in America, a dedicated base of philanthropic investors and supportive colleagues, the position of Assistant Vice President for Development in the Office of Institutional Advancement, is laden with opportunities for success.

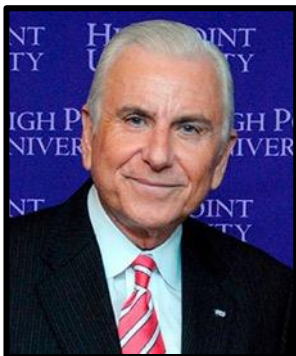
—Chris Dudley, Senior Vice President for Development

PRIMARY RESPONSIBILITIES

The Assistant Vice President for Development will

- embrace and articulate the mission and culture of High Point University and possess a strong working knowledge of its programs and departments;
- embrace the job of fundraising for High Point University;
- build, cultivate, and solicit a prospect portfolio of major and gift prospects;
- lead a team of advancement (major gifts, planned giving, and corporate/foundation relations) officers;
- set and achieve individual and team goals;
- provide planning and oversight for the design, implementation, and management of a major and planned giving program and corporate/foundation relations initiatives;
- play a leadership role in building private support for High Point University;
- hire, mentor, and evaluate each member of the major and planned gifts team consistent with organizational and strategic goals;
- manage, develop, and evaluate advancement officers consistent with organizational and strategic goals;
- in coordination with the Senior Vice President for Development, expand positive fundraising relationships with alumni, parents, and friends;
- identify key linkages and common interests to enhance engagement of prospects;
- oversee high quality stewardship processes for active major and planned gifts;
- coordinate with colleagues at High Point University in developing donor strategies; and
- implement best practices in the areas of major gifts and planned giving.

PRESIDENT DR. NIDO R. QUBEIN



Dr. Nido R. Qubein has served as President of High Point University since 2005. An accomplished business leader and dedicated philanthropist, he has led the University through an extraordinary transformation including major increases in traditional undergraduate enrollment (from 1,450 to over 5,000 students), the number of faculty (from 108 to 327), and the addition of 112 new and acquired buildings on campus, with a total investment of \$2 billion. Under his leadership, five academic schools have been added—the Nido R. Qubein School of Communication, the Congdon School of Health Sciences, the School of Art and Design, the Wanek School of

Undergraduate Sciences, and the Fred Wilson School of Pharmacy. New programs in entrepreneurship, sales, finance, interactive gaming, and cyber security were added along with new graduate programs in physician assistant studies, pharmacy, and physical therapy. The

University, during his tenure, moved to a doctoral degree-granting institution and added masters and doctoral programs, invested heavily in state-of-the-art technology, and resourced academic programs with personnel, facilities, equipment, and budgets.

HPU rankings have soared from #17 in 2005 to #1. The University was named the 2017 #1 Regional College in the South for the sixth consecutive year in “America’s Best Colleges” by *U.S. News & World Report*. HPU is also recognized in “America’s Best Colleges” as the 2017 #1 Most Innovative Regional College in the South for making the most innovative improvements in terms of curriculum, faculty, students, campus life, technology or facilities.

Dr. Qubein led HPU in raising \$375 million in gifts and pledges without a formal campaign. Study Abroad programs increased from 5 to 67 and many new academic initiatives were started including Undergraduate Research and Creative Works, Success Coaches, Service Learning, and Learning Excellence. The NCAA Division I athletic programs have also grown with the addition of men’s and women’s Lacrosse, two new athletic stadiums, and even 30 club sports.

Dr. Qubein is the recipient of the highest awards given for professional speakers including the Cavett (known as the Oscar of professional speaking), the Speakers Hall of Fame, and Sales and Marketing International’s Ambassador of Free Enterprise. Toastmasters International named him the Top Business and Commerce Speaker and awarded him the Golden Gavel Medal. He was named Citizen of the Year and Philanthropist of the Year in his home city of High Point. He has also been honored with the following distinguished awards: the Ellis Island Medal of Honor, which has been bestowed to notable persons such as former President Bill Clinton and Tony Blair; the Horatio Alger Award for Distinguished Americans, which honors the achievements of outstanding Americans who have succeeded in spite of adversity and emphasize the importance of higher education like Oprah Winfrey and Starbucks founder Howard Schultz; and the DAR Americanism Medal, the highest honor that the National Society of Daughters of the American Revolution may bestow on a foreign-born citizen; and the Siegfried Award for Entrepreneurial Leadership, which is bestowed to an individual who has made exceptional contributions to advancing the understanding and practice of entrepreneurial leadership.

KEY COLLEAGUES



Chris Dudley

Senior Vice President for Development

Senior Vice President for Development Chris Dudley is responsible for leading the Office of Institutional Advancement including major gifts, annual giving, planned giving, and alumni and parent engagement. Chris was promoted to Senior Vice President for Development in 2015. He graduated from High Point University in 1994, West Virginia University in 1996, and worked at Tar Heel Sports Marketing before returning to HPU in 1999 as Director of Athletic Development and Marketing. In 2005, he began working in senior administration and, over the past thirteen years, has held positions as Vice President for Community Relations, Vice President for Administration, and Chief of Staff.



Roger Clodfelter

Senior Vice President for Communications

As Senior Vice President for Communications, Roger Clodfelter is responsible for strategic development and implementation of the HPU brand in areas that include Public/Media Relations, Enrollment Marketing, Advertising, Culturing/re-Culturing, University publications, Brand Licensing, and Events. He leads a team of approximately 40 staff members and works closely with the President on strategic initiatives, presentations, university facility development, and staff culture-based programs. Roger has been employed at High Point University since 1996 and worked in admissions for seven years before transitioning to Student Life shortly before Dr. Qubein became president in 2005. Since that time, Roger has been involved in campus operations, student activities, and university communications. He has served in his current role since 2015.



Erica Norris Burroughs

Director of Family Engagement and Annual Giving

Erica Norris Burroughs, serving as Director of Family Engagement and Annual Giving, guides strategic initiatives to increase High Point University's broad-based, philanthropic involvement from HPU families as well as various annual giving constituencies. Her team is responsible for the oversight of the President's Leadership Cabinet and Parents Council (two philanthropic leadership groups for HPU families), and the University Board of Visitors. Her team oversees all direct mail, phonathon, and technology-based solutions for giving, including maintaining the engagement website, email systems, and Crescendo planned giving software. Erica works closely with other offices on campus to create opportunities for meaningful engagement in order to deploy family volunteers in key areas. Erica earned a B.A. in English and an M.S. in Financial Fraud Investigations from Pfeiffer University. She is a certified Guerrilla Marketing Coach. Prior to her arrival at High Point University in April 2016, Erica served as Director of Development Operations and Creative Services at Pfeiffer University for more than five years. She began her career in fundraising in 2003 on a presidential campaign and was recruited to join the full-service political and non-profit consulting firm of Ayoub and Associates in Nevada in 2005. She served as a gubernatorial finance director, and moved into the role of Vice President, overseeing budgeting and operations, client services, product development, and marketing during her tenure with the company.



Hayley Harris

Director of Alumni Engagement

Hayley Harris is the Director of Alumni Engagement and proud alumna of High Point University. She graduated from HPU in 2014 with a Bachelor of Science degree in Exercise Science. Hayley joined the Office of Institutional Advancement in August 2015 as the Young Alumni and Student Engagement Officer. While serving in this role, Hayley managed the University's Young Alumni network, the Student Philanthropy Program, the Young Alumni Council, and the Student Alumni Council. As the Director of Alumni Engagement, Hayley oversees all functions of the alumni engagement program at HPU. Her responsibilities include managing the alumni engagement staff, marketing to and communicating with alumni, managing an elected Alumni Association Board of Directors, developing strategies designed to increase alumni engagement and giving, identifying and

referring alumni major gift prospects to advancement officers, and planning special events on and off campus. Hayley has a sincere passion for her alma mater and serves as the main advocate and cheerleader for alumni participation and support.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Assistant Vice President for Development should have

- a record of successful leadership including experience in hiring, mentoring, and developing staff;
- demonstrated leadership skills that encourage teamwork and interaction;
- the ability to think strategically, conceptualize organizational issues, and develop strategic plans;
- a proven track record of fundraising at the major gifts level;
- knowledge of processes and advancement operations including prospect management and tracking, donor relations, and gift processing;
- possession of a high degree of emotional intelligence and interpersonal skills;
- enthusiasm for the mission of High Point University;
- high energy, drive, integrity, and sincerity;
- exceptional written and oral communication skills;
- the ability and willingness to travel extensively; and
- basic knowledge of Raiser's Edge or other CRM software.

A bachelor's degree from an accredited institution is required for this position as is ten years of progressively responsible experience in a university, corporate, non-profit or similarly complex organization. Preference will be given to candidates with an advanced degree.

SALARY & BENEFITS

High Point University offers a competitive salary and benefits package.

LOCATION

Together, Greensboro, High Point, and Winston-Salem form the Piedmont Triad, North Carolina's largest metropolitan area with more than 1.9 million people. The city of High Point alone has more than 100,000 people. Both Greensboro and Winston-Salem are 20 minutes from campus. East of campus are Raleigh (one and a half hours away) and the Atlantic Ocean (four hours away); south of campus are Charlotte (one and a half hours away) and Atlanta, Georgia (five hours away); and west of campus are the Appalachian Mountains (two hours away).

The Piedmont Triad is a dynamic market that is poised for tremendous growth. Contributing factors are its temperate climate, a centralized location affording quick access to major metropolitan areas, relatively low population density, high quality of life, high education index, diversity and inclusion, and the development of markets to leverage its manufacturing experience.

DIVERSITY AND INCLUSION

High Point University considers a strong commitment to diversity, equity, and inclusion as a core component of its mission and an essential ingredient to a holistic education in the liberal arts tradition. A liberal arts education develops critical thinkers, moving students from a fixed-mindset to a growth-mindset. This approach to learning prepares students for reflective action in an interdependent and diverse world. HPU not only understands and respects the unique talents and perspectives of all individuals but it also embraces and utilizes their contributions. HPU's breadth of inclusiveness creates a path by which all individuals can achieve their highest potential in an increasingly complex and pluralistic society.

HPU welcomes and respects all students, faculty, and staff of all races, ethnicities, religions, genders, sexual orientations, sexual identities and gender expressions, abilities, classes, ages, and political ideas. It recognizes that diversity also includes a range of geographic locations, communication styles, family makeup, educational background, military service, and other unique life experiences. To encourage diversity and inclusion it endorses dynamic curricula and research agendas—through the University's core education as well as all fields of study, programming, and community engagement—that include a multiplicity of views and perspectives.

Diversity, equity, and inclusion are not merely moral imperatives or societal goals, they can be a competitive advantage. HPU's continued success as a university rests in its collective ability to embrace a multitude of opinions, ideas, and beliefs so that it can effectively educate the next generation of leaders who are culturally responsive, knowledgeable, and globally engaged. HPU's commitment to diversity, equity, and inclusion cultivates students' desire for citizenship in complex global communities.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Shelley Semmler:
shelleysemmler@aspenleadershipgroup.com.

All inquiries will be held in confidence.

