

ASPEN • LEADERSHIP • GROUP

DIRECTOR OF ALUMNI ENGAGEMENT

ROLLINS COLLEGE
Winter Park, Florida
<http://rollins.edu>



The Aspen Leadership Group is proud to partner with Rollins College in the search for a director of alumni engagement.

The director of alumni engagement plays an integral leadership role in connecting alumni with their alma mater in ways that benefit Rollins College students and its enterprise. The director will establish, develop, and implement innovative and effective programs to facilitate institutional engagement by alumni. The director will oversee the alumni engagement team, the Rollins Alumni Association, and alumni initiatives.

Founded in 1885 by New England Congregationalists who sought to bring their style of liberal arts education to the Florida frontier, Rollins is a four-year, coeducational institution and the first recognized college in Florida. Rollins College educates students for global citizenship and responsible leadership, empowering graduates to pursue meaningful lives and productive careers. Rollins is committed to the liberal arts ethos and guided by its values and ideals. Its guiding principles are excellence, innovation, and community.

Rollins is nationally recognized for its distinctive undergraduate and selected graduate programs. It provides opportunities to explore diverse intellectual, spiritual, and aesthetic traditions. It is dedicated to scholarship, academic achievement, creative accomplishment, cultural enrichment, social responsibility, and environmental stewardship. It values excellence in teaching and rigorous, transformative education in a healthy, responsive, and inclusive environment.

For more than 130 years, Rollins has adhered to the belief that college is about more than preparing for a career. It is about learning to think critically. It is about discovering how one individual can positively impact the world. To that end, Rollins strives to enable individuals to see the bigger picture, to understand how areas of knowledge are interrelated, and to view learning as a lifelong endeavor. As a result, its graduates are prepared to succeed in any career, but they are also prepared to pursue lives of meaning and purpose.

For 22 years, Rollins College has been ranked one of the top regional universities in the south and first in Florida in the annual rankings of "Best Colleges," released by *U.S. News & World Report*. Rollins College was named the number one college in the south by *College Choice* in a ranking based on a nationwide survey of entering first-year students.

REPORTING RELATIONSHIPS

The director of alumni engagement will report to the vice president for institutional advancement.

PRINCIPAL OPPORTUNITIES

Rollins College, in the midst of a quiet phase of a campaign, is positioned for a transformational step in its alumni engagement program. With a dynamic and experienced president, one who brings vision and clarity of purpose to the institution, the Office of Alumni Engagement can ramp up efforts to systemically engage alumni in meaningful opportunities that shape students' lives.

The alumni team has longevity with the College and includes several alumna among them. That history, plus a willingness to foray into new programs and ideas, creates an opportunity for thoughtful and important change. Rollins is looking for a leader to imagine the future of an effective alumni relations program and bring the skills necessary to create that work with the full support of the president, vice president, and Alumni Board.

The new director will also have a Cabinet supportive of the efforts of this office and an alumni base many thousand strong. At your disposal is an experienced marketing and communications team that works in tandem with the entire Institutional Advancement team. The director will find ready partnerships and willing experimentalists to determine a new road map for the future and lead the team toward a mission-driven goal.

PRIMARY RESPONSIBILITIES

The director of alumni engagement will

- provide leadership and vision for Alumni Engagement work, tying it directly to college strategic priorities and engaging alumni in ways that are meaningful to college direction and the student experience;
- serve as one of the external faces of the institution, traveling as needed for events and programs;
- participate as a member of the Institutional Advancement leadership team in division-wide initiatives, including any campaign work, broad branding efforts, and other activities in support of Institutional Advancement goals;
- serve as primary liaison with Career & Life Planning in promoting alumni engagement opportunities and supporting volunteer efforts;
- oversee reunion planning in conjunction with the Office of Annual Giving and their work on fundraising;
- design pathways for work with Athletics and the Anchor Club;
- develop a vision for alumni volunteerism, its place on campus, the way its supported, and the materials that assist in recruitment and management of volunteers;
- instill in the staff and exhibit an ability to partner with volunteers on initiatives and experiences that matter to students, including opportunities to partner with civic engagement and other campus programs;
- promote alumni engagement initiatives across campus through strategic partnerships;
- oversee and empower staff to create strong programming through events, volunteers, and communications work;

- manage the Alumni team, including recruitment, training, supervision, and goal setting;
- ensure successful implementation of key programs and balanced portfolios;
- participate and garner participation where needed in division wide events like reunion weekend;
- develop and implement an annual work plan;
- align Alumni Board participation with those plans;
- build, in collaboration with Advancement Services, internal alumni engagement scores for use in a broader purpose;
- solicit nominations from alumni and campus community for alumni awards, select and notify winners, facilitate award presentations as part of alumni weekend or separate events, and work with marketing/communications to make award recipients visible;
- participate in professional associations to continually research best practices and current trends to enhance overall department;
- provide leadership and vision for Alumni Association Board of Directors;
- execute three full-board meetings and four Executive Committee conference calls annually, with other committee calls as needed;
- develop three-year plan with and for the Alumni Association; and
- manage relationships with board members including annual and major gift work as appropriate.

KEY COLLEAGUES



Laurie Houck
Vice President for Institutional Advancement

The vice president for institutional advancement oversees the Development, Corporate and Foundation Relations, Donor Relations, Annual Giving, Alumni Relations, Advancement Services and Scheduling and Events teams. Prior to Rollins College, Laurie Houck served as vice president for development and alumni relations at the College of Wooster. During that time, she and her team created and implemented effective fundraising and alumni engagement programs that led to increased giving and volunteer involvement, and built on the strong relationships with and commitment of the Board of Trustees and the Alumni Board. She also led the development team at Whitman College from 2006 to 2011, where she created the architecture for their largest campaign. Prior to Whitman, during her decade-long tenure at the University of Washington, she played a key role in the University's \$2 billion campaign.

Houck holds a B.A. in English from Whitman College and completed coursework at Harvard University's Institute for Educational Management in 2013. She joined the Rollins community in January 2017.



Allisa Gilliean-Johnson
Assistant Vice President for Career & Life Planning

As the assistant vice president for career & life planning, Dr. Allisa Gilliean-Johnson provides creative vision and leadership for curricular/co-curricular programs and services in support of career preparation for the College's undergraduate, graduate, and alumni populations. Within the Center for Career & Life Planning, Dr. Gilliean-Johnson oversees the Offices of Career Development, Academic Internships, and Student Employment.

Dr. Gilliean-Johnson has worked at Rollins since 2007, and holds graduate degrees in

both Social Work and Business Administration from the University of Illinois, and has a Ph.D. in Leadership and Education with a specialization in Higher Ed. Administration at Barry University.



Garrett Preisser

Director of Development Annual Giving

Garrett Preisser joined the Development team in 2011 after serving as an alumni chapter volunteer. Currently, as director of development, he oversees all aspects of fundraising for The Rollins Annual Fund and Athletics. Prior to joining Rollins, he worked in secondary education. As an undergraduate at Rollins, he was captain of the World Series baseball team. He holds a B.S. in Mathematics and an MBA from Rollins College.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of director of alumni engagement will have

- demonstrated ability to successfully manage a program that is similar in scale and complexity to the Rollins College alumni relations program;
- commitment to understanding best practices and finding new ways of engagement as it relates to professional, generational, or cultural constituencies;
- genuine interest in people leading to strong relationships across the College;
- sound judgment and the ability to set the tone for a department driven by values based on integrity, productivity, responsiveness, a strong work ethic, responsibility, collaboration, and open communication;
- exceptional experience in fields such as educational advancement, not-for-profit administration, marketing, and other client-centered professions;
- ability to collaborate and cooperate with colleagues in a complex environment comprised of multiple constituencies;
- the ability to translate vision into action;
- exemplary interpersonal skills;
- the ability to work in a college environment;
- a deep understanding of how to motivate and develop volunteers and a commitment to the education mission;
- ability to lead with an optimistic lens; and
- a good sense of humor.

A bachelor's degree is required for this position as is a minimum of five years of relevant experience in a client-centric, membership or affinity driven program recognized for its strength of engagement and effectiveness.

SALARY & BENEFITS

Rollins College offers a competitive benefits package. As a Rollins College employee, one can take advantage of benefits and opportunities which will enhance the quality of one's life, provide protection for a variety of circumstances, help one prepare for your future, aid in personal and professional growth, and help maintain balance in one's work and family life.

LOCATION

This position is based in Winter Park, Florida, an attractive and historic residential community adjacent to the city of Orlando. Rollins' award-winning campus is situated on the shores of beautiful Lake Virginia and adjacent to the first-class dining, shopping, and entertainment options of Winter Park's famous Park Ave. Rollins College was ranked the No. 1 Most Beautiful Campus by The Princeton Review's *The Best 380 Colleges*.

DIVERSITY AND INCLUSION

Rollins' campus community is not only a reflection of the diversity of race, heritage and culture found in its backyard, but an extension of the good in the world that comes from respecting and celebrating differences.

APPLICATION DEADLINE

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 Tim Child: timchild@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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