



**DIRECTOR OF THE RIDLEY SCHOLARSHIP PROGRAM**  
**UNIVERSITY OF VIRGINIA ALUMNI ASSOCIATION**  
**Charlottesville, Virginia**  
[The Ridley Scholarship Fund](#)



**THE RIDLEY SCHOLARSHIP FUND**  
LEARNING. LEADERSHIP. LEGACY.

The Aspen Leadership Group is proud to partner with the University of Virginia Alumni Association in the search for a Director of the Ridley Scholarship Program.

The Director of the Ridley Scholarship Program will manage and coordinate all aspects of the Ridley Scholarship Program, including, but not limited to, fundraising, programming, supporting the work of Ridley's Board of Directors, and administrative efforts. The Director will serve as a critical link between Ridley and the University community at large.

The Walter N. Ridley Scholarship Fund was established in 1987 to honor the first African-American graduate of the University of Virginia. The fund has grown significantly since the time of its inception and has benefitted more than 300 of the University's most meritorious Black students. The Ridley Scholarship Endowment has surpassed \$15M, and in 2018 Ridley successfully completed a campaign to increase Ridley scholarships to cover full tuition and fees.

As the University of Virginia embarks on its \$5B *Honor the Future* Campaign, the UVA Alumni Association and Ridley are poised and eager to continue growing the fund. The Director will work collaboratively with leadership at the Alumni Association, the Ridley Board of Directors, and UVA advancement colleagues towards ambitious campaign goals and continued growth for Ridley.

The University of Virginia Alumni Association builds strong bonds and affinity on and beyond the campus. With a rich history of innovation and self-governance dating back 180 years, the UVA Alumni Association has been an invaluable partner to the University, incubating programs such as the Jefferson Scholars, the Parents Fund, the Virginia Athletics Foundation, the Lighting of the Lawn, and *GivingToHoosDay*. The Alumni Association's programs and traditions, including Reunions, the Ridley Scholars Program, the Jefferson Trust, and *Virginia Magazine*, empower over 240,000 alumni to shape the world.

The University of Virginia was founded by Thomas Jefferson in 1819 to advance human knowledge, educate leaders, and cultivate an informed citizenry. Today, *News & World Report* consistently ranks UVA in the top three public universities. In the 28 years since *U.S. News* began ranking public universities as a separate category, UVA has always ranked among the top three. The University of Virginia continues to place among the top 30 of the nation's public and private universities combined.

The University of Virginia is a thriving and diverse global community of nearly 54,000 students, faculty, and staff. University students hail from virtually every state in the nation, and 111 countries, and its 240,000+ alumni around the world actively support its mission to serve the greater good.

## **THE RIDLEY SCHOLARSHIP PROGRAM**

The Ridley Scholarship Program strives to uphold and promote the exemplary principles of its namesake; to be the premier Black scholarship organization in the nation; to contribute to a superior learning environment by providing scholarships to Black students of the highest academic caliber; to represent issues of importance to Black students and Alumni; and to create a lasting, positive contribution to the University of Virginia.

In 1953, Dr. Walter N. Ridley earned a doctorate of education degree from the University of Virginia, becoming the first Black graduate of the University and the first Black to receive an academic doctoral degree from a traditional southern white college or university. He graduated with high honors and his pioneering achievements in desegregating the University were noted in the national and international press at the time.

During the inaugural Black Alumni Weekend in 1987, the late John Merchant, a 1958 graduate and the first Black recipient of a Juris Doctor degree from the UVA School of Law, suggested that a scholarship be created in Dr. Ridley's honor. What began as a \$500 book award has since grown into a host of scholarships for incoming first-year and upper-class students.

## **REPORTING RELATIONSHIPS**

The Director of the Ridley Scholarship Program will report to the Chief Development Officer, Ashley Cullop.

## **FROM THE CHIEF DEVELOPMENT OFFICER**

*The Director position for the Ridley Scholarship Program at the UVA Alumni Association is going to be a key position for the future of the Ridley Program, the Alumni Association, and the University of Virginia. The Ridley Scholarship Program has been in existence since 1987 and has impacted the lives of more than 300 Black students at UVA. Ridley is at an inflection point in its history and is poised to be the leading Black merit based scholarship program in the nation. Ridley has a \$15 million dollar endowment as of 2020 and annual fundraising has increased significantly over the past 5 years. Historically, Ridley was raising about \$200,000-300,000 annually and now we are raising over \$1 million annually. In fiscal year 2021, we are positioned to close the year having raised almost \$2 million. We expect this growth to continue. Ridley is a leading priority for the UVA Alumni Association's capital campaign and an important piece of the University's strategy to attract the most talented diverse students. Ridley has a deeply committed Board of Directors shaping strategy and working alongside the Ridley team and colleagues at the Alumni Association. This position has the potential to directly impact the number of highly talented Black students who consider and hopefully attend the University of Virginia for years to come.*

–Ashley Cullop, Chief Development Officer

## DIVERSITY, EQUITY, AND INCLUSION

Over its first two hundred years, the University of Virginia has been at the forefront of producing global citizen leaders, groundbreaking research and scholarship, and world-class patient care. As the University enters its third century, it continuously seeks to define and redefine itself, motivated by its shared passion for discovery, innovation, community, service, and social justice. One of the University's top priorities is to create a living, learning, and work environment that supports—and challenges—its academic community. To achieve its mission, the University must be a place in which all faculty, students, and staff are active participants in its work, where those groups historically excluded from participation in University life are present in numbers that prevent isolation of the spirit and of the mind, and where each individual is conscious of how they contribute to the creation and dissemination of knowledge that enhances the well-being of the community, the state, the nation, and the world.

Creating a truly diverse and inclusive environment is a challenge for any institution, because it requires overcoming historical prejudices, aligning future goals, and integrating the opinions, talents, and aspirations of people with different backgrounds and perspectives into a unified whole. At UVA, this challenge is particularly acute because of the University's specific history as an institution built by slaves where institutional racism is still yet to be overcome. This history of exclusion of many groups, and in particular, Black students, faculty, staff, and community members, still shapes the University today, both in its reputation and in its identity. Creating a truly diverse and inclusive UVA will require acknowledging these realities and taking thoughtful, intentional action to break down the barriers that have traditionally shaped the University.

In the summer of 2020, the Racial Equity Taskforce launched at the direction of University President, Jim Ryan, with the charge to tangibly address the negative impact of systemic racism on the experiences of many students, faculty, staff, and community members. The taskforce was led by Kevin McDonald, Vice President of Diversity, Equity, and Inclusion, Ian Solomon, Dean of the Frank Batten School of Leadership and Public Policy, and Barbara Brown Wilson, Assistant Professor of Urban and Environmental Planning and co-founder and Faculty Director of UVA's Equity Center. The final report and much more detailed information about the work of the taskforce can be found at [racialequity.virginia.edu](http://racialequity.virginia.edu). [The UVA Board of Visitors](#) in September 2020 endorsed several of the taskforce's recommendations, including:

- Developing a plan and time horizon for having a student population that better reflects the racial and socioeconomic demographics of Virginia and, as much as feasible, of the nation;
- Doubling the number of underrepresented faculty by 2030 and reviewing the tenure and promotion process;
- Developing a series of education programs around racial equity and anti-racism, including leadership development programs focused on equity, including racial equity;
- Developing a scholarship program for the descendants of enslaved laborers who worked to build and maintain the University; and
- Endowing key programmatic elements of the Carter G. Woodson Institute for African-American and African Studies and providing funding to create more faculty positions.

These initiatives are now being implemented across the University.

## PRIMARY RESPONSIBILITIES

The Director of the Ridley Scholarship Program will

- develop fundraising strategies to cultivate, solicit, coordinate, and sustain gift prospects for the Ridley Scholarship Program;
- work with the Ridley Board and Alumni Association to establish annual fundraising goals aligned with completing the \$10 million campaign ending in 2025;
- spearhead, plan, and execute Ridley's fundraising efforts in support of the programmatic vision and program operations, and meet annual fundraising targets;
- develop and execute strategies to cultivate relationships that lead to the solicitation and stewardship of major gifts of \$100,000 and above for scholarships, experiential learning programs, and other support for Ridley;
- identify individual, corporate, and foundation funding opportunities and collaborate with the Ridley Board, the Chief Development Officer, and Chief Executive Officer to develop cultivation strategies for prospects;
- manage and enhance Ridley's planned giving program;
- work collaboratively and partner with the UVA Advancement community;
- act as the Alumni Association's primary point of contact for the Ridley Board as well as facilitate and support the work of the Board, working with each Board committee to carry out the operations of the Ridley Scholarship Program;
- engage Board members to foster a sense of comradery, meaningful engagement, and enjoyment, as well as continued financial support of Ridley as feasible;
- establish and strengthen relationships with University administrators, faculty, and students to support Ridley programming and growth;
- consult with leaders at the University of Virginia to understand emerging needs and how Ridley may advance University priorities;
- oversee the responsible administration of Ridley's funds and work with the Ridley Board, the UVA Fund, and the Alumni Association to maintain a strong financial position, monitor spend rates, and prepare financial reporting;
- develop compelling branding and marketing by working with the Alumni Association's Marketing Department and the Ridley Board;
- implement strategic campaigns and solicitation strategies in support of Ridley's fundraising efforts while increasing the public awareness of Ridley;
- maintain clear and effective communications and collaboration with the Alumni Association to improve synergy and understanding of Ridley's and the Alumni Association's priorities and activities; and
- provide input and guidance to an Assistant Director who will coordinate the day-to-day activities of the program, and enable a robust Ridley Program for the current and incoming scholars as well as a positive board experience for Ridley Board members.

## LEADERSHIP AND KEY COLLEAGUES



**Consuelo A. Kendall '03**  
**Chair, Ridley Scholarship Fund**

Consuelo A. Kendall graduated from UVA with a Bachelor of Arts in economics and Bachelor of Arts in African and African-American Studies. While at the University, she was active in the Kappa Rho Chapter of Delta Sigma Theta Sorority, Inc., the Black Student Alliance, the Black Fraternal Council, and the Madison House tutoring program, and served as a peer advisor for the Office of African-American Affairs' Peer Advisor program. After graduating from the University, Kendall received her Juris Doctor from Georgetown University Law Center.

Kendall is a Senior Assistant General Counsel at Tenable, Inc. She heads Tenable's global privacy compliance program and is responsible for developing and managing the company's privacy compliance strategies and initiatives. Prior to Tenable, Kendall served as Senior Corporate

Counsel for Videology, Inc. and as a commercial litigation associate for Weil, Gotshal & Manges LLP. She resides in Silver Spring, Maryland.



**Simone Pollard '94**  
**First Vice Chair, Ridley Scholarship Fund**

Simone Pollard earned her Bachelor of Science degree in chemical engineering from UVA. While at the University, Simone was an active student leader in a number of organizations including Delta Sigma Theta Sorority, Inc., National Society of Black Engineers, Student Council, and the First Year Multicultural Program. She went on to earn an MBA degree from the University of Michigan's Ross School of Business.

Pollard is the Senior Strategy Director for the AI Labs at Educational Testing Service (ETS), where she is responsible for co-creating the strategy for the newly launched innovation labs, as well as working with organizational units to scale or commercialize next generation learning

solutions. Additionally, Pollard has utilized her experience and training as a life-long dancer and wellness enthusiast to create The Stretch Room, a wellness practice featuring the ultimate stretching experience, birthed at the onset of the COVID-19 pandemic shut down. Pollard has held leadership positions in a global assessment company and higher education institutions. Additionally, she has professional experience as a management consultant and production engineer. She continues to be involved in professional and community service organizations including Delta Sigma Theta Sorority, Inc., National Black MBA Association, National Society of Black Engineers, and her church.



**Lily E. West, Darden '12**  
**President and CEO**

Lily E. West became the University of Virginia Alumni Association's President and Chief Executive Officer in January of 2021.

West served as interim President and CEO during the six months prior to her appointment. She is the second woman to serve as President of the Alumni Association in its 184-year history. As interim President and CEO, West oversaw the Association's successful Retold anniversary celebration of women at UVA, originally intended as a live event on the scale of Reunions and then quickly COVID-modified into a virtual experience that transformed Alumni Hall into a production set. She also presided over the Alumni Association's rebranding, a culmination of West's work as COO

when she laid the groundwork for an expanded marketing operation.

West came to UVA's Darden School of Business several years after graduating from the University of North Carolina at Chapel Hill with honors and Phi Beta Kappa. Her journalism and political science degree took her to New York after college, where she worked as an associate producer for a cable news network. In 2007, she went to work for a presidential campaign, helping to lead field operations in six states and successfully recruiting and training thousands of volunteers. West subsequently served as special assistant to the deputy secretary of energy, where she designed and implemented an operating framework for the agency under the new administration.

Then came Darden, where she earned a string of accolades, including the William Michael Shermet Award, which honors academic excellence and a "positive competitive spirit" in the first year; the C. Steward Sheppard Distinguished Service Award, presented to students who embody service to both the Darden and greater communities; and a Colgate W. Darden Scholarship. She was selected as a member of UVA's venerable Raven Society.

After business school West joined international consulting powerhouse Bain & Company in New York. She returned to Charlottesville after two years to become managing director of national franchisor The Scout Guide. She quickly became renowned within Charlottesville's entrepreneurial community. She advises startups and small businesses, especially women-owned organizations. West founded The SheLab, a 400-plus women's networking group, and was a founding member of Cville Gives, a philanthropic club for young professionals. She has been a popular guest lecturer at Darden, UVA's McIntire School of Commerce, and the College of Arts & Sciences.



**Ashley Cullop '06**  
**Chief Development Officer**

Ashley Cullop, a 2006 graduate of the College of Arts and Sciences at UVA, came back to the UVA Alumni Association in 2019 to lead the organization's development team after launching her higher education career at the association in 2007. From 2007-2010, Cullop worked in the Alumni Association Engagement team managing volunteers, planning reunions weekend events, supporting undergraduate class councils, and helping to grow young

alumni engagement programs. This work cemented Cullop's interest in pursuing a career in higher education and led to her pursuit of an M.Ed. and then Ed.D. in Higher Education at the UVA Education School. Following her graduate school work in 2012, she began her career in higher ed fundraising as a

major gifts officer at American University in Washington D.C. In 2013, she moved back to Charlottesville, VA to work in major gifts at the UVA Darden School of Business and then as a major gifts officer at the UVA Health Foundation focused on grateful patient philanthropy. Cullop and her husband, Ben, live in Charlottesville with their two kids, Elizabeth and Thomas, and their dog, Jackson.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

The University of Virginia Alumni Association seeks a Director of the Ridley Scholarship Program with

- an appreciation of and commitment to the mission and vision of the Ridley Scholarship Program;
- a demonstrated ability to succeed in educational development and planned-giving;
- experience leading and building programs that enhance alumni engagement and increase giving;
- an understanding of basic business concepts, financial statements, and legal compliance;
- proficiency dealing with a variety of business technology tools including mass communication, marketing, and fundraising and management strategies;
- cultural competence and a demonstrated commitment to bolstering diversity, equity, and inclusion;
- experience working with volunteer boards;
- management and supervisory experience;
- exceptional oral and written communications, organization, and project management skills;
- exceptional interpersonal skills including an ability to interact well with major donors, lead university administrators, alumni, faculty, staff, students, and volunteers;
- an ability to self-direct and accomplish goals, good judgment; and
- a highly collaborative, congenial, and effective approach that generates a spirit of comradery, enthusiasm, and enjoyment.

A bachelor's degree is required for this position, as is at least five years of progressively responsible and successful fundraising experience with two or more years of proven experience in a position that requires interacting and collaborating with highly engaged alumni and major donors, supporting their activities and meaningful engagement, and fostering a cohesive group that encourages participation, dynamism, and fun.

### **SALARY AND BENEFITS**

The University of Virginia Alumni Association offers a competitive salary and benefits package.

### **LOCATION**

The successful candidate must reside in Virginia and be available to attend meetings regularly in Charlottesville, Virginia.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Ridley Scholarship Program as well as the responsibilities and qualifications stated in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Director of the Ridley Scholarship Program, University of Virginia Alumni Association.](#)

*To nominate a candidate, please contact Don Hasseltine:*

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

*All inquiries will be held in confidence.*