



**SENIOR ASSOCIATE VICE CHANCELLOR FOR DEVELOPMENT**  
**APPALACHIAN STATE UNIVERSITY**  
**Boone, North Carolina**  
[Appalachian State University](https://www.appalachianstate.edu)



The Aspen Leadership Group is proud to partner with Appalachian State University in the search for a Senior Associate Vice Chancellor for Development.

The Senior Associate Vice Chancellor for Development (SAVP) will provide vision and leadership to a talented team of twenty-three advancement professionals, including six direct reports, while maintaining a portfolio of high level prospects and donors. The SAVP will serve as a thought-partner to the Vice Chancellor for University Advancement as well as senior administration leadership on advancement strategy and further the advancement efforts of Appalachian State University.

Appalachian State University, in North Carolina's Blue Ridge Mountains, prepares students to lead purposeful lives as global citizens who understand and engage their responsibilities in creating a sustainable future for all. The transformational Appalachian experience promotes a spirit of inclusion that brings people together in inspiring ways to acquire and create knowledge, to grow holistically, to act with passion and determination, and embrace diversity and difference. As one of 17 campuses in the University of North Carolina system, Appalachian enrolls more than 19,000 students, has a low student-to-faculty ratio and offers more than 150 undergraduate and graduate majors. Appalachian State University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate, master's, intermediate, and doctoral degrees.

Appalachian State University creates rich environments where students can thrive. Its students are educated broadly and are simultaneously equipped with strong disciplinary knowledge. Academic learning occurs in a wide range of undergraduate, selected masters and intermediate programs, and the doctorate in Education offered on campus, at off campus sites, and online. Faculty and students engage in research and scholarship that advance knowledge and address the problems of the region, state, and world through creativity and innovation. Learning takes place within formal and informal instructional settings with dedicated faculty members, in co-curricular programs that enrich classroom experience, in interdisciplinary educational formats, and through outreach to the local community and beyond. Appalachian State University cultivates diverse and vibrant arts that enrich the cultural and intellectual climate of the campus and region.

Appalachian State University promotes a spirit of inclusion that inspires students, faculty, and staff to form relationships extending well beyond graduation. Its students think critically, communicate effectively, make local to global connections, and understand the responsibilities of community engagement. Appalachian State University embraces its obligation to help create healthy, just, and sustainable societies by equipping its students to live with knowledge, compassion, dedication, humility, and dignity.

## REPORTING RELATIONSHIPS

The Senior Associate Vice Chancellor for Development will report to the Vice Chancellor for University Advancement.

## PRINCIPAL OPPORTUNITIES

*The Senior Associate Vice Chancellor is a critical role for Appalachian State University. Over the last two years, the direct development team has been expanded to twenty-three and restructured for maximum effectiveness. FY2018 fundraising exceeded \$31 million, an increase of nearly 73% over the prior fiscal year. The development team brings excellent expertise and abilities, and is poised to operate at a high level. The SAVC will be the “player-coach” for this team.*

*Appalachian State University is a premier public undergraduate institution in North Carolina and is consistently ranked as one of the top institutions in the southeastern United States. Total enrollment exceeded 19,000 this fall and interest by prospective students remains very high. The university has very loyal alumni, and interested and engaged leadership boards. Learn more about [Appalachian State University](#).*

*The SAVC position would be an excellent opportunity for an individual to work with a motivated and collegial team in a positive work environment. Total fundraising and the total value of the endowment reached record levels for the fiscal year ended June 30, 2018. The new SAVC will have an excellent opportunity for professional growth.*

–Dr. Randy Edwards, Vice Chancellor for University Advancement

## PRIMARY RESPONSIBILITIES

The Senior Associate Vice Chancellor for Development will

- lead, supervise, and train a team of development directors that represent different areas of the university, while managing a portfolio of high-level prospects;
- serve as a resource consultant for all development officers to develop joint strategies and solicitations for key major gifts and corporate/foundation prospects with an emphasis on collaboration, teamwork, and open communication;
- provide consultative advice to the Vice Chancellor and senior university administration on advancement issues and direction;
- understand current funding needs of the university and potential funding opportunities of areas of the university through frequent interface with administrators, deans, development officers, and department heads;
- provide institutional guidance on the pursuit of gifts and the pursuit of grants;
- prepare briefing materials, proposal ideas, and solicitation strategies for fundraising calls and oversee the development of promotional brochures and written material in support of specific fundraising activities;
- coordinate advancement efforts by the Appalachian State University Foundation Board of Directors; and
- assist the Vice Chancellor by promoting sound fundraising practices using metrics for accountability measurements.

## KEY COLLEAGUES



**Dr. Sheri Everts**  
**Chancellor**

Dr. Sheri Everts joined Appalachian State University as its eighth leader in July 2014. Previously, she had been Provost and Vice President for Academic Affairs at Illinois State University since 2008.

A Nebraska native who attended elementary school in a one-room schoolhouse, Everts graduated from the University of Nebraska-Lincoln in 1980 with a bachelor's degree in English instruction and secondary education. After teaching middle school and high school English in Kansas and Nebraska, she returned to UNL, where she earned a master's degree in literacy education and English (1991) and a doctorate in administration, curriculum and instruction (1994).

Everts began her higher education career in 1994 as an Assistant Professor in the Department of Teacher Education at the University of Nebraska Omaha. Rising through the academic and administrative ranks at UNO, she was named Assistant Vice Chancellor for Academic and Student Affairs in 2000, promoted to Associate Vice President in 2003, and named Interim Senior Vice Chancellor for Academic and Student Affairs in 2006. She served in that interim capacity until June 30, 2008, when she left Nebraska to become Provost and Vice President for Academic Affairs at Illinois State University and also served as Interim President at ISU.



**Dr. Randy Edwards**  
**Vice Chancellor for University Advancement**

Dr. Randy Edwards became Vice Chancellor for University Advancement at Appalachian State University in April 2017 after a national search. Edwards began serving as Interim Vice Chancellor on July 1, 2016. He is responsible for all areas of development, advancement services, and alumni affairs. In addition, he serves as president of the Appalachian State University Foundation.

Edwards became Chancellor Everts' Chief of Staff in July 2014, with Vice Chancellor added to his title in 2015. He was Dean of Appalachian's Walker College of Business for nine years and Chair of its Department of Accounting for 13 years. He first joined the business faculty in 1981.

Edwards holds a Bachelor of Science and a Master of Science in accounting from Appalachian State University and a Ph.D. from the University of Tennessee. Prior to working in higher education, Edwards was an auditor for Ernst & Ernst, now Ernst & Young.

## CANDIDATE QUALIFICATIONS AND QUALITIES

Appalachian State University is seeking a Senior Associate Vice Chancellor for Development with

- experience managing a portfolio of prospects and a proven track record of closing major gifts;
- demonstrated experience managing major gifts officers to reach fundraising goals;
- an ability to work with colleagues across the university and establish and foster relationships that encourage a collaborative and collegial work environment to reach shared goals;

- demonstrated experience in the identification, cultivation, and solicitation of major gifts, preferably with comprehensive campaign and development experience at an academic institution;
- outstanding written and oral communication skills;
- solid computer user skills: word processing, power point, spreadsheet, database, CRM Software;
- a willingness and ability to travel as required by geographic location of prospects;
- demonstrated knowledge of basic business terminology, financial matters and the ethical, legal, and tax-related issues regarding the solicitation, transfer, and management of charitable gifts;
- an ability to work independently and take initiative, manage competing priorities, coordinate diverse and multiple projects, and meet tight deadlines;
- strong leadership skills; and
- experience with Human Resources issues, personnel and budget management experience.

A bachelor's degree from an accredited college or university is required for this position as is a minimum of ten years of senior-level fundraising and high-level administrative experience in higher education or in non-profit organizations, including a successful track record of managing and supervising a team of fundraisers.

### **SALARY & BENEFITS**

Appalachian State University offers a competitive salary and benefits package.

### **LOCATION**

Appalachian State University is located in Boone, North Carolina among the state's Blue Ridge Mountains, a place of great beauty abundant with cultural and recreational opportunities. Appalachian State's location profoundly shapes how its community lives, works, and learns together. Boone's welcoming and vibrant community is a place that has long nurtured a confluence of native and adapted cultures. Appalachian plays a large role in this, presenting arts programming that celebrates the human spirit, enriches lives, and broadens understanding of the world. The stunning beauty of the surroundings, the arts and cultural events, and many opportunities for outdoor recreation make Boone and the surrounding area a popular vacation destination also make Boone an amazing location in which to live.

Boone's collaborative campus and community environment contributed to the town being named by Trip Advisor as America's No. 2 "diamond in the rough" town; one of *National Geographic* magazine's "Best Places to Live and Play;" and *Outside* magazine's top 10 "Best Towns in America."

### **DIVERSITY AND INCLUSION**

Appalachian State University is committed to developing and allocating resources to the fundamental task of creating a diverse campus culture. It values diversity as the expression of human similarities and differences, as well as the importance of a living and learning environment conducive to knowledge, respect, acceptance, understanding, and global awareness.

Appalachian State University is an Affirmative Action/Equal Opportunity Employer. The university does not discriminate in access to its educational programs and activities, or with respect to hiring or the terms and conditions of employment, on the basis of race, color, national origin, religion, sex, gender identity and expression, political affiliation, age, disability, veteran status, genetic information or sexual orientation.

### **APPLICATION INSTRUCTIONS**

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

*To nominate a candidate, please contact Don Hasseltine:*  
[donhasseltine@aspenleadershipgroup.com](mailto:donhasseltine@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*

