



ASSOCIATE VICE PRESIDENT/DIRECTOR OF DEVELOPMENT

MCDANIEL COLLEGE

Westminster, Maryland



The Aspen Leadership Group is proud to partner with McDaniel College in the search for an Associate Vice President/Director of Development in the Division of Institutional Advancement.

As McDaniel moves to both strengthen and invigorate the Institutional Advancement Division, the college seeks an energetic, experienced development professional as its Associate Vice President/Director of Development, who will serve as a senior development officer and key partner with the new Vice President for Institutional Advancement in the establishment of the division's fundraising goals, strategy, and the execution of those goals to meet the college's Institutional Advancement priorities. The Associate Vice President will assist the Vice President in the planning and execution of a successful leadership gift program and its integration with Annual Giving, Athletic Fundraising, and Parent Giving. The Assistant Vice President will be expected to mentor and lead the major gifts team and oversee a robust program to build a pipeline of prospects and donors through integration of the Annual Giving program with major gifts efforts. They will be expected to work closely with the Senior Associate Vice President for Institutional Advancement to develop successful strategies for coordinating Planned Giving with other divisional cultivation, solicitations, and stewardship for those prospects and to work closely with the Vice President and the Senior Vice President in coordinating strategies for the President's leadership gift prospects. Finally, the Associate Vice President will have responsibility for carrying a portfolio of high-priority leadership gifts prospects – cultivating, soliciting, and stewarding these prospects.

ABOUT MCDANIEL COLLEGE

A nationally recognized four-year independent college of the liberal arts and sciences, McDaniel is known for its diverse, tight-knit, and student-centered community, where students receive personal attention. Founded in 1867 as one of the first coeducational colleges in the nation and the first south of the Mason-Dixon Line, the college changed its name in 2002 from Western Maryland College (after the Western Maryland railroad), to better reflect the identity of the college and its location in central Maryland, just a short distance from Baltimore and Washington, D.C. McDaniel's nearly 30,000 alumni reside in all 50 states and the District of Columbia, as well as 75 countries.

Currently, the college's student body is made up of 1,800 undergraduates and 1,200 graduate students from over 30 states and 30 countries. One of the original "Colleges that Change Lives," McDaniel is committed to access and affordability and has been lauded for its efforts to recruit, enroll, and graduate high-need students, including being ranked No. 1 among "Best Value Schools" for the North region by *U.S. News and World Report* for the third consecutive year. Approximately 40% of students identify as first-generation students and McDaniel invests over \$50 million annually in grants and scholarships. The college has also strategically increased its enrollment of historically under-represented students from less than 20% a decade ago to over 40% of the current student body.

In addition to its 160-acre campus, nicknamed “The Hill,” that sits atop a hill overlooking Westminster, Maryland, Carroll County’s largest town and county seat, McDaniel also has a European campus in Budapest, Hungary.

Academics center on the McDaniel Plan, a customized, interdisciplinary curriculum that emphasizes experiential learning and student-faculty collaboration to develop the unique potential in every student. A signature component is The McDaniel Commitment, which guarantees every student two experiential learning opportunities, including service learning, study abroad, student-faculty collaborative research, credit-based internship, or independent study. The four components of the McDaniel Commitment – My Place, My Design, My Experience, and My Career – are embedded within the college’s general education curriculum. A team of mentors helps students develop a completely tailored program of courses and opportunities to prepare them for personal and professional success. The positive impact of the McDaniel Commitment has been significant; the year after the program was fully launched the college recruited two back-to-back record classes and enrollment success has not waned during COVID, with the fall 2021 applicant pool growing to over 5,000. Additionally, the college recently underwent a program evaluation process that resulted in the development of ten new majors, contributing to the positive enrollment growth over the last three-year period.

One-third of McDaniel students are involved in athletics. Represented by its mascot – The Green Terror – McDaniel’s 24 athletic teams compete in the NCAA Division III Centennial Conference. McDaniel is one of only two institutions in the conference competing for the league title in every sport offered. Over the past five years, four different Green Terror programs have been represented in the NCAA Championships and many student-athletes have also been recognized as All-Americans in their sports. McDaniel student-athletes are committed to putting their academics first and are regularly named to the Centennial Conference’s Academic Honor Roll.

COLLEGE LEADERSHIP

Dr. Julia Jasken, President

On June 1, 2021, Dr. Julia Jasken became the 10th President of McDaniel College and the second female president in the college’s 154-year history. She has dedicated nearly her entire professional life to higher education and most notably to McDaniel, beginning in the classroom as an English professor specializing in new media pedagogy and teaching a wide variety of professional writing courses.

A native of Moorhead, Minnesota, Dr. Jasken earned a bachelor’s degree from the College of Saint Benedict in St. Joseph, Minnesota, and a master’s degree from Northern Illinois University. She received her Ph.D. from Michigan Technological University; the topic of her dissertation was “Designing Composition: Textbooks, Teaching and Identity in the Digital Age.” Dr. Jasken’s scholarly work appears in leading journals and focuses on the intersection of oral, written and visual communication.

Over her tenure at McDaniel, Dr. Jasken has assumed increasing responsibility in administrative positions following her service as a faculty member, serving as the college’s executive vice president and provost immediately preceding her presidency. Her expertise spans community engagement; new academic program development; academic and campus life restructure; student success initiatives; oversight of institutional diversity, equity, and inclusion efforts; adjunct faculty union contract negotiations; and building and supporting a culture of safety compliance.

Nationally, Dr. Jasken is widely respected for her contributions to higher education, most recently serving as the keynote speaker for the Higher Education Resources Services (HERS) Wellesley Institute. In addition to her role as Chair of the Finance Committee and Executive Committee Board member of HERS National

Women Leadership Network, Dr. Jasken also serves as an Executive Committee Board member for Westminster's Target Community & Educational Services and as a Board Member for Chamber Music on the Hill.

Well-known for her ability to create dialogue among diverse groups, Dr. Jasken has been selected to facilitate small group discussions that include the Council of Independent Colleges (CIC) Institute for Chief Academic, Advancement, and Public Relations Officers; the CIC Institute on Diversity, Civility, and the Liberal Arts; and the CIC Consortium for Online Humanities Instruction. Her expert facilitation has also given her the opportunity to lead small groups for the University of Maryland, Baltimore County's *Restorative Practices* and the AAC&U's Summer Institute on Integrative Learning and Signature Work.

COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

At McDaniel College, Diversity, Equity, and Inclusion matters. The college seeks an Associate Vice President/Director of Development who will join it in this work. McDaniel's community is fully committed to breaking down the walls of division, rejecting acts of exclusion, and challenging injustice, prejudice, and ethnocentrism. It seeks to promote the presence and expressions of all groups, including those historically and/or currently marginalized. It recognizes that the list is evolving and that creating opportunities for dialogue and mechanisms for actions will create an inclusive, open, and accessible community. McDaniel strives to cultivate the skills needed to become competent, projective leaders and allies in a pluralistic and diverse world.

In this spirit, it actively attracts, recruits, and retains diverse students, faculty, and staff by dedicating itself to confronting issues of privilege and marginalization by asking challenging questions and developing solutions to ensure that underrepresented groups have equal access and opportunities; increasing resources, spaces, and opportunities where all perspectives are valued; incorporating diversity as a care of its curriculum and programming; and developing resources to establish, maintain, and formally assess institutional policies to ensure that it is meeting its diversity, equity, and inclusion goals. McDaniel wants all members of its community to have access to all aspects of the McDaniel experience; visibly addressing instances of racism, sexism, homophobia, classism, ableism, audism, ageism, and other forms of prejudice and discrimination; and is committed to preparing students and community members for the world in which they will live and work beyond college.

PRIMARY RESPONSIBILITIES

The Associate Vice President/Director of Development will

- serve as a member of the Institutional Advancement Senior Management Operations staff;
- maintain a portfolio of prospects at the leadership level;
- oversee the Annual Giving program, Major Gifts program, Athletic Fundraising, and Parent Giving;
- work closely with the Vice President to establish division-wide fundraising goals and performance metrics for development officers;
- oversee efforts to build and execute a successful Reunion Giving Program in concert with appropriate officers in Alumni Engagement, Annual Giving, and Planned Giving;
- work closely with the Director of Annual Giving and the Executive Director of Engagement & Communications to develop a robust, comprehensive plan for the solicitation of prospects for the Annual Giving Program;

- work closely with the Executive Director of Advancement Services to track and measure progress of the college's development goals;
- work closely with the Senior Associate Vice President to integrate the Planned Giving program with principal and leadership gift prospects;
- oversee the successful building of a program to engage and solicit parent prospects in concert with the Associate Vice President/Director of Alumni and Parent Engagement;
- work closely with the Director of Athletic Fundraising and the Director of Athletics to develop a strong Green & Gold Athletic Fundraising program;
- work closely with the Vice President to support the President and trustees in cultivation, solicitation, and stewardship of major gifts prospects;
- motivate gifts officers on an ongoing basis around a common vision of institutional fundraising priorities and passionately convey those priorities to alumni, parents, and friends of the college; and
- develop and monitor budgets for cost centers reporting to this position.

REPORTING RELATIONSHIPS

The Associate Vice President/Director of Development will report to the Vice President for Institutional Advancement and serve as a member of the Vice President's Senior Operations Team. The Associate Vice President is expected to have frequent interaction with senior members of the President's Leadership Team, trustees, members of the faculty, and other key members of the administrative staff. The Associate Vice President will provide direct supervision of the Director of Annual Giving; Major Gift Officers; Director of Parent Giving; and the Director of Athletic Fundraising.

PREFERRED COMPETENCIES AND QUALIFICATIONS

McDaniel College seeks an Associate Vice President/Director of Development with

- a commitment to McDaniel College and its mission;
- demonstrated success in the cultivation, solicitation, and stewardship of leadership gifts prospects;
- an ability to work independently as well as within a team environment to achieve institutional goals;
- strong analytical and independent decision-making capabilities;
- demonstrated supervisory and budgetary experience;
- fluency in written and oral communications;
- strong project management, leadership, and organizational planning skills with the ability to set priorities and balance concurrent tasks;
- an ability to serve as a team player as well as to lead and motivate a team;
- proficiency in data-based systems and business software (preferably Blackbaud Raiser's Edge NXT); and
- cultural competency and a commitment to diversity, equity, and inclusion in all professional practices.

A bachelor's degree is required for this position as is at least seven years of increasingly responsible fundraising experience in a non-profit organization, preferably in an educational setting.

SALARY AND BENEFITS

McDaniel College offers a competitive salary and [benefits package](#).

LOCATION

The college stands on a hill in historic Westminster, Maryland, a town of 20,000 people – rich in history, culture, and comfort. Westminster is a short drive from major metropolitan areas – Baltimore is 35 miles from campus and Washington, D.C. is 65 miles.

APPLICATION INSTRUCTIONS

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

To apply for this position, visit:

[Associate Vice President/Director of Development, McDaniel College](#).

To nominate a candidate, please contact Felicia Garcia-Hartstein, feliciaqh@aspenleadershipgroup.com or Don Hasseltine, donhasseltine@aspenleadershipgroup.com.

All inquiries will be held in confidence.