



**VICE PRESIDENT FOR ADVANCEMENT AND UNIVERSITY RELATIONS**

**[RADFORD UNIVERSITY](#)**

**Radford, Virginia**

## **RADFORD** UNIVERSITY

The Aspen Leadership Group is proud to partner with Radford University in the search for a Vice President for Advancement and University Relations.

The Vice President for Advancement and University Relations will be responsible for all strategic and operational planning for Advancement and University Relations; the development and management of systems of accountability for the staff in all divisional areas; management of budget priorities; and representation of the division internally and externally. The Vice President will oversee major gifts, planned gifts, corporation and foundation relations, alumni relations and annual giving as well as compliance with CASE standards, working with the RU Foundation, university wide branding, messaging, marketing, advertising, public and media relations, publications, creative services, and digital and media strategy.

Radford University is a comprehensive public university of nearly 9,000 students located in the foothills of Virginia. It is nationally recognized for many of its undergraduate and graduate programs, as well as its sustainability initiatives. Known for its strong faculty and student bonds, innovative use of technology in the learning environment, and vibrant student life, Radford University offers students many opportunities to get involved and succeed in and out of the classroom. The university offers 76 bachelor's degrees in 47 disciplines, three associate degrees, and six certificates at the undergraduate level; 28 master's programs in 23 disciplines and six doctoral programs at the graduate level; and 13 post-baccalaureate certificates and one post-master's certificate. As a Division I member of the NCAA and Big South Conference, Radford University competes in 16 men's and women's varsity athletics. It offers numerous opportunities for student engagement, leadership development, and community service through more than 300 clubs and organizations. In addition to the wealth of academic and engagement offerings on the beautiful 211-acre main campus in Radford, Virginia, Radford University also offers a clinical-based educational experience for more than 1,100 students in Roanoke, Virginia as part of Radford University Carilion, a public-private partnership focused on cutting-edge delivery of health sciences programming, outreach, and service. With an eye on the future, the university is in the midst of a \$100 million campaign that focuses on five pillars: access and opportunity; academic excellence and research; student success and engagement; the athletic experience; and emerging needs. With the help of more than 80,000 alumni worldwide, Radford University is confident in meeting the goal and ensuring continued impact for students, faculty, staff, the community, the Commonwealth of Virginia, the nation, and the world.

Radford University aspires to be the premier innovative, student-centered university in the Commonwealth of Virginia, and beyond with a keen focus on teaching, research, and service. As an institution dedicated to the creation and dissemination of knowledge, Radford University empowers students from diverse backgrounds by providing transformative educational experiences, from the undergraduate to the doctoral level, within and beyond the classroom.

Radford University has continuously been recognized for the strength of its academic programs, the success of its sustainability efforts, and its dedication to excellence. *The Princeton Review* has included the university on its list of best colleges and universities in the southeast for more than 15 years, and on the list of best regional universities in the south for nearly a decade. Radford University is number 14 among top public schools in the south according to *U.S. News and World Report*. The publication also named it among the best colleges for veterans in the south, top green colleges in the nation, and best value schools—regional universities south. Radford has also been named a “College of Distinction” by *Colleges of Distinction* and received a military friendly school designation by *Victory*. Many of the university’s programs and departments also have been recognized for excellence. *U.S. News and World Report* has recognized the teaching program as one of the best undergraduate teaching programs and named the nursing school among the nation’s best nursing schools; Doctor of Nursing practice. The publication also recognized the university for best Master of Social Work program. The Business School received recognition from *The Princeton Review* among best business schools and best business schools for 2021: on-campus MBA programs. *Niche.com*, 2021 named Radford University among best colleges for criminal justice and best colleges for sports management and *DesignIntelligence*, 2019 recognized the university for most admired interior design schools.

### **REPORTING RELATIONSHIPS**

The Vice President for Advancement and University Relations will report to President Bret Danilowicz, Ph.D. The Vice President will serve as a member of the President's Senior Leadership Team. The Vice President will oversee a team of 43 staff.

### **FROM THE PRESIDENT**

*It’s a perfect time to join the Radford University Highlanders as Vice President for Advancement and University Relations. As this pivotal moment—shortly following my appointment to this remarkable institution as President in July—I am seeking a partner to organize the people and efforts of Advancement and University Relations in order to enhance the Radford brand and positively impact enrollment, giving, and community support.*

*The university is in the final stages of a comprehensive campaign, Together: The Campaign for Radford University, and is well on its way to reaching the goal of \$100 million. With an eye toward donor participation and building the perfect partnerships between donors and intentional needs, the campaign has lived true to its “Together” spirit. You will find yourself among passionate donors and an Advancement team with expertise from major gift partnerships to crowd-funding. You will arrive at the opportune time to help determine the next big, transformational plan.*

*The alumni of Radford University extend back into a time when only women earned their higher education here. With more than 80,000 alumni across the globe, Radford University has a strong and loyal alumni base who give back to their Alma Mater through volunteer leadership and engagement. Alumni events and programming take place throughout the regions, on campus, and in virtual settings. You’ll find Highlanders of all class years are extremely loyal and willing to participate in everything from Homecoming events to delivering commencement addresses. This is due in part to a well-established Alumni Relations team that cherishes and nurtures those connections in myriad ways from the beginning of the Highlander experience. The team works with a dozen or more regional chapters in areas where 750 or more alumni live plus some 30 affinity groups.*

*University Relations hired a new Associate Vice President in June 2021, and in the last year, they have focused on acquiring tools needed to effectively and efficiently promote the university and serve campus clients. Focus now turns to strategic planning with Radford University's advertising vendor as we refresh our brand strategy and ensure prospective students are moved farther down the funnel by leveraging technology. Your vision and leadership will be critical to translating the university's overarching goals to this team and assisting with prioritization as the team serves campus clients.*

—Bret Danilowicz, Ph.D., President

## **RADFORD UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

Radford University has established the [Center for Diversity and Inclusion](#) which seeks to explore and encourage diversity to promote a deeper understanding and appreciation for people from all backgrounds. Radford University is envisioned as a multicultural institution that provides a forward-thinking and progressive approach to social justice and equality. Through its commitment to educating students, staff, and faculty on issues of diversity, it promotes global citizenry that encourages the fostering of inclusive communities both on campus and in the world.

## **PRIMARY RESPONSIBILITIES**

The Vice President for Advancement and University Relations will

- identify, cultivate, solicit, and steward a significant personal portfolio of major donors;
- manage and provide support for the identification, cultivation, solicitation, and stewardship of the President's portfolio of major donors and prospects;
- provide strategy and direction for Advancement and University Relations through campus-wide collaborative leadership, including university brand, messaging, and public facing information;
- provide strategic and operational planning for Advancement and University Relations, developing and managing systems of accountability for staff in all divisional areas, managing budget priorities, and fully integrating the division;
- recruit, train, and develop staff to meet and exceed goals and serve as representatives of the university;
- lead Alumni Relations to develop plans, initiatives, and programs that significantly increase engagement of all alumni through donations of time, talent, and participation in university events and activities; and
- work collaboratively with the President, members of the RU Foundation Board and Board of Visitors, advisory boards, and other leaders and volunteers to identify, cultivate, solicit, and steward donors for priority areas within the university.

## **LEADERSHIP**

### **Bret Danilowicz, Ph.D. President**

Bret Danilowicz, Ph.D. began serving as President of Radford University on July 1, 2022. A strong advocate of shared governance and transparency, Dr. Danilowicz brings 22 years of higher education leadership experience to the presidency. Most recently, he served as Provost and Vice President for Academic Affairs at Florida Atlantic University. As Provost, he implemented incentive-based budgeting, coordinated a

nation-leading improvement in graduation rates, established a public forum for civil discourse, and developed and implemented strategies for advancement towards R1 reclassification.

Before joining Florida Atlantic University, he served as Dean of the College of Arts and Sciences at Oklahoma State University. There, he created a shared governance strategic planning and budgeting process, diversified college and departmental leadership, established a college-wide focus on diversity and inclusion, and always exceeded fundraising goals. While Dean, he co-authored *Organizing Academic Colleges*, which uses models and case studies to describe how to successfully navigate administrative reorganizations.

Previously, he was Associate Dean, then Dean, of the College of Science and Technology at Georgia Southern University. He added engineering programs, thereby disrupting a long-standing state monopoly held by Georgia Tech, greatly expanded undergraduate research opportunities, and initiated the university's nationally recognized sustainability efforts. His administrative journey started as Associate Dean of Science at University College Dublin, Ireland, with a focus on student success.

Dr. Danilowicz attained a B.S. in biology from Utica College of Syracuse University. He went on to earn a Ph.D. in zoology from Duke University, an M.A. in education leadership and management from Open University, and finally an MBA from Georgia Southern University.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

The Vice President for Advancement and University Relations will share Radford University's dedication to the creation and dissemination of knowledge and its commitment to empowering students from diverse backgrounds by providing transformative educational experiences, from the undergraduate to the doctoral level, within and beyond the classroom.

Furthermore, Radford University seeks a Vice President for Advancement and University Relations with

- experience leading or supporting major advancement functions including leadership and management of professional staff;
- experience identifying, cultivating, soliciting, and stewarding major gifts;
- experience managing and supporting the identification, cultivation, solicitation, and stewardship of major donors and prospects on behalf of leadership;
- experience leading or supporting capital campaigns;
- experience leading or supporting marketing and communications functions in a higher education environment;
- a team-oriented leadership approach with an ability to inspire and motivate staff and colleagues;
- experience working with governing and advisory boards in a higher education environment;
- knowledge of endowment funds, non-profit financial management, and investment practices; and
- an understanding of brand strategy, creative development process, and agency management.

A bachelor's degree is required for this position. A master's degree, or an equivalent level of training and work experience, is preferred.

## SALARY AND BENEFITS

Radford University offers a competitive salary and a comprehensive package of Commonwealth of Virginia and agency-specific benefits including health insurance, flexible spending accounts, leave, life insurance, and primary and supplemental retirement plans. Also included are employee-centered benefits such as CommonHealth, Wellness, and employee tuition assistance.

## LOCATION

Radford University is in Radford, Virginia, 36 miles southwest of Roanoke in the New River Valley, close to the Blue Ridge Mountains of Virginia. In addition to the main campus, Radford University has operations in Roanoke at Radford University Carilion and Roanoke Higher Education Center, as well as in Abingdon at the Southwest Virginia Higher Education Center.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Radford University 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:*

*[Vice President for Advancement and University Relations, Radford University.](#)*

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

*All inquiries will be held in confidence.*