

ASPEN LEADERSHIP GROUP

VICE PRESIDENT FOR ALUMNI, DEVELOPMENT, AND COMMUNICATIONS

[LAWRENCE UNIVERSITY](#)

Appleton, Wisconsin



Aspen Leadership Group is proud to partner with Lawrence University in the search for a Vice President for Alumni, Development, and Communications.

The Vice President for Alumni, Development, and Communications will serve as the university's chief development officer, assuming overall planning and management responsibility for the relationships between the university's external constituencies with particular emphasis on fundraising.

Celebrating the 175th anniversary of its founding, Lawrence University remains a private, residential, liberal arts college with a music conservatory. Nearly 1,500 students, who come from every state and 40 countries, choose between studying in the College of Liberal Arts & Sciences or the Conservatory of Music. Dedicated exclusively to undergraduate education, Lawrence University boasts one of the smallest student-faculty ratios in the country (8:1). Students are provided with four-degree options and 65 majors, minors, and programs to identify their passion. And for those wishing to take their studies beyond Wisconsin, Lawrence University offers more than 50 study abroad programs in 30 countries around the world. If the opportunity to learn in a hands-on environment is a priority, funding is available for groundbreaking research projects as well as internships. The Lawrence University Vikings field 20 athletic teams, competing at the Division III level in the Midwest Conference. Life after Lawrence for the more than 20,000 alumni is just as bright, with 98% of graduates either employed or continuing education within six months of graduation.

Light is spoken of often at Lawrence University and comes from the school's motto—*Veritas est lux*. Truth is light. Since its founding in 1847, Lawrence has pursued excellence and integrity in all endeavors. This mission is visible in daily life as students seek the light of knowledge and understanding. Lawrence prepares students for lives of achievement, responsible and meaningful citizenship, lifelong learning, and personal fulfillment. In working towards this mission, the community upholds values of belonging, integrity, respect, and sustainability in all endeavors. The Honor System, established to promote a trusting and open environment, is administered by the Honor Council, which is comprised entirely of students. All students must commit to the Honor Code, which states *No Lawrence student will unfairly advance their own academic performance or in any way limit or impede the academic pursuits of other students of the Lawrence community*. All students sign the Honor Code when they begin their studies at Lawrence and reaffirm on all assignments during their time at the University.

Since its founding as the first co-educational institution in Wisconsin, Lawrence University has provided a top-class education. *U.S. News & World Report* ranks Lawrence #62 among the best national liberal arts colleges, 36th for the best value, #44 for best undergraduate teaching, and 54th for best first-year experience in the nation.

The *Princeton Review* also named Lawrence University as one of the best colleges in the nation, and it also appeared on the Best Green Colleges, Best Midwestern Colleges, and Best Value Colleges lists. In 2020, *INSIGHT Into Diversity* recognized Lawrence as one of 90 recipients of the Higher Education Excellence in Diversity (HEED) Award. Recognized as the top liberal arts college in Wisconsin, Lawrence University has produced 77 Watson Fellows since 1969. *The New York Times* has included Lawrence University in its best-selling college guide, *Colleges that Change Lives: 40 Schools That Will Change the Way You Think About Colleges*. The renowned Conservatory of Music is no less impressive, gaining several accolades of its own. The Jazz program earned the Downbeat Award for its ability to creatively make music amid the COVID-19 pandemic. Two faculty members, the students they direct, and three alumni were honored with The American Prize Awards in 2021. And the Lawrence University Concert Choir and Cantata were selected to perform at the American Choral Directors Association's Midwest conference, one of only 16 choirs from the region to be accepted.

REPORTING RELATIONSHIPS

The Vice President for Alumni, Development, and Communications will report to the Senior Vice President for Alumni and Development, Calvin D. Husmann. The Vice President will serve as a member of the President's Cabinet, composed of the university's senior administrative officers, which advise the President on all matters of university policy and operation. The Vice President will oversee a team of approximately 43 and has 6 direct reports.

FROM THE SENIOR VICE PRESIDENT

I have been with Lawrence University since 1994, and I have never been more excited about the opportunities that are before us.

As Lawrence University celebrates its semiseptcentennial (175th anniversary) this year, we do so with new leadership, new direction, and a community that is galvanized to move us forward. Lawrence is a nationally selective residential liberal arts college with a fiercely loyal alumni and donor base. Based on the success of the Be the Light! campaign—which exceeded our \$220 million goal during the lockdown and the pandemic, raising \$232 million—we are in midst of implementing significant strategic investments to enhance classrooms, residence halls, athletic facilities, launch new academic programs, enhance our brand and reputation, and innovate in our admissions and retention strategies. We are also working on a new strategic plan with a comprehensive campaign to follow. The role of communications is strategically essential for Lawrence to move ahead. We will build on the great work of the team with focus on web design, content generation, social media, and strategic focus on data and analytics to help enhance Lawrence's brand and reputation.

Over the past 60 years, Lawrence has nurtured a strong culture of gratitude and philanthropy in our alumni and donor ranks. Our planned giving program, started in the 1960s, ranks among our strongest programs with over 1,000 members in Lawrence Downer Legacy Circle, our planned giving society. Our annual giving program, Lawrence Fund, generates approximately \$4 million per year with high alumni giving rate relative to peer institutions.

For many years, the Lawrence University team has worked on our culture by focusing on qualities that we cultivate for a respectful workplace. We have a history of promoting from within, and a number of high-performing members of the leadership team have long tenures at Lawrence. We very much welcome a new leader to our team, noting that with new colleagues come new and refreshing ideas, energy, and experiences.

Aspects of the success of the team include the support of the President, Cabinet, Board of Trustees, President's Advisory Committee, Lawrence University Alumni Association Board, the Vikings Athletics Advocacy Council, and the Conservatory Innovation Collective. We have prospered through these relationships with our leaders and volunteers.

The Vice President for Alumni, Development, and Communications. will play a critical role in the future of Lawrence University. We seek a leader who is authentic, driven, collaborative, relationship-focused, and understands Lawrence's mission that focuses on supporting the transformational experiences of our students.

—Calvin D. Husmann, Senior Vice President for Alumni and Development

LAWRENCE UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Lawrence University of Wisconsin, through its undergraduate residential college and Conservatory of Music, educates students in the liberal arts and sciences. The university is devoted to excellence and integrity in all its activities and committed to the development of intellect and talent, the pursuit of knowledge and understanding, the cultivation of sound judgment, and respect for the perspectives of others. Lawrence prepares students for lives of achievement, responsible and meaningful citizenship, lifelong learning, and personal fulfillment. As a diverse learning community of scholars and artists, it actively fosters a transformative process that emphasizes engaged learning, supported by an environment of rich educational opportunities in a residential campus setting.

This mission statement affirms that Lawrence University is *committed to the development of intellect and talent, the pursuit of knowledge and understanding, the cultivation of sound judgment, and respect for the perspectives of others.* Diversity, equity, and inclusion are central to this commitment and to the objective of preparing all Lawrentians for lives of engaged citizenship in a global society. As one of the first institutions in the nation to be founded co-educational, the ideal of inclusivity at Lawrence stretches back to its earliest days. In the 170-plus years since its founding, its shared understanding of diversity, equity, and inclusion has grown and changed, and its efforts to enhance the learning environment and community experience have deepened. Although there is much work ahead, Lawrence University firmly believes that, through shared efforts and commitment to diversity, equity, and inclusion, progress will be made.

PRIMARY RESPONSIBILITIES

Fundraising Leadership

The Vice President for Alumni, Development, and Communications will

- oversee the organization and management of all fundraising and communication efforts;
- with other members of the President's Cabinet and key faculty and staff, participate in ongoing institutional needs assessment;
- support the President in administrative projects relating to development, communications, and other areas where expertise may be proficiently engaged;
- through the alumni-development leadership team, plan and administer institutional fundraising efforts to meet those needs, including alumni and community engagement, prospect identification and research, prospect cultivation and solicitation, gift processing and accounting, and gift stewardship;
- recruit and retain staff and establish an environment for their professional development;

- provide staff support for the Trustee Committee on Development, the Steering Committee for a comprehensive campaign, and the volunteer committees for annual funds and the deferred gifts program; and
- travel for the purpose of cultivating and soliciting prospective major gift donors.

Communications

The Vice President for Alumni, Development, and Communications will

- work to enhance the university's reputation with the publication of material for prospective students, alumni, and broader community including the generation of content for social media, programs for general institutional promotion, media relations, and on-campus public events programs.

Alumni and Community Engagement

The Vice President for Alumni, Development, and Communications will

- through the Associate Vice President for Alumni and Community Engagement, oversee the relationship between the university and its alumni, parents, and friends, including ongoing communication of campus information to alumni, the facilitation of communication among alumni, and the development of alumni volunteer activities on behalf of the university;
- work closely with the Lawrence University Alumni Association and its Board of Directors, alumni clubs in major population centers, and alumni volunteers;
- provide staff assistance to the Trustee Development Committee and the Steering Committee of the capital campaign.

Government Relations and Community Affairs

The Vice President for Alumni, Development, and Communications will

- identify government and community relations issues that affect the operations and plans of the university, including developing and implementing appropriate plans for meeting the university's objectives in these areas and the utilization of department members or others on or off campus who may be of assistance.

Planning

The Vice President for Alumni, Development, and Communications will

- work with the President's administrative staff in the university's strategic planning process and the consequent identification of needs to be met by philanthropic and government support;
- develop and implement a long-range university communications and fundraising plan dealing with all constituencies; and
- define goals and objectives for the plan, engaging the personnel and resources required to meet these goals, and establishing timetables to guide and measure progress.

LEADERSHIP

Laurie A. Carter President

Laurie A. Carter joined Lawrence University as its 17th president on July 1, 2021, bringing with her more than 25 years of leadership experience in higher education.

In her short time as President, Carter has brought a sense of urgency to the Lawrence community. Recognizing the need for Lawrence to be well-positioned in an ever-changing higher education landscape, Carter implemented student-centered Guiding Coalitions to facilitate more effective change implementation at the university. Additionally, she has identified focused investment priorities through

community-wide engagement that will position Lawrence to anticipate and meet the challenges of the future.

Carter came to Lawrence after serving as President of Shippensburg University in Shippensburg, Pennsylvania, since 2017. Her tenure at Shippensburg focused on prioritizing student success, telling the university's story, building a relationship with the community, and enhancing overall quality. Notably, she strengthened student success efforts by creating a first-year experience program, a first-generation college students' program, a comprehensive student success center, and an academic center for student-athletes.

In addition, she collaborated with local businesspeople to create a downtown location for Shippensburg University's Centers of Excellence, transformed the gateway to campus into a new Alumni and Welcome Center, and renovated the decommissioned steam plant into a home for the State System's first School of Engineering. Carter also secured the largest gift in Shippensburg athletics history.

Carter's efforts to strengthen diversity, equity and inclusion at Shippensburg University were recognized by *Diverse: Issues in Higher Education*, which named her as one of 25 outstanding women in higher education. Her efforts include the addition of an executive-level Chief Diversity Officer, renovation of the multicultural center, creation of a PRIDE Center, and expansion of the Title IX office. Most recently, she created an Anti-Racism Institute to foster racial understanding across the State of Pennsylvania.

Prior to assuming the presidency of Shippensburg, Carter served as Executive Vice President and University Counsel for Eastern Kentucky University, where she provided leadership to 33 departments and oversaw a budget in excess of \$71 million. She also has extensive leadership experience in the performing arts, holding various inaugural leadership positions during her 25 years of service at The Juilliard School, considered the nation's premiere performing arts college. She was Juilliard's first African American administrator and taught on the liberal arts and graduate faculty. She developed the institution's student affairs program, initiated diversity, equity, and inclusion initiatives, created the Office of the General Counsel, and co-created the Jazz Studies program. She was Vice President and General Counsel and Executive Director of Jazz Studies when she left Juilliard to lead the nation's third-largest arts education department at the New Jersey Performing Arts Center.

Carter currently serves as a Commissioner for the Middle States Commission on Higher Education, and as a member of the ThedaCare Board of Trustees, the Millennium Leadership Institute Steering Committee, and The Links, Incorporated.

Prior to coming to Lawrence, Carter served as chair of the Pennsylvania State Athletic Commission President's Council and was a member of the American Association of State Colleges and Universities Board of Directors, the Keystone Health Board of Directors, and the Pennsylvania Chamber of Commerce Board.

A native of New Jersey, Carter attended the Clarion University of Pennsylvania, where she received a Bachelor of Science degree in communications. She received her Master of Arts degree in communications from William Paterson College and earned her JD degree from Rutgers University. She was awarded an Honorary Doctorate from Snow College and is a member of the Clarion University Athletics Hall of Fame in recognition of her outstanding undergraduate career in track and field.

Calvin "Cal" D. Husmann

Senior Vice President for Alumni and Development

Cal Husmann has been with Lawrence University since 1994 and has held a variety of positions in the Development Office, including grant writing, annual giving, and major and planned giving. He was promoted to Vice President for Alumni and Development in 2007. He works with colleagues to ensure our fundraising and alumni engagement efforts are as effective and efficient as possible. He has

participated in three successful comprehensive campaigns at Lawrence: *Lawrence 150*, which raised \$66M towards a \$50M goal; *More Light!* which raised \$160M towards a \$150M goal; and *Be the Light!* which raised \$232M towards a \$220M goal.

Husmann served as the Head Hockey Coach at Lawrence from 1997-98. He has served on the YMCA of the Fox Cities corporate board and serves on the financial resource committee. He also serves on the Chaska USA board, which raises funds to support education for young women and girls in Cusco, Peru.

Before Lawrence, Husmann worked as a principal gifts officer at St. Olaf College in Minnesota, actively participating in the college's *Fram! Fram! Forward St. Olaf* campaign. Before that, he was Executive Assistant to the Director of The Independent Colleges Office (ICO)/Project Kaleidoscope in Washington, D.C. In this role, he helped small liberal arts colleges apply for funding from the federal government and coordinated communications between liberal arts colleges and congressional committees.

Husmann earned a master's degree in English from Georgetown University. He has attended the Harvard University Graduate School of Education. A first-generation college student, Husmann majored in American Studies and English at St. Olaf College.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Lawrence University seeks a Vice President for Alumni, Development, and Communications with

- a commitment to and belief in Lawrence University's mission to educate students in the liberal arts and sciences—preparing them for lives of achievement, responsible and meaningful citizenship, lifelong learning, and personal fulfillment;
- comprehensive knowledge and understanding of significant issues in higher education and their applications in a liberal arts college setting;
- excellent organizational and interpersonal skills, exceptional attention to detail, and an enthusiasm for hard work;
- excellent written and oral communication skills with the ability to represent the university in a professional manner;
- significant knowledge of development and fundraising strategies;
- significant knowledge of marketing and communications, including digital and social media tools;
- an entrepreneurial approach with an ability to work collaboratively and independently;
- experience working with diverse populations, including identity-based, multicultural, and generational audiences;
- an ability to prioritize and manage workflow and follow through on projects, assignments, and daily responsibilities;
- exceptional analytical problem-solving skills; and
- creativity and a willingness to learn, coach, and mentor.

A bachelor's degree is required for this position, as is at least ten years of fundraising leadership administration experience, preferably within a college or university setting.

SALARY AND BENEFITS

Lawrence University offers a competitive salary and a comprehensive benefits package.

LOCATION

Lawrence University is in Appleton, Wisconsin. With a population of more than 75,000—and nestled within the larger Fox Cities community of nearly 250,000—Appleton is part of one of the fastest-growing metropolitan areas in the Midwest. The area's size, cultural and recreational opportunities, and breadth of businesses provide ample opportunities for Lawrentians to explore, engage, and connect with the Fox Cities community. Adjacent to campus, Appleton's vibrant downtown features shops, restaurants, museums, a performing arts center, public arts spaces, the public library, and more.

APPLICATION INSTRUCTIONS

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

[Vice President for Alumni, Development, and Communications, Lawrence University.](#)

To nominate a candidate, please contact Don Hasseltine, donhasseltine@aspenleadershipgroup.com.

All inquiries will be held in confidence.