

ASPEN • LEADERSHIP • GROUP

ASSOCIATE VICE PRESIDENT, ALUMNI RELATIONS

MIAMI UNIVERSITY

Oxford, Ohio

<http://MiamiOH.edu>



The Aspen Leadership Group is proud to partner with Miami University in the search for an associate vice president, alumni relations.

Reporting to the senior vice president for University Advancement and president of the Miami University Foundation, the associate vice president (AVP), alumni relations is a member of the Division of University Advancement senior management team. The AVP should be a creative and strategic leader who can help promote and build a vibrant and engaged alumni community. The AVP will work closely with peers on the University Advancement senior management team, with alumni relations staff, as well as with the Miami University Alumni Association Board of Directors and campus partners.

The Miami University community is strongly defined by two things: its motto and the Code of Love and Honor. The university's motto, "Prodesse Quam Conspici," translates roughly as "to accomplish without being conspicuous." A former university president captured the spirit of that motto when he said, "The key to life is accomplishment, not boasting about it; we are known by what we do rather than what we claim." The Code of Love and Honor is a personalized pledge derived from the university's Values Statement. Its first line is "I Am Miami," signifying that each and every member of the Miami community, through their choices, contributes to the collective aspirations and identity of the whole community.

The Miami University Alumni Association honors this heritage and fosters lifelong connections among alumni, students, faculty, staff and friends of the university. In cooperation with its university partners, the Alumni Association encourages meaningful involvement and leadership from all alumni to benefit the University. It cultivates goodwill and support for Miami by sponsoring social, educational, philanthropic and service-oriented programs. Miami University's strength is its people: alumni, faculty and students as well as the many friends of the university. The Miami family is bonded together by a common pride and respect for the tradition of excellence that is the hallmark of the Miami Experience. The alumni association is committed to preserving Miami's heritage and cultivating the relationships that connect all alumni to Miami University for a lifetime. The Miami University Alumni Association provides opportunities for all Miamians to honor their Miami memories, enjoy a host of benefits and engage in activities that advance the university.

Nationally recognized as one of the most outstanding undergraduate institutions in the nation, Miami University is a public university located in Oxford, Ohio. With a student body of nearly 18,000, Miami effectively combines a wide range of strong academic programs with the personal attention ordinarily found only at much smaller institutions.

Miami is distinguished by a faculty who love to teach and mentor students. The 2016 *U.S. News & World Report* rankings recognize Miami as the highest public university in the United States in the category of "Strong Commitment to Undergraduate Teaching." Only 19 national universities are noted for such commitment. Miami has appeared on this short, elite list since the inaugural year of the rankings in 2009 and has been in the top three among public universities for six years in a row.

REPORTING RELATIONSHIPS

The associate vice president, alumni relations will report to the senior vice president for University Advancement.

PRINCIPAL OPPORTUNITIES

Located just outside of Cincinnati, Oxford was named by Forbes in 2016 as the best college town in the United States. Greg Crawford is an energetic new president in his first year who is both an entrepreneur and an academician. Miami recently received a \$40 million gift that is the largest from any single foundation or individual in the university's 208-year history. Miami actively engages its more than 213,000 alumni around the globe with several thriving chapters and programs like the annual Winter College and popular 18 of the Last 9 Young Alumni Awards. Alumni and friends helped make calendar year 2016 the best ever for Miami by raising a record \$92.1 million in gifts and pledges.

The new AVP will have the opportunity to build a broad engagement platform for alumni by collaborating with colleagues around campus. The AVP should, for example, explore synergies with colleagues in enrollment management and career services. The AVP should help guide campus and alumni leadership to better capture, analyze and use for strategy data about what alumni most seek in their lifelong relationship with Miami. The AVP will also focus on programs that encourage young alumni and graduate alumni to be more engaged with their alma mater.

PRIMARY RESPONSIBILITIES

The associate vice president, alumni relations will

- play a pivotal role in engaging an enthusiastic community of over 208,000 alumni at a particularly important and exciting time in the university's history;
- convey a strong alumni relations vision, developed in partnership with the university president, senior vice president for University Advancement, senior advancement colleagues, and leading alumni volunteers;
- push innovation in the evolving world of alumni relations;
- provide strategic vision for alumni relations, implementing that vision through collaborative partnerships with colleagues across campus and alumni volunteers;
- utilize qualitative and quantitative measures to evaluate success;
- create opportunities for lifelong relationships between the university and its alumni;
- lead the alumni relations staff and provide the guidance and support necessary for their professional success and personal development; and
- provide creative thinking and the ability to implement innovative programs to meet the needs of an alumni body reflecting today's changing demographics and technological advances.

KEY COLLEAGUES



Gregory Crawford
President

Gregory Crawford is a native of Elyria, Ohio. Before beginning as Miami University's 22nd president July 1, 2016, he was vice president and associate provost at University of Notre Dame, where he led that school's efforts to develop a presence in California. He worked to expand career services, internships, and employment opportunities for Notre Dame undergraduates, recruiting students, enhancing fundraising, and establishing California-based courses and programs.

Dr. Crawford joined Notre Dame's faculty in 2008, serving as the William K. Warren Foundation Dean of the College of Science. As dean, he oversaw the founding of the department of applied and computational mathematics and statistics, the recruitment of more than 60 faculty and the planning and fundraising for significant new ventures such as the Warren Family Research Center for Drug Discovery and Development.

Dr. Crawford previously served as the dean of engineering at Brown University, where he had joined the physics and engineering faculty in 1996.

He earned bachelor's (mathematics and physics), master's (physics), and doctorate (chemical physics) degrees from Kent State University. Dr. Crawford completed two postdoctoral fellowships and was a researcher at the Xerox Palo Alto Research Center before joining the faculty at Brown. An entrepreneur, he applies his research background in optics, photonics, and soft matter materials to address areas related to human health, e.g., the analysis and dating of bruises, which are often key pieces of evidence in child abuse cases. His work includes more than 400 research and education publications, review articles, and book chapters, and 21 U.S. patents and patent applications.

President Crawford is an advocate of inclusive excellence, openness, and shared governance.

He and Dr. Renate Crawford, also a physicist, bicycled across the country to raise awareness and funds for research on Niemann-Pick Type C Disease, a rare and deadly neurodegenerative disease. He has completed five "Road to Discovery" rides, expanding fundraising to include other illnesses being studied at Notre Dame. His efforts raised about \$2 million dollars for research and clinical trials.



Tom Herbert
Senior Vice President for University Advancement and
President, Miami University Foundation

Tom Herbert was appointed Miami University's senior vice president for University Advancement effective Oct. 1, 2012. In this position, Tom leads an advancement staff of over 105 in all areas of alumni relations and development. He is also the president of the Miami University Foundation. Before Miami, Tom was at Dartmouth College, where he held the position of associate vice president for individual giving until he was promoted to the position of vice president of development. Prior to his work at Dartmouth, Tom served in various roles at Indiana University, including executive director of development and alumni programs for the College of Arts and

Sciences and vice president for university-wide programs at the Indiana University Foundation. He also served as the assistant vice president for development at the University of Michigan. Tom began his development career as a gift planning officer at Drake University in Iowa.

He is the co-author of a textbook on major and planned giving programs, and he has taught fundraising courses at Indiana University and Rice University. He is a frequent presenter at development conferences around the country for the Council for the Advancement and Support of Education (CASE) and at the Big Ten Fundraising Institute. He currently serves on the national board of the National Association of College and University Business Officers (NACUBO), the first development professional to do so. He also serves on the National CASE Commission on Philanthropy and is developing and chairing a CASE Management Institute.

Tom holds a bachelor's degree in history from Northwestern University and a doctor of jurisprudence with honors from Illinois Institute of Technology, Chicago-Kent College of Law. He is married to Kirsten Roberts and they have two sons, Zachary and Ethan.



Brad Bundy
Senior Associate Vice President

Brad Bundy is the senior associate vice president for the Miami University Division of University Advancement. He has been with the division since 2001 and was named an honorary Miami alumnus in 2013. Brad is responsible for overseeing the Office of Development and providing staff leadership for a development program that has generated \$165 million in private support for Miami over the past three years. Brad has more than 30 years of development and university advancement experience, including service to Ohio State University, Ohio Wesleyan University, and the University of Cincinnati Medical Center. In addition to his professional experience, Brad recently began a two-year term as chairman of the board of directors for CASE

District V.

He and his wife, Tammy M.A. '09, are the parents of Megan '09, Katelyn '12, Ryan '15 and Evan '18.



Kim Tavares
Senior Director of Advancement Communications, Marketing, and Events

Kim Tavares is the senior director of communications, marketing, and events for the Miami University Division of University Advancement. Kim joined advancement in 2008 as the director of communications and during her tenure has grown the department in size (from four employees to 14) and scope to include events, marketing data and analytics, and information technology. Her team works with the areas of development, alumni relations, stewardship and the office of the vice president to reach alumni, donors and friends through all forms of media – print, mail, video, social media, web, and events.

Prior to joining Miami, Kim worked for 10 years at the Public Broadcasting Service (PBS) in media relations, event management, program publicity and corporate support marketing. She also was the lead strategist for the prime time Emmy Award campaigns for PBS signature series such as "Masterpiece Theatre" and "Great Performances." She has a B.A. in international Affairs from George Washington University and an M.B.A. from Miami University.

Kim resides in Hamilton, Ohio, with her husband, Justin, and their two children, son Quinn (10) and daughter Amelia (6).



Mackenzie Rice

Senior Director of University Advancement Administration

Mackenzie graduated from Miami in 1999 with a B.A. in speech communication. She then attended the University of Cincinnati College of Law and received her J.D. in 2002. Mackenzie primarily practiced eminent domain and municipal law at the law firm of Manley Burke in Cincinnati after passing the Ohio Bar exam. She couldn't stay away from Miami long and joined the Division of University Advancement in June 2004. A direct report to the vice president for University Advancement, Mackenzie serves as the director of university advancement administration and the chief administrative officer of the Miami University Foundation. In addition to her administration work with the foundation board and advancement, Mackenzie

oversees the Western College Alumni Association and department of stewardship and donor relations.

Mackenzie and her husband, C.J., live in Liberty Township with their sons, Becker and Hudson.



Chris Otto

Senior Director of University Advancement Finance and Business Services

Chris Otto is the senior director of University Advancement Finance and Business Services. Reporting to the vice president of University Advancement, Chris is responsible for the division's budget, human resources and buildings. In his roles, Chris works with each office in the division to develop their budgets and reviews departmental contracts and expenditures. Chris also serves as the liaison with Miami University's Office of Human Resources, Office of Equity and Equal Opportunity, Accounts Payable, Physical Facilities, Budget, Procurement, Controller, Internal Auditing, General Accounting, Payroll and General Counsel Office. Chris has over 30 years of experience in higher education finance and administration.

Chris and his wife, Lisa, have four sons: Nicholas '08, Jonathan '08, Patrick '12 and Daniel '15. Chris and his wife live in Oxford, and he is active in the community. Chris was recently elected to the local school board.



Stephen Snyder

**President, Miami University Alumni Association
Chair, Search Committee**

Stephen Snyder retired after a 39-year career at Miami University, with 25 years in the Business and Finance division, and 14 years in the President's Office as executive assistant to the president and secretary to the board of trustees. He was also the interim director of athletic on two occasions.

Stephen graduated from Miami in 1973 with a B.A. in political science and in 1975 with an M.B.A. in organizational development. Throughout his undergraduate career, he was a student employee at Miami. As an alumnus, Stephen served on the Effective Educator Award Selection Committee; his 25-, 30-, 35-, and 40-year class reunion committees; and on the Miami University Alumni Association Awards Committee. In 2004, Stephen received the A.K. Morris Award from the MUAA.

Stephen is also involved in the Oxford, Ohio, community. He served as Oxford City Council member from 1981 to 1990 and from 2011 to 2015, including serving as vice mayor from 1981 to 1982, and mayor

from 1982 to 1985; Oxford United Way Board of Directors member and president; and Oxford Lions Club member.

Stephen and his wife, Deborah Kay Snyder '73, M.S. '83, reside in Oxford. They have two daughters, Erica Snyder Morris '98 and Lora Snyder '06.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of associate vice president, alumni relations will have

- demonstrated ability to successfully manage a program that is similar in scale and complexity to the Miami University alumni relations program;
- commitment to understanding best practices and finding new ways of engagement as it relates to professional, generational, or cultural constituencies;
- genuine interest in people leading to strong relationships across the organization;
- demonstrated success in leadership roles as the associate vice president works directly with the university president, senior members of the university administration, and lead volunteers;
- exceptional experience in fields such as educational advancement, not-for-profit administration, marketing, and other client-centered professions;
- ability to collaborate and cooperate with colleagues in a complex environment comprised of multiple constituencies;
- courage to do new things without fear of failure;
- the ability to translate vision into action;
- exemplary interpersonal skills;
- the ability to work in a university environment;
- a deep understanding of how to motivate and develop volunteers and a commitment to the education mission;
- ability to lead with an optimistic lens; and
- a good sense of humor.

A bachelor's degree is required for this position as is a minimum of ten or more years of relevant experience in a client-centric, membership or affinity driven program recognized for its strength of engagement and effectiveness. Candidates with a master's degree and experience in higher education are preferred.

SALARY AND BENEFITS

Miami University offers a competitive benefits and compensation package.

LOCATION

Miami University is located in Oxford, Ohio. Many consider Miami's campus one of the most beautiful in America. Oxford has been rated by Forbes as the "Best College Town" in the United States and poet Robert Frost once said Miami University was "the most beautiful campus that ever there was." Uptown Oxford is a pleasant walk from campus and home to boutiques, coffee houses and unique restaurants.

DIVERSITY AND INCLUSION

The university is committed to equal opportunity, affirmative action, and eliminating discrimination and harassment. Miami University does not discriminate on the basis of age, color, disability, gender identity or expression, genetic information, military status, national origin, pregnancy, race, religion, sex, sexual orientation, or protected veteran status in its application and admission processes, educational programs and activities, facilities, programs or employment practices. Requests for reasonable accommodations for disabilities related to employment should be directed to ADAFacultyStaff@MiamiOH.edu or 513-529-3560.

Miami University's Annual Security and Fire Safety Report with information on campus crime, fires, and safety may be found at: <http://www.MiamiOH.edu/campus-safety/annual-report/index.html>. Hard copy available upon request. A criminal background check is required. All campuses are smoke- and tobacco-free campuses.

APPLICATION DEADLINE

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

To nominate a candidate, contact Shelley Semmler: shelleysemmler@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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