



VICE PRESIDENT OF ADVANCEMENT
[UNIVERSITY OF REDLANDS](#)
Redlands, California



The Aspen Leadership Group is proud to partner with University of Redlands in the search for a Vice President of Advancement.

The Vice President of Advancement will serve as the University's chief development officer, creating a high-caliber advancement program that reflects University of Redland's mission, vision, and strategy as outlined in its new [strategic plan](#). Having concluded the *Forever Yours* campaign, raising a record-breaking \$207.2 million, the University will charge the Vice President of Advancement to lead the next opportunity to further solidify the legacy of the University of Redlands. The University seeks an experienced, strategic, and forward-thinking advancement professional to bring focus and leadership to a program that is ready to move forward to the next level.

The Vice President will work collaboratively and transparently with the President, Board of Trustees, senior leadership, faculty, staff, students, and alumni while putting in place the systems, teams, and structures for advancement planning and decision making at all levels. The Vice President will serve in a highly visible leadership role with overall responsibility for a comprehensive and integrated fundraising and alumni engagement program and will set the tone for high achievement.

The Vice President will be an inspirational team builder, embedding development best practices within institutional values and aspirations, and will serve as an encouraging and collaborative manager and mentor capable of bringing further cohesion to a department of committed and engaged development professionals.

The University of Redlands is a private, nonprofit, Hispanic Serving Institution that provides a welcoming environment where access and opportunity come together to equip individuals to build a bright future for themselves. The main residential campus is in the heart of Southern California, near beaches, mountains, and deserts. In addition to four regional campuses, Redlands also maintains a 13-acre campus in Marin, 15 miles north of the Golden Gate Bridge. The Marin campus hosts graduate courses through the Schools of Theology, Education, and Business & Society. Redlands serves more than 4,100 undergraduate and graduate students, 48 percent of whom are first-generation college students. More than 200 full-time faculty and over 300 adjunct or part-time faculty teach classes. Students and faculty are supported by more than 450 staff.

Offering more than 40 undergraduate programs, including the Johnston Center for Integrative Studies, where students personalize their interdisciplinary study, Redlands has 20 graduate programs in business, education, geographic information systems, theology, public policy, and music. The Redlands Promise guarantees students earn a degree in four years and ensures affordability.

The University of Redlands is a National Collegiate Athletic Association (NCAA) Division III school offering 21 men's and women's athletic programs that contend for conference championships in the Southern California Intercollegiate Athletic Conference (SCIAC) and vie for national opportunities in the NCAA.

Recently ranked by *U.S. News and World Report* as the fifth best regional university in the West and tenth for undergraduate teaching, the University of Redlands has also been recognized in the top six percent of master's universities by *Washington Monthly*. Highlighted by Colleges of Distinction for providing a personalized education with strong engagement, teaching, community, and outcomes, the University is featured in the popular *Fiske Guide to Colleges* and *The Princeton Review*. With an award-winning residential campus boasting over 1,700 trees, the Arbor Day Foundation has recognized University of Redlands as a Tree Campus every year since 2009.

Known for having the highest study abroad participation rates among its peers, Redlands students travel the world, choosing from more than 100 international programs, including the renowned Salzburg semester (a 60-year program site), which invites students to immerse themselves in the living-learning community while actively participating in the local culture. The U.S. Department of State has designated Redlands as a top producer of Fulbright students, awarding 27 Fulbright scholarships since 2008.

University of Redlands emphasizes community impact, and its community service-learning program has received national acclaim as students annually complete over 120,000 hours of public service worldwide. Redlands holds the Carnegie Civic Engagement classification and is a Peace Corps Top 10 volunteer-producing institution.

More than 54,000 living alumni call the University of Redlands their alma mater, and surveys show that generations have found the University prepared them well for career success and lifelong learning. Prior to graduation, 75 percent of reporting seniors have a job, internship or are in graduate school.

REPORTING RELATIONSHIPS

The Vice President of Advancement will report to University President, Krista L. Newkirk and serve on the President's senior leadership team. The Vice President's direct reports will include an Associate Vice President for Advancement, and leaders of Donor Relations & Advancement Communications, Advancement Services, Corporate & Foundation Relations, and Alumni Relations.

FROM PRESIDENT NEWKIRK

In 1907, the University of Redlands began with a mission to educate both hearts and minds. More than a century later, that is still what Redlands does best.

It starts with the Bulldog community, talented and diverse scholars, athletes, and artists supported by faculty, staff, and peers. This community is the foundation of the Redlands experience, a transformative experience of academic programs infused with community engagement, service, and experiential learning, connecting a liberal arts education to the core competencies and skills students need to succeed, all through the lenses of diversity, equity, and inclusion. Our Bulldogs graduate inspired with knowledge, empathy, integrity, spirit, resiliency, confidence, and joy aimed at lives of meaning and impact.

Since arriving on the beautiful Redlands campus, I have had the opportunity to lean into the culture, meet remarkable people, and soak in the warm, engaging community that makes up the University of Redlands. Now, we are charting our future path as one University together.

This path—our new strategic plan—provides a bold vision to lead California in providing student-driven, personalized educational experiences in which students thrive and succeed. In addition to having a part in this vital work, the Vice President of Advancement will work with me to lay the groundwork for our next comprehensive campaign, the next investment in our students, institution, and future.

The success of our Forever Yours campaign demonstrates the willingness and heart of our Redlands community. The incoming Vice President will have the opportunity to make their mark on the institution through this and other important initiatives that support our University as it continues its mission to educate hearts and minds.

These are exciting times, and I look forward to welcoming the next Vice President into our Bulldog community.

—Krista L. Newkirk, President

UNIVERSITY OF REDLANDS' COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND ANTI-RACISM

As reflected in the University's [Anti-Racist Statement](#), the University of Redlands is deeply committed to becoming a more diverse, equitable, and inclusive community. President Newkirk established the Anti-Racism Committee to identify, evaluate, and make recommendations regarding any University systems that fail to promote best practices of diversity, equity, and inclusion. This committee works collaborative with the Board of Trustees, which has established a standing Diversity, Equity, and Inclusion Committee. As a member of the University's senior leadership team, the Vice President of Advancement will support and foster an equitable environment to meet each student and person where they are and help them find their success.

PRIMARY RESPONSIBILITIES

The Vice President of Advancement will

- instill a heightened level of engagement for prospects, donors, parents, alumni, and other constituents within the University of Redlands community, preparing for future fundraising campaigns and alumni engagement;
- broaden the reach of the University through relationships with prospective donors on the national and international front to expand the scope of sustained, meaningful engagement among a larger percentage of University of Redland's alumni;
- lead the design and execution of strategic objectives for University Advancement, including goal-setting, benchmarking, and evaluation with the expectation of growth in the University's philanthropic efforts;
- partner with academic departments through the Provost's office to increase the University's ability to raise funds to support academic programs;
- oversee an upgrade and conversion of advancement's CRM system to a new platform;
- enhance collaboration across campus to cultivate the next generation of major donors and nurture loyal and supportive alumni;
- provide the Office of Advancement with innovative, energetic, and strategic leadership;
- recruit, train, and develop staff to serve as representatives of the University of Redlands as well as in the advancement and development profession;

- expand the existing vehicles and practices through which the University can capitalize on the energy of its passionate and spirited alumni;
- serve as a key member of the President’s senior leadership team, working collaboratively with leadership across the institution to support key University priorities, initiatives, and opportunities;
- provide active counsel and partner with the President, establishing a strong working relationship that maximizes efforts in the development of private support;
- partner with the President to work in close concert with the University’s Board of Trustees to ensure optimal involvement and impact of members of the Board within the development program;
- carry a personal portfolio of leadership gift prospects; and
- develop and maintain effective relationships with internal stakeholders, educating and informing them of development strategies and tactics.

LEADERSHIP

Krista L. Newkirk, J.D.

President

Krista L. Newkirk became the University of Redlands’ 12th President in July 2021. Since coming to Redlands, she has been highly engaged, connecting with a wide range of constituents by meeting with and listening to faculty, staff, students, alumni, and friends of the University.

Upon her arrival to Redlands, Newkirk prioritized and led the charge to create a safe environment for the University’s return to in-person activities, oversaw the launch of the School of Business & Society, implemented, and expanded the Redlands Promise marketing plan, initiated a collaborative strategic planning process, and completed the University’s comprehensive *Forever Yours* fundraising campaign which raised a record-breaking \$207.2 million.

Newkirk spent her formative years on a cattle ranch in Missouri before attending the University of Missouri’s Honor College on scholarship. She transferred to the University of Nebraska-Lincoln and graduated with a Bachelor of Arts in English. She earned her Juris Doctor degree from the Marshall Wythe School of Law at the College of William & Mary, where she served as Editor-in-Chief of the *William & Mary Journal of Women and the Law*. During her time in law school, she served as an intern at the Newport News Commonwealth Attorney’s Office. She worked with victims and witnesses, negotiated outcomes for the Domestic Violence Unit, and prosecuted cases. She worked for several years as an attorney in private practice and at a Fortune 300 company.

Newkirk joined the Office of Legal Affairs at the University of North Carolina at Charlotte in 2003. In that role, she provided legal advice to the Chancellor, the Board of Trustees, and faculty and staff on various legal topics and complex litigation. During this time, she was selected by her peers as a Legal Elite in the corporate counsel category by *Business North Carolina* in 2010, was a graduate of Leadership North Carolina’s Class XIX in 2021, and served on numerous boards, including as Chair of the Education Section of the North Carolina Bar Association, the Institute for Social Capital which she helped to establish, and the Women + Girls Research Alliance.

In 2012, Newkirk became the first Chief of Staff at UNC Charlotte. As Chief of Staff, she assisted the Chancellor in addressing the significant issues confronting the University, managed large-scale projects that crossed divisions, organized the start of the University’s football program and, aided in the related conference change, provided coordination for the achievement of strategic goals and initiatives, oversaw the strategic plan development and execution, ensuring that analyses were completed to facilitate timely

and effective decisions, developed the agendas of the Board of Trustees, and reviewed the annual budget allocations.

Newkirk assumed the presidency of Converse College in 2016. Under her leadership, Converse enhanced its financial, academic, and cultural strength. Her accomplishments spanned developing an innovative strategic plan; launching its first doctoral degree program; expanding its master's degree offerings; opening an extension campus; celebrating the 50th anniversary of Converse's enrollment of African American students; establishing a campus Unity in Diversity Committee, which developed a targeted strategic plan which in part implemented a restorative justice model for incidents of discrimination; expanding athletics to include teams for field hockey, acrobatics, and tumbling and five new men's programs as well as esports; and reaching record levels of annual fund giving and other fundraising. In addition, Newkirk led Converse through a thoughtful, research-driven, and collaborative process that resulted in one of its most transformative decisions: to add a coeducational, residential college in the fall of 2020, to change its name to Converse University on July 1, 2021, and establish the Converse College for Women.

During her time in South Carolina, Newkirk was a member of the South Carolina Tuition and Grants Commission (which she chaired), the South Carolina Research Alliance Board, and the South Carolina Independent College and University Board, including chairing its President's Council. She also served on the advisory Board and task groups for the Spartanburg Chamber of Commerce (OneSpartanburg), the Spartanburg Academic Movement Board, the College Town Board, the Globalbike Board, and was a Spartanburg Rotarian.

In 2020, Newkirk was honored as one of the 50 Most Influential People and one of the 25 Women of Influence in the Upstate of South Carolina and was named a Woman of Achievement by the *Spartanburg Herald-Journal* in 2018.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Vice President for Advancement will be a strategic, creative leader who is visionary about University of Redland's fundraising potential and supports University-wide initiatives to maximize results.

Additionally, the University of Redlands seeks a Vice President of Advancement with

- a commitment to the mission of University of Redlands—to provide a personalized education that frees students to make enlightened choices;
- substantial leadership and management experience, a history of establishing personal and professional credibility and respect and building trust internally and externally;
- a deep understanding and knowledge of the complexities of running a comprehensive fundraising program, including annual, major, principal, planned, corporate, and foundation giving;
- outstanding interpersonal competencies, the ability to effectively engage volunteer leadership, and a deep commitment to instilling practices and a culture within advancement that reflect the University of Redlands;
- superior communication skills, including engaging speaking skills, strong writing and active listening skills, and an ability to communicate effectively across constituencies;
- a collaborative, forward-thinking, and goal-oriented development approach;
- a track record as a major and principal gift fundraiser and manager of a sophisticated fundraising operation with a leadership role in managing one or more comprehensive campaigns of considerable size and ambition, clearly articulating campaign priorities to a variety of internal and external stakeholders;

- a track record in fundraising, preferably in higher education, or a large nonprofit organization at the major and principal gift level and significant managerial experience in increasingly responsible positions;
- an understanding of and a desire to embrace technological and analytical solutions with a keen sense of what is possible and an uncommon level of excellence in communication and collaboration skills, together with a demonstrated propensity for weaving advancement into the University’s new strategic plan;
- an ability to thrive in a metrics-driven, entrepreneurial environment; and
- a commitment to diversity and inclusion consistent with University of Redland’s approach to inclusivity and anti-racism.

A bachelor’s degree or an equivalent combination of education and experience is required for this position, as is at least ten years of experience in a major leadership role in a development or advancement program at an institution of significant complexity and accomplishment.

SALARY AND BENEFITS

University of Redlands offers a competitive salary and comprehensive benefits.

LOCATION

This position is in Redlands, California, named a “Great So Cal College Town” by AAA *Westways* magazine. Redlands has small-town charm, and a train connection to Southern California. It is located 60 minutes from the beaches and Los Angeles, and 45 minutes from the mountains and Palm Springs.

APPLICATION INSTRUCTIONS

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

To apply for this position, visit:

[Vice President of Advancement, University of Redlands.](#)

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

All inquiries will be held in confidence.