



**VICE PRESIDENT FOR ADVANCEMENT**  
**EXECUTIVE VICE PRESIDENT OF THE ARKANSAS TECH UNIVERSITY FOUNDATION**  
**ARKANSAS TECH UNIVERSITY**  
**Russellville, Arkansas**  
[Arkansas Tech University](https://arktech.edu)



The Aspen Leadership Group is proud to partner with Arkansas Tech University in the search for a Vice President for Advancement and Executive Vice President of the Arkansas Tech University Foundation.

The Vice President and Executive Vice President will be the administrator responsible for leading Arkansas Tech University's efforts to promote and secure private support. The Vice President will further the mission and vision of Arkansas Tech by providing executive leadership, strategic direction, and management oversight for all aspects of the university's development and alumni initiatives, including fundraising and cultivating constituency relations.

Ensuring a coordinated approach to the university's advancement efforts, the Vice President will develop and implement a wide-reaching fundraising program that meets the current and future funding needs of Arkansas Tech and support its strategic priorities. The Vice President will actively participate in identifying, cultivating, and nurturing relationships that result in a strong annual fund campaign, major and lead gifts, and planned giving. The Vice President will personally carry a portfolio of significant major donors and will work closely with the President to advance efforts in the cultivation and solicitation of the university's most significant donors.

The Vice President will work with senior leadership, foundation leadership, academic leaders, alumni association and friends, faculty, and staff to serve the mission and priorities of Arkansas Tech University. The Vice President will also lead and develop an effective team, setting goals and inspiring them to meet and exceed expectations.

Arkansas Tech University, a student-centered institution, is home to over 12,000 students, which makes it one of the three largest universities in the State of Arkansas. Arkansas Tech University also holds the distinction of being noted as one of the 10 fastest-growing public master's degree-granting universities in the United States by *The Chronicle of Higher Education* two consecutive years, and is the fastest growing public university in the State of Arkansas. Arkansas Tech students come from across Arkansas and the world. Approximately 2,500 students reside on campus.

Arkansas Tech University offers more than 100 undergraduate programs of study, more than 25 master's degrees, and began its first doctoral program in 2015. Arkansas Tech University recently achieved Southern Regional Educational Board (SREB) Level 3 status. The Ozark Campus offers approximately 29 of the university's technical certificate and associate degree programs with a focus on workforce education and partnership with over 300 industry partners in the region.

## **REPORTING RELATIONSHIPS**

The Vice President for Advancement and Executive Vice President of the Arkansas University Foundation will report to President Dr. Robin E. Bowen, serve as a member of the Executive Council and as the Executive Director of the Arkansas Tech University Foundation and liaison with the Arkansas Tech University Alumni Association.

## **PRINCIPAL OPPORTUNITIES**

Arkansas Tech University will soon embark on its first ever Comprehensive Campaign. The future Vice President will be able to utilize their fundraising skills to share the university's mission and vision with alumni, friends, corporations, and foundations for this Campaign. The university has excelled in many areas with minimal assistance from state funds. It is the university's hope that it will soon join the ranks of its peers moving it into the spotlight of the state, nation, and world.

A seasoned Vice President candidate should be able to tell the ATU story, cite examples of past gifts, and engage donors. Arkansas Tech University needs a leader who has reached or exceeded their past fundraising goals and who truly leads by example. This is a tremendous opportunity for a talented and committed candidate to lead the Advancement Team in continuing to change the culture of giving at ATU.

The Vice President is an essential position for this institution. Advancement is comprised of four areas: Development, Alumni, Development Services, and the ATU Foundation. Significant strides have been made over the past three years growing the endowment and building momentum in giving. The Vice President will have the pieces in place to make an immediate impact.

The successful candidate will take pride in knowing that they were part of a first-ever Comprehensive Campaign at Arkansas Tech University. The successful candidate can also take pride in increasing alumni participation, helping significantly grow annual giving, and adding new facilities, scholarships, and programs to the ATU campus while spreading the institution's vision: *Arkansas Tech University: where students succeed, innovation thrives, and communities flourish.*

## **PRIMARY RESPONSIBILITIES**

The Vice President for Advancement and Executive Vice President of the Arkansas University Foundation will

- provide leadership, supervision, and management for the Division of Advancement;
- assist the President and other university administrators in establishing the university's priorities for fundraising and advancement goals and objectives that are consistent with the university's mission and vision;
- lead and support appropriate staff in developing and executing annual fundraising goals and plans as well as a comprehensive campaign for the university;
- assist and guide the President, ATU Foundation board, and academic and administrative leaders in identifying and implementing strategies to increase private funding for ATU's programs and capital needs;
- work closely with the President in the cultivation and solicitation of the university's most significant donors;
- manage a portfolio of principal and major gift prospects;

- as the Executive Director of the Arkansas Tech University Foundation, build and sustain a dynamic philanthropic organization and promote thoughtful and productive relationships between the foundation and university;
- support the university in creating, planning, and preparing for major college events, groups, and activities that advance the university at the local, state, and national levels;
- ensure that the daily operations of the advancement services functions, including the oversight of complex systems and processes to ensure accurate donor records, gift tracking and reporting, stewardship, and compliance are well and accurately undertaken; and
- represent the university to various and diverse individuals and groups, including state and community business and civic leaders, foundation board members, alumni, and other donors.

### KEY COLLEAGUES



**Dr. Robin E. Bowen**  
**President**

Dr. Robin E. Bowen was unanimously elected the 12th president of Arkansas Tech University by the Arkansas Tech Board of Trustees on April 22, 2014. She took office on July 1, 2014.

ATU has celebrated three record enrollments during the Bowen presidency, including an all-time high of 12,101 students during fall 2018. In addition, ATU has earned national acclaim from the CollegeNET Social Mobility Index as the top performing institution in Arkansas and among the top 10 percent of institutions in the U.S. when it comes to providing students with access to an enhanced economic position following graduation. Arkansas Tech has maintained its position as the No. 1 choice for Arkansas high school graduates who wish to study science, technology, engineering, and mathematics (STEM) under Dr. Bowen's leadership. In addition, the graduation rate at ATU has increased from 35 percent in 2015-16 to 41 percent in 2017-18. The institution has developed and enacted a new strategic plan, new campus master plan, new mission statement, and new vision statement during the current administration.

Dr. Bowen is the first female President of a public, four-year university in Arkansas. She is identified by the Arkansas Business Publishing Group as one of the Arkansas 250, an annual list of the state's top influencers and newsmakers. In 2017, the University of Arkansas at Fayetteville College of Education and Health Professions presented her with an outstanding alumni award in recognition of her achievements in and contributions to higher education. She was selected as a 2016 recipient of the INSIGHT into Diversity Presidents and Chancellors Giving Back Award, the only national award that honors college presidents and chancellors for their commitment to diversity by giving back to their campus and community.

She has previously been recognized as one of *AY Magazine's* Most Powerful Women, and she received the Arkansas Traveler certificate from the State of Arkansas.

Dr. Bowen is a board member for the River Valley Child Advocacy Center, the Russellville Area Chamber of Commerce, the Arkansas River Valley Alliance for Economic Development, and the Arkansas State Chamber of Commerce.

As is obvious from her volunteer work, Dr. Bowen is passionate about advancing education, at all levels, and enhancing economic development in the great state of Arkansas. She received her Doctor of Education degree with an emphasis in higher education administration from Texas Tech University. She

also holds a Master of Education degree in rehabilitation counseling from the University of Arkansas and a Bachelor of Science degree in occupational therapy from the University of Kansas.



**Dr. Barbara J. Johnson**

**Vice President for Academic Affairs**

Dr. Barbara J. Johnson will take office as Vice President for Academic Affairs at Arkansas Tech University on July 1, 2019.

Dr. Johnson has more than 20 years of administrative experience in higher education and has invested nine years of her career as a faculty member. She has worked in roles such as Vice President, Department Chair, Graduate Coordinator, and Program Coordinator while also gaining experience in admissions, student services, leadership and mentoring programming, public safety, facilities, strategic planning, accreditation, and faculty affairs.

From 2013 through June 2019, Dr. Johnson served as Vice President for Accreditation Relations for The Higher Learning Commission (HLC). Her role with HLC has included collaboration with 130 institutions across 19 states. She worked in graduate assistant, faculty and/or administrative roles at Wake Forest University, Vanderbilt University, Livingstone College, the University of New Orleans, Northern Illinois University and Meharry Medical College before accepting her position with The Higher Learning Commission.

Dr. Johnson holds a Bachelor of Science degree in accounting from Winston-Salem State University. She earned a Master of Business Administration degree from The Ohio State University and a Doctor of Philosophy degree in higher education administration from the Vanderbilt University Peabody College of Education.



**Bernadette Hinkle**

**Vice President of Administration and Finance**

Bernadette Hinkle took office as Vice President for Administration and Finance at Arkansas Tech University on July 5, 2016.

She serves as the chief financial officer for Arkansas Tech with primary responsibility for all financial-related activities of the university. Her areas of oversight include accounting, financial control, procurement, facilities management, human resources, student accounts, budget, payroll, construction, bookstore, food services, and residence hall facility maintenance.

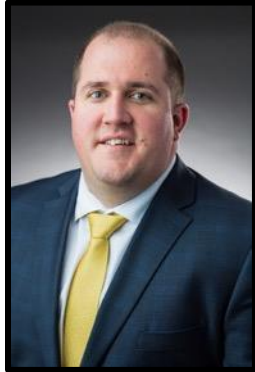
Hinkle served as Associate Vice President for Finance, Budget, and Business Services at West Chester University of Pennsylvania from 2011 until the time of

her appointment at ATU.

At West Chester, she provided strategic leadership for a \$290 million annual budget while overseeing accounting, budget, bursar, business systems reporting, cash management, endowment and scholarship management, plant funds, fixed assets, business services, construction contracting, procurement, grant management, and campus postal services.

Prior to her tenure at West Chester, Hinkle worked in the University of Arkansas system for 15 years. She started as Associate Director of Internal Audit in 1995 and progressed to serve as Director of Financial Reporting and Associate Vice President for Finance over the next five years. From 2000-10, Hinkle was Chief Financial Officer for the University of Arkansas Division of Agriculture Cooperative Extension Service.

A Certified Public Accountant, Hinkle holds a Bachelor of Science degree in accounting from the University of Arkansas at Pine Bluff. She earned a Master of Business Administration degree and completed doctoral courses in higher education administration at the University of Arkansas at Little Rock.



**Dr. Blake Bedsole**

**Vice President for Enrollment Management**

Dr. C. Blake Bedsole took office as Vice President for Enrollment Management at Arkansas Tech University on January 2, 2018.

He became the first person to serve as Arkansas Tech's Vice President for Enrollment Management, a position that will have direct responsibility for undergraduate, graduate, transfer, international, and online admissions on the ATU campuses in Russellville and Ozark. Recruiting, financial aid, and marketing also report to Dr. Bedsole.

Dr. Bedsole previously served as Director of Admissions and Enrollment management at the University of West Alabama. During his tenure in Livingston from 2015 until the time of his appointment at ATU, freshman enrollment at UWA increased by 30 percent. Three of UWA's four largest freshman classes over a span of 32 years were recruited during Dr. Bedsole's leadership, and the applicant pool increased by 384 percent during a time when the institution reached its goals for academic quality and diversity.

After beginning his career in higher education as Coordinator of Orientation and Special Events in the University of Alabama Office of Enrollment Services and Programs from 2006-07, Dr. Bedsole spent the next five years as Director of Admissions and Student Services in the Manderson Graduate School of Business at the University of Alabama. Achievements by the Manderson Graduate School from 2007-12 included a 59 percent increase in the applicant pool and a 54 percent increase in the Master of Business Administration degree class size. Dr. Bedsole went on to serve as Director of Enrollment Management in the University of Alabama Graduate School from 2012-15. The school established new record highs for applications, admitted students, and enrolled students under his leadership. The University of Alabama also recruited more Southern Regional Education Board Scholars than any other institution during those three years and enrolled the most diverse entering class in the history of its graduate school in 2014.

Dr. Bedsole holds a Bachelor of Science degree in psychology and a Master of Arts degree in higher education administration from the University of Alabama. He earned a Doctor of Education degree in higher education management from the University of Georgia.



**Dr. Mary B. Gunter**

**Chief of Staff**

Dr. Mary B. Gunter has been at the forefront of K-12 education growth and improvement for more than four decades. She invested 22 years of her life as a teacher, principal, assistant superintendent, and educational co-op director. Dr. Gunter also served as Director of the Arkansas Governor's Partnership on Education for two years.

In 1998, she joined the faculty at Arkansas Tech University and began developing a graduate level curriculum in educational leadership. Her efforts yielded the creation of the ATU Center for Leadership and Learning, an institute dedicated to producing innovative problem solvers at all levels of K-12 school leadership.

Dr. Gunter took on new leadership roles of her own, adding the title of Dean of the ATU Graduate College in 2009 and Dean of the ATU College of Education in 2015. Along the way, the evolution of the ATU Center for Leadership and Learning led to the development and implementation of the first doctoral degree in Arkansas Tech history. Dr. Gunter is the visionary behind the ATU Doctor of Education degree in school leadership, a program that produced Arkansas Tech's first doctoral graduates in spring 2017.

Dr. Gunter has shared her expertise in the realm of leadership beyond the K-12 community. She was a member of the project development team and now serves as the Director of Leadership Tech, a program designed to build leadership capacity and serve as professional development for faculty and staff at Arkansas Tech University. Leadership Tech cohorts I and II have completed the program. The third and fourth cohorts of the program are active.

As of May 1, 2018, Dr. Gunter is serving as Chief of Staff in the Office of the President at Arkansas Tech University. In her new role, Dr. Gunter holds membership on the ATU Executive Council, drives continuous pursuit of goals outlined in the university's strategic plan, and assists Arkansas Tech University President Dr. Robin E. Bowen in building and strengthening partnerships designed to facilitate student success.

A first-generation high school and college graduate, Dr. Gunter earned bachelor's, master's, specialist, and doctoral degrees in education from the University of Arkansas at Fayetteville.



**Bruce Sikes**  
**Chancellor, Ozark Campus**

Bruce Sikes was selected by the Arkansas Tech University Board of Trustees on Oct. 17, 2013, to serve as Chancellor of Arkansas Tech-Ozark Campus.

He previously served as Chief Academic Officer at ATU-Ozark from 2007-13.

Sikes is the third chancellor at Arkansas Tech-Ozark Campus since it became part of the university system in 2003.

Prior to joining the Arkansas Tech-Ozark Campus administration, Sikes served as Principal at Waldron High School from 1997-2007, Assistant Principal at Waldron High School from 1996-97, secondary instructor for Waldron Public Schools from 1989-96, and secondary instructor for Pleasant View Public Schools from 1986-89.

Sikes holds a Bachelor of Science in Education degree and a Master of Science in Education degree from the University of Central Arkansas.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

Arkansas Tech University seeks a Vice President for Advancement and Executive Vice President of the Arkansas Tech University Foundation with

- a demonstrated ability to develop and lead a highly effective advancement team, to delegate effectively, to develop performance standards and metrics, and to hold direct reports accountable;
- demonstrated experience in managing and forging relationships with multiple donor sources, and soliciting and securing leadership gifts;
- experience managing major capital campaigns;

- outstanding communication and interpersonal skills, including evidence of the ability to facilitate collaboration with and among diverse faculty, staff, administrators, and students, across the university;
- a clear vision for the role of a comprehensive national public university in teaching, research, and economic development; and
- a demonstrated strategic vision toward advancing the goals of an organization through development initiatives, capital, and annual fundraising.

A bachelor's degree is required for this position as is a minimum of five years of senior level development experience that includes major gift fundraising and management. An advanced degree is preferred.

### **DIVERSITY, EQUITY, AND INCLUSION**

Arkansas Tech University is committed to maintaining a positive learning, working, and living environment that is free from any form of discrimination. The university will take steps to remedy discrimination in any of its educational programs, activities, or benefits.

The mission of the Arkansas Tech University Affirmative Action Office is to provide guidance and support for Arkansas Tech University's efforts to achieve an education and work environment that is in compliance with both state and federal law and that is diverse in race, ethnicity, interests, and abilities. The office will monitor implementation of equal opportunity, affirmative action, sexual harassment, and non-discrimination policies through compliance activities including education and training of Arkansas Tech University faculty and staff.

### **SALARY & BENEFITS**

Arkansas Tech University offers a competitive and comprehensive salary and package of employee benefits.

### **LOCATION**

Arkansas Tech University is located in Russellville, Arkansas. Russellville is a town known for its work-life balance, offering numerous hiking trails and kayaking waterways minutes away from the vast Ozark National Forest and state parks in addition to Lake Dardanelle.

### **APPLICATION INSTRUCTIONS**

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

*To apply for this position, visit:*

<https://opportunities.aspenleadershipgroup.com/opportunities/515>.

*To nominate a candidate, please contact Greg Duyck:*

[gregduyck@aspenleadershipgroup.com](mailto:gregduyck@aspenleadershipgroup.com).