



VICE CHANCELLOR FOR ADVANCEMENT
UNIVERSITY OF NORTH CAROLINA AT PEMBROKE
Pembroke, North Carolina
[University of North Carolina at Pembroke](https://www.uncp.edu/)

UNIVERSITY of NORTH CAROLINA
P E M B R O K E

The Aspen Leadership Group is proud to partner with the University of North Carolina at Pembroke in the search for a Vice Chancellor for Advancement.

The Vice Chancellor will guide the university's advancement programs at the campus level and build confidence in the program among key academic and volunteer partners. The Vice Chancellor will build upon a program that has enjoyed growing success over recent years, recognizing the significance of philanthropy for higher education with deep conviction and passion for a public university serving a diverse constituent base. The university stands poised to increase the resources it commits to its fundraising and alumni relations efforts, and the Vice Chancellor will have broad authority to shape and build an advancement program in the annual fund, corporate and foundation relations, major gifts and gift planning programs, endowment, capital campaigns, alumni and foundation board, constituent relations efforts, stewardship, and advancement services.

The Vice Chancellor will mentor and assess the advancement team, improving quality and effectiveness, while continuing to enhance its culture of collaboration and collegiality. The Vice Chancellor will integrate best practices to improve both results and performance within all areas of advancement on the UNC Pembroke campus, especially in programs such as principal and major gifts, donor recognition, stewardship, and prospect management.

The University of North Carolina at Pembroke is a master's-level university with a spirited community of nearly 7,700 students. UNC Pembroke offers a wide array of bachelor's and master's degree offerings, highly regarded faculty, and a diverse community of cultures, ideas, and organizations.

Founded in 1887 as a school for the education of American Indians, the University of North Carolina at Pembroke now serves a distinctly diverse student body and encourages inclusion and appreciation for the values of all people. UNC Pembroke exists to promote excellence in teaching and learning in an environment of free inquiry, interdisciplinary collaboration, and rigorous intellectual standards. Its diversity and commitment to personalized teaching uniquely prepares its students for rewarding careers, postgraduate education, leadership roles, and fulfilling lives. Students are encouraged to participate in activities that develop their intellectual curiosity and mold them into responsible stewards of the world.

The University of North Carolina at Pembroke distinguishes itself from peer institutions by offering an affordable, highly personalized, student-centered education to diverse students. UNC Pembroke is comprised of students, faculty, and staff who possess differing attributes based on race, ethnicity, gender, sexual orientation, disability status, national origin, age, political affiliation, religion, and other characteristics. Diversity grounds intellectual pursuits and provides opportunities for discovery and ways to integrate all individuals and groups into the larger community, respecting and valuing their uniqueness while simultaneously advancing the university's historical tradition. UNC Pembroke thus prepares its students for life and leadership within a diverse society.

THE OFFICE OF ADVANCEMENT

The Office of Advancement connects with alumni, friends, and the greater community to share all the great things taking place at UNC Pembroke. The office achieves this through programs and communications that provide opportunities for alumni, students, parents, friends, and organizations to connect with the university and each other; that educate and foster the UNC Pembroke message in the community; and that create and sustain a philanthropic culture within these communities that results in financial support that is mutually satisfying to benefactors and the university. The university is fortunate to have a network of friends and alumni who support the important programs and activities that its students count on as well as students that tell the story of the impact UNC Pembroke has as the anchor economic institution for the region.

UNC Pembroke's Office of Advancement has a development structure that serves the university's colleges, schools, and departments. There are currently approximately 15 FTE staff members (including the Vice Chancellor for Advancement) that have a highly collaborative relationship with the senior leadership and deans.

REPORTING RELATIONSHIPS

The Vice Chancellor of Advancement will report to Chancellor Dr. Robin Gary Cummings and will serve on the Chancellor's Senior Leadership Team.

PRINCIPAL OPPORTUNITIES

With the support of the Chancellor's leadership team and foundation and alumni boards, the Vice Chancellor for Advancement will lead the charge to personally advocate for the importance of philanthropy and will offer instruction, guidance, and orientation to internal and external constituencies that support a culture of giving and integrate the power of philanthropy with UNC Pembroke's strategic priorities. Central to this enterprise will be leadership in the establishment of an internal campus culture that optimizes the environment for success. To create a fully functioning development unit will require the enthusiastic and forthcoming cooperation of the entire university community. Serving also as Executive Director of UNCP Foundation, the Vice Chancellor will become an engaged community citizen and leader dedicated to educating the campus about the importance of philanthropy. Chancellor Cummings is an experienced leader and is deeply dedicated to the success of the incoming Vice Chancellor and university advancement – particularly as measured by its fundraising efforts. He seeks a partner with the strategic insight and creativity to position him effectively for that success. With his long history in the community, he has built strong relationships with the university's key supporters and prospects.

UNC Pembroke is often recognized as one of the most ethnically diverse regional universities in the south. This distinction is due in large part to its American Indian (13%) and African American (31%) populations making it a dynamic, inclusive, and culturally rich community. While the university enjoys a rich history and the loyalty of alumni, the institution has not fully developed an environment that emphasizes the responsibility of one generation of graduates to provide for their heirs, or a strong sense of alma mater among its students. As a result, too few people understand and value the role of philanthropy plays in the university's future. UNC Pembroke has had tremendous alumni, volunteer, and donor support, however, there is still great opportunity for this Vice Chancellor to bring a deeper understanding of UNC Pembroke's mission and vision to the community and region.

The Vice Chancellor will work to lead the advancement team to a higher level, setting the standard for the entire division by example. The Vice Chancellor will inspire the staff helping them set and evaluate individual goals. This is an energetic team that craves development, training, and mentoring. The Vice Chancellor will enjoy the opportunity to create an environment that retains and attracts strong talent while providing ongoing opportunities for personal and professional growth.

PRIMARY RESPONSIBILITIES

The Vice Chancellor for Advancement will

- advance the mission, vision, and short and long-term goals of the university in concert with the Chancellor and senior administrators;
- work closely with the Chancellor in all phases of his advancement and campaign leadership activities;
- serve as a member of the Chancellor's Senior Leadership Team and maintain close working relationships with members of the Board of Trustees and key supporters, alumni, parents, and friends;
- engage in active daily immersion and involvement in the local community and region, building key relationships and associations;
- maintain a dynamic portfolio of high net worth individuals and secure major, capital, and planned gifts, as well as advanced annual gifts and endowment support;
- work collaboratively with the deans and other academic and administrative leaders in defining fundraising and other external relations priorities to build the infrastructure for a comprehensive development plan and ultimately a capital campaign;
- participate in strategic discussions and develop programs to strengthen the financial resources of the university;
- create and execute fundraising plans that utilize best practices in annual, major and planned gift programs to meet fundraising goals;
- ensure dynamic processes in all phases of donor qualification, cultivation, solicitation, and stewardship, while developing a culture of giving;
- prepare future capital campaign through comprehensive and effective planning, engagement, and execution;
- hire, train, inspire, and guide the entire advancement team toward accountable, goal-oriented outcomes;
- develop annual plans and budgets and create and implement an annual and long-term fundraising plan that includes strategies to dramatically increase giving in all sectors and with all vehicles (annual fund, grants, corporate/foundation relations, major, planned, and principal giving and capital campaign);
- engage university colleges, schools, and programs to enhance the culture of philanthropy;
- maintain cooperative working relationships with faculty, coaches, and campus departments whose cooperation is essential to effective outreach and fundraising;
- provide expertise, leadership, and executive support to the UNC Pembroke Foundation Board and Alumni Board of Directors and serve as the staff liaison for university advancement to the Board of Trustees, and Board of Visitors;
- provide leadership and innovation in the areas of alumni relations, parent relations, and other key constituent relations;
- devise and implement effective internal and external messaging and methods of advancement communication;

- serve as an exemplary university advocate and partner with local government, business, and corporate partners, and build deep relationships that closely link the community with the university;
- be active, visible, and involved in the advancement profession by promoting the success of UNC Pembroke's advancement division and ensuring its program has a foundation of innovative, forward-looking best practices;
- leverage new tools to communicate with and engage in a timely, modern, creative, and cost-effective way with its alumni, donors and friends;
- embody values of caring, compassion, justice, integrity, competence, and affirmation in addition to the University Core Values of accountability, innovation, integrity, communication, collaboration, and service; and
- treat members of the campus community with fairness, dignity, and respect, seeking a spirit of unity and harmony to achieve a common mission.

KEY COLLEAGUES



Robin Gary Cummings, M.D.
Chancellor

Robin Gary Cummings, M.D., took office as the sixth Chancellor of the University of North Carolina at Pembroke in July 2015. Over the past four years, enrollment has increased, academic offerings have expanded, and UNC Pembroke has solidified its place as a driver of the economy in southeastern North Carolina.

Dr. Cummings pursued an undergraduate degree in zoology from the University of North Carolina at Chapel Hill before attending Duke University Medical School. After receiving his medical degree in 1983, he interned and completed residencies in general surgery and cardiac surgery at Duke University Medical Center.

Dr. Cummings practiced at the Pinehurst Surgical Clinic and Moore Regional Hospital, chairing the Division of Cardiothoracic Surgery and Section of Cardiovascular and General Surgery. After retiring from surgery, his career led him to health care administration, quickly finding himself filling the role of DHHS Deputy Secretary for Health Services and state Medicaid director overseeing services for some 1.8 million patients.

Chancellor Cummings is a former chairman of the UNC Pembroke Board of Trustees, has chaired the UNC Pembroke Foundation board, and has served on the UNC-Chapel Hill Board of Visitors. The founding chair of the NC American Indian Health Board, he also has chaired the Commission on NC Indian Health and served on the NC Council on Developmental Disabilities, the NC Institute of Medicine board, and the NC Rural Center board. He currently serves on the Institute for Emerging Issues National Advisory Board and the Southeastern Health Board of Trustees.



David M. Ward, Ph.D.

Provost and Vice Chancellor for Academic Affairs

David Ward, Ph.D., is Provost and Vice Chancellor for Academic Affairs at the University of North Carolina at Pembroke. Dr. Ward oversees 41 undergraduate programs and 17 graduate programs offered through five colleges. Dr. Ward's academic career includes a variety of administrative and faculty positions. Prior to coming to UNC Pembroke, Dr. Ward served as Dean of Health Professions at both Armstrong State University and the University of New England. Dr. Ward began his academic and administrative career over the course of thirteen years at the Medical University of South Carolina.

Dr. Ward received a B.A. in political science and sociology from Colgate University. He then went on to earn his M.P.A. and Ph.D. in public administration from the Robert F. Wagner School of Public Service at New York University.



Virginia Teachey

Vice Chancellor of Finance and Administration

Virginia Teachey joined UNCP in July 2019 and serves as the Vice Chancellor of Finance and Administration. Her responsibilities include oversight of finance, business services, budgeting, facilities, information technology, and human resources. She serves as the Chief Financial Officer for the university as well as the UNCP Foundation, Inc.

Teachey has spent nearly her entire career in higher education, most recently at North Carolina State University where she served as Assistant Dean for Finance and Business Management for the College of Engineering. As the chief fiscal and administrative officer, she managed a \$210 million operating budget and influenced more than 200 staff members supporting the operation of one of NC State's most renowned academic units. The College of Engineering's programs and research is consistently ranked among the top engineering schools in the nation. Prior to her roles at NC State, she served as Chief Administrative Officer at Ball State University in the Department of Kinesiology and as an administrative coordinator in the Department of Special Education.

In addition, Teachey also brings more than 12 years of course development and academic instruction experience through various roles and as an adjunct instructor at Indiana Business. A perspective, she believes, gives her critical insight into what is at the core of the university's mission – delivering a high-quality student experience.

Teachey earned a bachelor's degree in business administration from Northwood University and a master's degree in business administration from Anderson University.



Jodi Phelps

Director of University Marketing and Communications

Jodi Phelps joined UNC Pembroke in May 2016, bringing more than 15 years of experience in marketing, communication, and management. Phelps joined UNC Pembroke after a successful career in nonprofit management, most recently serving as the Chief Operating Officer for Action Pathways, Inc., where she managed a more than \$15 million human services operation. Prior roles include the Director of Communications and Marketing for the Georgia Nurses Association and Foundation and Director of Alumni Relations at Thomas University.

Phelps earned a bachelor's degree in communication and history from Mercer University and a Master of Business Administration from Thomas University. She leads the Office of University Communications and Marketing whose primary role is to establish strategic internal and external communication and marketing programs that enhance the institution's visibility and reputation. Additionally, she leads operations of the university's Print Services Department and Givens Performing Arts Center – one of southeastern North Carolina's premier destinations for arts, entertainment, and cultural programming.



Dick Christy

Athletic Director

Dick Christy joined the UNC Pembroke team in May 2013, after having worked in athletics for 17 years – most recently at North Carolina State University as Associate Athletic Director for External Relations. He earned his Master of Parks, Recreation and Tourism Management from NC State.

At UNC Pembroke Christy is responsible for 16 intercollegiate NCAA Division II sports, seven men's and nine women's, and just more than 400 student-athletes.

PREFERRED QUALIFICATIONS

The University of North Carolina at Pembroke seeks a Vice Chancellor for Advancement with

- 5 years management experience preferred
- experience leading a team of fundraising and administrative staff;
- a record of leadership and accomplishment in advancement with a proven track record of fundraising success, especially with campaign planning and execution and in major gift solicitations;
- strong organizational, supervisory, and leadership capabilities;
- a demonstrated record of successful solicitations of numerous major and principal gifts;
- a history of building advancement programs and fundraising performance;
- exemplary interpersonal skills and the ability to affect favorably sophisticated volunteers and donors – an ability to lead both on and off campus;
- a collaborative approach to leadership and an understanding of the integrated nature of development with public relations and marketing;
- a commitment to Chancellor Cummings and his leadership team to effect significant change in the university's approach and organizational focus on growing private support within the local community and surrounding region;

- resonance with the particular mission, history, culture, and surrounding communities of UNC Pembroke;
- significant intellectual capability, characterized by the ability to translate the work of the faculty and the college's programs;
- experience working directly with a board of trustees or similar governance body and other principal gift prospects;
- superior strategic ability at the prospect, departmental, and institutional level; and
- comfort with and the capacity to leverage technology to support a robust and contemporary approach to outreach and communication.

A bachelor's degree is required for this position. The successful candidate will be an experienced and successful fundraiser with at least five years of progressively responsible, hands-on leadership experience in a development program of similar or greater complexity and scope. Candidates from a non-prototypical advancement career will be considered. An advanced degree is preferred.

DIVERSITY, EQUITY, AND INCLUSION

UNC Pembroke has been ranked as the most diverse university in the South according to *U.S. News and World Report* as well as ranking on *Best College Review's* 50 Top Ethnically Diverse Colleges in America.

The University of North Carolina at Pembroke fosters the development of a robust university experience that best prepares students for success in an increasingly diverse and multicultural society. The university promotes an educational and supportive climate that allows all the diverse members of its community to thrive and succeed. Facilitating equity, access, social justice, and inclusion is a top priority for the university, while empowering students, faculty, and staff to build a diverse and inclusive campus community. UNC Pembroke values and honors the different cultures, racial/ethnic backgrounds, religions, economic status, age, sexual orientation, abilities, and uniqueness of all UNC Pembroke communities. By celebrating similarities and differences it strives to prepare students, to be current and future leaders, thinkers, and representatives of the University of North Carolina at Pembroke in order to be transformative and spread the university's historical tradition.

SALARY & BENEFITS

The University of North Carolina system offers a competitive salary and benefits package.

LOCATION

Pembroke, North Carolina, is located in Robeson County, the largest of North Carolina's counties in area. With over 120,000 residents, Robeson County is one of the most diverse counties in the nation and has been the political and cultural center of North Carolina's largest American Indian tribe, the Lumbee, since the 1700s, making this a historic and culturally rich place to live. In part because of its small community setting, UNC Pembroke is also one of the safest campuses in the nation. The location - just off Interstate 95 and the mid-point between Boston and Miami - is convenient to all major metro areas of the Carolinas as well as world famous beaches and resorts. Pembroke ranks well-below the national average in cost of living.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a résumé and a cover letter. ***Cover letters should be responsive to the mission of the University of North Carolina at Pembroke.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Vice Chancellor for Advancement, University of North Carolina at Pembroke.](#)

To nominate a candidate, please contact:

Angelique Grant at angelique@aspenleadershipgroup.com.

All inquiries will be held in confidence.