



## VICE PRESIDENT OF ADVANCEMENT

[MARY BALDWIN UNIVERSITY](#)

STAUNTON, VIRGINIA

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

Mary Baldwin University seeks an innovative leader hungry for an opportunity to modernize and grow advancement at an entrepreneurial institution which serves to launch predominantly first generation, low income, students of color. The university has also carved out reputational quality in online and health sciences professional programs and is growing those areas as compelling parts of its enterprise. The successful candidate will be a strategic, inclusive, and enterprising fundraising professional with higher education and/or external philanthropy experience. The Vice President will oversee and lead the development, implementation, and assessment of comprehensive plans for fundraising across a wide variety of graduate populations that create, cultivate, and steward new pipelines for partnerships and funding, as well as increase and enhance corporate and foundation giving, annual giving, endowment, grants, major and planned gifts, and alumni and parent relations. The Vice President will collaborate closely with the President, serve on the Executive Staff, and lead a team of dedicated professionals in building support for academics, experiences, and facilities to prepare students for lives of purpose and professional success in less time and at less cost. This opportunity calls for an ambitious and fast-paced leader interested in accelerating existing fundraising efforts as well as driving efforts to develop completely new pipelines and partnerships.

### **Meet MBU**

At Mary Baldwin, we create, re-envision, and advance higher education so that students can face the challenges of their time and seize any opportunity that crosses their path. Mary Baldwin University is a small, private university enrolling 1,792 students at the undergraduate and graduate levels on campuses in Staunton and Fishersville, Virginia, and online.

Since 1842, this intimate learning environment has allowed students to cultivate strong connections with faculty and peers. Our mission is to empower inclusive leaders to create lives of purpose and professional success in our changing world.

### **Three Colleges**

The university is organized into three academic colleges: the Gold College of Arts and Sciences, the Murphy Deming College of Health Sciences (which occupies a branch campus within our local healthcare corridor), and the Palmer College of Professional Studies. MBU offers more than 40 programs of study supported by traditional classroom teaching, online, and work experience. Mary Baldwin emphasizes high ethical standards and the development of critical, creative, and reflective reasoning as the foundation for fulfilling and meaningful lives in the fast-changing new economy.

### **Our History**

Founded in 1842, MBU began with a then-revolutionary idea: that women, like men, should be well educated. Long-time headmistress and namesake Mary Julia Baldwin devoted her life to that mission, transforming the institution into a thriving women's college by the end of her remarkable life.

MBU has continued the proud legacy of revolutionary thinking and innovation to serve its students. In 1977, Mary Baldwin was the first college in Virginia to create a program for women and men to earn their degrees later in life. The Program for the Exceptionally Gifted was founded in 1985, one of a handful of programs in the United States designed to enable students as young as 13 to pursue college degrees. In 1995, the Virginia Women's Institute for Leadership established the nation's first and only all-female corps of cadets.

In 2014, the College of Health Sciences opened, reflecting MBU's dedication to interprofessional health care education. In 2016, the institution became a university recognizing its bachelor's, master's, and doctoral degree programs and expanding on its long tradition of student-centered excellence. In 2017, MBU welcomed the first residential men to campus.

## **Student-Centered Focus**

MBU's entrepreneurial spirit continues to fuel growth and momentum, underpinned by a radical belief and commitment to student potential and the power of education to change students' lives, their families, communities, and the world. The university community enthusiastically and jointly pushes forward with new methods and innovative programs in higher education to help meet student and societal needs.

Among the university's many accolades, Mary Baldwin is recognized for its commitment to affordability and outcomes, listed among the nation's Top Performers for Social Mobility by *U.S. News & World Report*, and as a leader among all colleges and universities in the United States for its community and national service by *Washington Monthly*.

## **REPORTING RELATIONSHIPS**

The Vice President of Advancement will report to the President, Dr. Jeffrey P. Stein. The Vice President will serve as a central member of the university's Executive Staff and will oversee a team currently comprised of eight staff.

## **FROM THE PRESIDENT**

*As Mary Baldwin's new President, I'm both humbled and excited to be part of a community that has championed and educated the underrepresented since 1842 and is determined to enhance its impact on the lives of students long into the future.*

*I am looking for an advancement partner hungry for an opportunity to be part of a community and Executive Staff that is redesigning access to higher education and how we engage donors. I believe we need a smart, aspiring, entrepreneurial, and creative fundraising professional to help us communicate and realize this vision – both an expert in the principles and processes of traditional institutional advancement and an innovator willing to step outside of familiar practice to achieve significant change.*

*In our 182nd year, we are transforming our academic portfolio; implementing new engaged learning, career preparation, and internship opportunities; and envisioning renovated facilities – all with the goal of providing greater access to a more efficient pathway to careers.*

*We seek a Vice President who can lead efforts to expand support from existing donors and alumni; forge new partnerships with organizations, corporations, and foundations; leverage high-quality communication and data analysis; and work across a wide range of stakeholders, ages, ethnicities, backgrounds, and experiences.*

*I hope you consider joining this transformative community as we propel Mary Baldwin into an even brighter future.*

*All in for Mary Baldwin!*

—Dr. Jeff Stein, President

## **MARY BALDWIN UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

*We, the community of Mary Baldwin University, strive to celebrate humanity in all its wondrous and complex variation. Because we value diversity, it is our mission to sustain a community where all may flourish. We are safe to embrace our shared experiences and our differences. To this end, we treat all with respect and compassion.*

Mary Baldwin University does not discriminate on the basis of sex or gender, nor does the university discriminate on the basis of race, national or ethnic origin, color, age, disability, religion, veteran's status, sexual orientation, gender identity, or gender expression in its educational programs, admissions, co-curricular or other activities, or employment practices.

## **PRIMARY RESPONSIBILITIES**

The Vice President of Advancement will:

- Propel a culture of philanthropy and high engagement
- Establish fundraising expectations in collaboration with the President and develop strategies to achieve those expectations
- Plan and implement a comprehensive development program within a complex university environment, including developing and executing successful campaigns, soliciting and closing significant gifts, identifying new major donor prospects, and sustaining effective constituent relations activities
- Substantially increase:
  - Annual revenues to fund student recruitment and success initiatives
  - Annual unrestricted funding to support core operations
  - Growth of the university's endowment

- Gifts to support the renovation and modernization of the physical campus
- Identify and secure new sources of funding, pathways, and partnerships including corporate, foundation, federal, etc.
- Engage Mary Baldwin trustees and major donors to garner their support through both individual giving and by assessing and activating their networks for new major donors and partners
- Conceive and implement plans to identify, engage, and convert new major donor prospects with an affinity toward the university's strategic direction
- Shepherd alumni in traditional and creative ways to maximize their interest, engagement, and support of ongoing Mary Baldwin activities
- Recruit, train, manage, mentor, and assess a team of development professionals.

## **LEADERSHIP**

Dr. Jeffrey P. Stein

President

Jeff Stein was elected as Mary Baldwin's 10th president in 2023, bringing more than 30 years of higher education expertise to the university in areas such as innovative strategic planning, access and equity, engaged learning, and campus-community partnerships. He describes working with students, faculty, and staff at Mary Baldwin as his dream job.

Dr. Stein spent two decades at Elon University in North Carolina, serving most recently as vice president for strategic initiatives and partnerships, and assistant professor of English; developing nationally recognized high-impact learning programs; teaching; fundraising, and overseeing strategic planning, athletics, career services, continuing education, service learning, and residential campus initiatives.

He earned a doctorate in higher education management from the University of Georgia, an MFA in creative writing from Colorado State University, and a bachelor's in English from Beloit College.

Dr. Stein's grandparents survived the Holocaust and Russian pogroms to make a new life in the United States, and his parents were the first in their family to attend college.

He's married to Chrissy Stein, and their children are graduates of Carleton College and Wesleyan University.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Mary Baldwin University seeks a leader in their field with:

- A variety of higher education and/or business experience and demonstrated success executing an approach to targeted goals that support university-wide strategy
- A highly strategic approach to increasing engagement across a broad range of stakeholders, volunteers, community members, donors, and partners
- Demonstrated competency in how equity and inclusivity relate to fundraising and promoting investment in first generation, low income, students of color
- Experience building relationships and partnerships through boards, councils, and other engagements with donors, foundations, and corporations to increase fundraising, develop leadership and trustee pipelines, and build pathways to internships and jobs
- Familiarity with inspiring corporate and foundation work, legacy fundraising, planned giving enterprises, and new partnerships
- Core business skills and demonstrated competency in building systems to accelerate advancement through digitization and data, as well as communicating donor impact
- Knowledge of best practices, new and changing technology, and resources for incorporating cutting-edge digital tools and approaches
- Ability to educate and bring internal university partners (students, faculty, staff, alumni, and trustees) into collective efforts to advance university philanthropy
- Experience as a highly entrepreneurial and highly collaborative leader, able to meet priorities for multiple entities, including Murphy Deming College of Health Sciences, Palmer College and MBU Online programs, and Gold College of Arts & Sciences, and traditional undergraduate residential programs
- Ability to effectively manage a team of fundraisers, including providing effective mentorship, support, coaching, and supervision.

Mary Baldwin University will consider candidates with a broad range of backgrounds. A Bachelor's degree and at least ten years of increasing development experience are required; significant experience leading a higher education development enterprise is preferred.

## **SALARY AND BENEFITS**

The salary range for this position is \$200,000 to \$225,000 annually. Mary Baldwin University offers a [comprehensive benefits package](#).

## **LOCATION**

Mary Baldwin University is in Staunton, Virginia. Staunton is conveniently located in the beautiful and historic Shenandoah Valley. Known for its historic architecture and charming downtown, it is home to a vibrant arts and music scene and offers a range of excellent dining, wine bars, and micro-breweries. With five National Historic Districts, Staunton is easily explored by foot. Its compact downtown features over one hundred unique shops, art galleries, and restaurants. At the crossroads of Virginia, Staunton is a transportation hub with advanced rail, highway, and air access. The city lies at the heart of Virginia's Education and Technology Corridor with nine colleges and universities regionally and a *Blue Ribbon* local school system. Staunton is within Augusta County which hosts corporate residents including Best Buy, Specialty Blades, Bruin, U.S.A., McKee Foods, Hershey Chocolate, and a host of other companies.

## **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. *Cover letters should be responsive to the mission of Mary Baldwin 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 of Advancement, Mary Baldwin University](#).

*To nominate a candidate, please contact Don Hasseltine,*

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

*All inquiries will be held in confidence.*