

# ASPEN LEADERSHIP GROUP

**SENIOR ADVANCEMENT OFFICER**  
**HIGH POINT UNIVERSITY**  
**High Point, North Carolina**  
[High Point University](http://www.highpoint.edu)



HIGH POINT UNIVERSITY

The Aspen Leadership Group is proud to partner with High Point University in the search for a Senior Advancement Officer.

The Senior Advancement Officer will identify, cultivate, solicit, and steward leadership gift benefactors for the highest priorities of High Point University.

High Point University is the Premier Life Skills University working to transform the lives of its students. High Point University has radically transformed its campus and culture under the leadership of President Nido R. Qubein, who became the seventh president of this 95-year-old institution in 2005. HPU leaders commit to preparing students for the world as it is going to be, not as it is. The promise HPU makes to each student and their family serves as a clear roadmap for faculty and staff to achieve that mission. At High Point University, every student receives an extraordinary education in an inspiring environment with caring people. In addition to expert faculty from Duke University, Harvard University, Stanford University, Cornell University, Johns Hopkins University, and other impressive institutions, High Point University has attracted global leaders and industry giants to mentor students as part of a unique “In Residence” program.

Since 2005, President Qubein has led a \$2 billion investment in academic programs (five new academic schools have been added), and student life facilities including two student centers, ten new residential communities, a new lacrosse/soccer stadium, NCAA Division I athletics complex and, currently under construction, a 4,500-seat basketball arena, conference center, and hotel. Innovative educational initiatives like the President’s Seminar on Life Skills, a required course for all entering freshmen, ensure students grow not only in specific academic areas of expertise, but also develop competencies in communication, networking, coachability, fiscal literacy, and service. These are among the traits High Point University refers to as “life skills,” which employers rank as the most critical skills necessary to succeed in the modern workplace.

With 50 majors and 57 minors, High Point University offers a broad spectrum of academic coursework, all complemented by experiential learning programs that include internships, undergraduate research, global education, and service learning. The approach to life preparation is perhaps best showcased by the 97% placement rate for graduates employed or enrolled in graduate school within six months of graduation from the university.

Beyond academic excellence, High Point University focuses on values. High Point University is a God, family, and country school. While all backgrounds are welcome and celebrated on this inclusive campus, the university appreciates and promotes the values of hard work, service, patriotism, private enterprise, joy, and generosity, among others. Perhaps High Point University’s culture can be summed up in a quote from Roy Disney that’s inscribed on the International Campus Promenade: “When your values are clear to you, making decisions becomes easier.”

High Point University believes each member of faculty and staff has the power to enhance the lives of the students entrusted to their care. Their call to action is simple and profound: Choose to be extraordinary! And they live by it every day.

## REPORTING RELATIONSHIPS

The Senior Advancement Officer will report to the Assistant Vice President for Development, McKennon Shea.

## PRINCIPAL OPPORTUNITIES

*High Point University is one of the great success stories in American higher education. Its transformation has been amazing—especially in the midst of the worst economic disruption in the last 50 years of America’s history. Stellar educators with accomplished credentials are attracted to this academy in large numbers each year. Students come to campus with a desire to learn and grow. Alumni are getting involved with renewed enthusiasm. Parents have become our best advocates. Our “philanthropic investors” are energized by the profound growth of the institution, and they generously resource it with a continuing reservoir of gifts.*

*What lies behind High Point University’s impressive growth is a university fully dedicated to continually enhancing its academic programs and ensuring that every student receives an extraordinary education in an inspiring environment with caring people. We are focused on life skills, experiential learning, and values.*

*Armed with over \$400 million in gifts and pledges since 2005, the university created five new academic schools, built new facilities to accommodate student life and residential students (93% of students live on campus), new athletic buildings and fields to support 16 NCAA Division I sports, and expanded campus from 92 to 440 acres.*

*The High Point University Office of Institutional Advancement is looking for a professional who shares a passion for this university and who possesses the skill and expertise to support the ongoing transformation taking place at High Point University. With assets including a dynamic and visionary President, one of the most beautiful and inspiring campuses in America, a dedicated base of philanthropic investors, and supportive colleagues, the position of Senior Advancement Officer is laden with opportunities for success.*

–Chris Dudley, Senior Vice President for Development

## PRIMARY RESPONSIBILITIES

The Senior Advancement Officer will

- embrace and articulate the mission and culture of High Point University and possess a strong working knowledge of its programs and departments;
- embrace the job of fundraising for High Point University;
- proactively maintain a portfolio of potential \$100,000+ gift benefactors among alumni, parents, staff, faculty, friends, and other sources in a disciplined, organized manner, consulting with the Assistant Vice President for Development and other team members regarding strategy, development, and action plans for solicitation, closure, and stewardship;
- provide assistance to Advancement Officers on cultivating, soliciting, and stewarding prospects capable of making gifts in excess of \$100,000;
- facilitate relationships between key university leadership and major donor prospects;
- arrange fundraising calls for university leadership, including the President, Senior Vice President, or Assistant Vice President and accompany them on the calls;
- collaborate with senior leadership to develop proposals which align with the university’s top priorities and fit benefactor interests;

- participate as a member of the university's overall Institutional Advancement organization in the execution of a comprehensive Institutional Advancement program;
- complete call reports on all prospect and donor interactions; and
- meet and exceed annual fundraising goals established by the Senior Vice President and Assistant Vice President for Development.

## KEY COLLEAGUES



**Chris Dudley**  
**Senior Vice President for Development**

Chris graduated from HPU in 1994 with a degree in political science. His mother, wife, and brother are also HPU alumni. Prior to returning to HPU in 1999, he received his master's degree in athletic administration from West Virginia University and worked at Tar Heel Sports Marketing in Chapel Hill, North Carolina. After serving for five years as the Director of Athletic Development and Marketing in the Office of Institutional Advancement, Chris led many of the operational areas for the university including construction, security, food service, and events, as Vice President of Administration and Chief of Staff. In January 2015, Chris returned to the Office of Institutional Advancement as Senior Vice President for Development to lead the areas of development, alumni engagement, and family engagement.



**McKennon Shea**  
**Assistant Vice President for Development**

McKennon serves as the Assistant Vice President for Development, with responsibilities for managing the major and planned giving programs at HPU. This includes leading the team of Advancement Officers, as well as the conversations related to donors' bequest intentions or other planned giving vehicles. Prior to this position, he served as the Director of Major and Planned Giving for The Divinity School of Duke University in Durham, North Carolina. He also previously served as Director of Admissions for Duke Divinity School and as a minister for Duke University Chapel. McKennon is an ordained minister in The United Methodist Church and completed his undergraduate studies at Hampden-Sydney College. He also received his Master of Divinity degree from Duke Divinity School, and holds a doctorate in Higher Education Management from The University of Pennsylvania.



**Erica Burroughs**  
**Senior Director of Family Engagement and Annual Giving**

Erica serves as Senior Director of Family Engagement and Annual Giving, guiding strategic initiatives to increase High Point University's broad-based, philanthropic involvement from HPU families, as well as various annual giving constituencies. Erica is responsible for the oversight of the President's Leadership Cabinet and Parents Council (two philanthropic leadership groups for HPU Families), the Forever Families program, and the university's Board of Visitors. Erica works closely with other offices on campus to create opportunities for meaningful engagement with family volunteers. Erica earned a B.A. in English and an M.S. in Financial Fraud Investigations from Pfeiffer University. She is also a certified Guerrilla Marketing Coach.



**Bradley Purcell**  
**Director of Gift Planning**

Bradley earned his A.B. degree from Duke University, 1983, and both the M.A. and the J.D. from the University of North Carolina Chapel Hill, 1988. He practiced law in Greensboro, North Carolina for five years early in his career. As the Director of Gift Planning, Bradley builds relationships with HPU alumni, parents, and friends, to motivate legacy gifts to the university, while helping to strengthen certain major donor relationships as well.

### **PREFERRED QUALIFICATIONS**

High Point University seeks a Senior Advancement Officer with

- demonstrated leadership skills and the ability to think and plan strategically;
- demonstrated success in securing gifts/sales from high net-worth individuals or organizations;
- a high degree of emotional intelligence and interpersonal skills;
- enthusiasm for the mission of High Point University;
- enthusiasm for business development/fundraising;
- exceptional interpersonal skills;
- high energy, drive, integrity, and authenticity;
- exceptional written and oral communication skills; and
- basic knowledge of Raiser's Edge or other CRM software.

A bachelor's degree is required for this position. A minimum of five years of successful business development or fundraising experience, with a demonstrable record of progressive achievement is preferred.

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

High Point University considers a strong commitment to diversity, equity, and inclusion as a core component of its mission and an essential ingredient to a holistic education in the liberal arts tradition. A liberal arts education develops critical thinkers, moving students from a fixed-mindset to a growth-mindset. This approach to learning prepares students for reflective action in an interdependent and diverse world. HPU not only understands and respects the unique talents and perspectives of all individuals but it also embraces and utilizes their contributions. HPU's breadth of inclusiveness creates a path by which all individuals can achieve their highest potential in an increasingly complex and pluralistic society.

HPU welcomes and respects all students, faculty, and staff of all races, ethnicities, religions, genders, sexual orientations, sexual identities and gender expressions, abilities, classes, ages, and political ideas. It recognizes that diversity also includes a range of geographic locations, communication styles, family makeup, educational background, military service, and other unique life experiences. To encourage diversity and inclusion it endorses dynamic curricula and research agendas—through the University's core education as well as all fields of study, programming, and community engagement—that include a multiplicity of views and perspectives.

Diversity, equity, and inclusion are not merely moral imperatives or societal goals, they can be a competitive advantage. HPU's continued success as a university rests in its collective ability to embrace a multitude of opinions, ideas, and beliefs so that it can effectively educate the next generation of leaders

who are culturally responsive, knowledgeable, and globally engaged. HPU's commitment to diversity, equity, and inclusion cultivates students' desire for citizenship in complex global communities.

### **SALARY & BENEFITS**

High Point University offers a competitive salary and benefits package.

### **LOCATION**

Together, Greensboro, High Point, and Winston-Salem form the Piedmont Triad, North Carolina's largest metropolitan area with more than 1.9 million people. The city of High Point alone has more than 100,000 people. Both Greensboro and Winston-Salem are 20 minutes from campus. East of campus are Raleigh (one and a half hours away) and the Atlantic Ocean (four hours away); south of campus are Charlotte (one and a half hours away) and Atlanta, Georgia (five hours away); and west of campus are the Appalachian Mountains (two hours away).

The Piedmont Triad is a dynamic market that is poised for tremendous growth. Contributing factors are its temperate climate, a centralized location affording quick access to major metropolitan areas, relatively low population density, high quality of life, high education index, diversity and inclusion, and the development of markets to leverage its manufacturing experience.

### **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:*

[Senior Advancement Officer, High Point University.](#)

*To nominate a candidate, please contact Shelley Semmler:*

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

*All inquiries will be held in confidence.*