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TEXAS CHRISTIAN UNIVERSITY
ASSOCIATE VICE CHANCELLOR FOR ALUMNI RELATIONS
Fort Worth, Texas
<http://tcu.edu>



The Aspen Leadership Group is proud to partner with Texas Christian University in the search for an Associate Vice Chancellor for Alumni Relations.

The Associate Vice Chancellor for Alumni Relations is a member of the senior advancement management team and is responsible for providing strategic direction for all aspects of the alumni relations program in partnership with the National Alumni Board, senior advancement management team, alumni relations staff, and other key internal and external stakeholders.

The successful candidate will be an experienced advancement professional or have executive-level experience, will be a team player with demonstrated success in leadership roles, and will have the ability to manage a comprehensive program and multiple constituencies. The Associate Vice Chancellor must be able to balance the implementation of creative new ideas with respect for the University's heritage and traditions.

The Associate Vice Chancellor must possess strong interpersonal and communication skills, the highest levels of confidentiality and integrity, and a commitment to the University's mission to educate individuals to think and act as ethical leaders and responsible citizens in the global community. The successful candidate must understand and appreciate TCU's culture of connection, community, and collaboration and must have demonstrated how to incorporate an organization's vision, mission, and goals into the design, communication, implementation, and evaluation of programs and policies.

TCU is a world-class, values centered university with a mission to educate individuals to think and act as ethical leaders and responsible citizens in the global community. The Associate Vice Chancellor for Alumni Relations provides strategic leadership and vision for programs, services and opportunities that strive to ensure that all of TCU's 88,000 alumni are actively engaged with TCU from the day they graduate.

With top-of-the line facilities, 119 areas of undergraduate study, 53 master's level, and 28 doctoral areas of study, Texas Christian University offers an impressive array of choices and amenities and a friendly, mentoring culture. It is truly a place where professors know students by name. Add a beautiful residential campus, engaging academic programs, research that makes a difference in the world, and a spirited student body, and you have the exceptional 24/7 TCU experience.

For seven consecutive years, the University has ranked in the top 100 in the *U.S. News & World Report* national university rankings. TCU has been chosen as a "Great College to Work For" by *The Chronicle of Higher Education* for six consecutive years. TCU is a member of the Big 12 Conference and competes in both female and male NCAA sports.

REPORTING RELATIONSHIPS

The Associate Vice Chancellor for Alumni Relations reports to the Vice Chancellor for University Advancement.

PRINCIPAL OPPORTUNITIES

The Associate Vice Chancellor is responsible for providing strategic direction for all aspects of the alumni relations program in partnership with the senior advancement management team, alumni relations staff, National Alumni Board, and other key internal and external stakeholders.

Texas Christian University's academic profile and reputation have risen significantly over the last 10-12 years. During this same time period, the University has completely transformed its physical campus. Factors such as exceptional leadership, strong enrollment, record-breaking philanthropic support, and an extraordinarily loyal and generous alumni base have generated momentum not seen at most universities in the country.

For these reasons, and many others, now is a great time to be associated with TCU. One of the University's top priorities is to ensure that its Alumni Relations program is positioned for maximum impact in order to help sustain overall momentum for many more decades. With internal and external support, the new Associate Vice Chancellor will enjoy an exciting opportunity to enhance an already strong program. She/he will be able to create a vision and implement a strategy for alumni engagement in a way that fully integrates alumni relations with all aspects of University Advancement and many areas of TCU.

All of the right elements are in place at TCU. Alumni Relations professionals who are motivated by a team atmosphere and the desire to advance their careers with a world-class, values-centered University will not find a better opportunity.

The Associate Vice Chancellor for Alumni Relations reports to the Vice Chancellor for University Advancement and is a member of the senior advancement management team. As such, the successful candidate will be involved in high-level decision making in all aspects of University Advancement.

PRIMARY RESPONSIBILITIES

The Associate Vice Chancellor for Alumni Relations will

- provide strategic vision for alumni engagement and implement that vision in a focused and collaborative manner;
- plan and implement a comprehensive alumni relations program that supports TCU's vision of being a world-class, values-centered university;
- function as part of the advancement leadership team to create a collaborative team environment working in an integrated advancement model that connects engagement outcomes with philanthropic behaviors;
- engage alumni, parents, and friends in the life of the University in meaningful and measurable ways throughout their lifetime;
- develop and monitor metrics related to alumni engagement;
- understand how to use alumni engagement metrics to set strategy, allocate resources, and assess outcomes;

- establish and maintain relationships with a wide range of alumni, parents, and friends within Texas, nationally, and internationally to increase engagement, satisfaction, and philanthropic support;
- work closely with University Development to ensure that the Alumni Relations program is integrally involved in the ongoing effort to secure philanthropic support;
- work closely with Loyalty Giving staff to develop and implement a strategy to educate and engage current students in a spirit of philanthropy from the time they enter TCU;
- work closely with the National Alumni Board to ensure strong and productive relationships between its members and the Clark Society Board, Frog Club Board, and the University's academic and administrative leaders;
- develop and maintain consistent communications and collaborative relationships and programs with other University units such as admissions, career services, athletics, student affairs, and academic schools and colleges;
- lead alumni relations staff of eleven, provide guidance and support for their professional development; and
- develop and manage the alumni relations budget for maximum ROI while being a thoughtful steward of University resources.

KEY COLLEAGUES



Donald J. Whelan, Jr.
Vice Chancellor for University Advancement

Don Whelan became vice chancellor for university advancement at Texas Christian University in April 2005. He came to TCU from Saint Louis University, where he served as vice president for development and university relations. He has 30 years of advancement experience, nearly 17 of those at SLU, where he served in several senior level positions before becoming vice president in 1997.

At TCU, Whelan is responsible for development and alumni relations. Since coming to TCU, he has led a reorganization and expansion of University Advancement to prepare for a new campaign. He and his team conducted TCU's largest-ever comprehensive campaign, *The Campaign for TCU*, which raised more than \$434 million.

Whelan received the B.S. degree from the University of Missouri and the Master of International Business from Saint Louis University.



David Nolan
Associate Vice Chancellor for Development

David Nolan graduated TCU in 1992 and began his professional development career as an annual fund officer in University Advancement. After serving two years in the Peace Corps, David became the associate director of development for the College of Engineering at Virginia Tech. He then served as the director of development for the College of Engineering at North Carolina State, where he led a \$250 million campaign as part of a \$1 billion university-wide effort. David returned to his alma mater in 2005 to help design and implement *The Campaign for TCU*, which raised more than \$434 million including more than \$100 million for scholarships.

He earned the Master of Arts in Philanthropic Studies from Indiana University's Lilly Family School of Philanthropy and served as a Summer Fellow of Vanderbilt University's Peabody College Institute for Vice

Presidents of Institutional Advancement. David was recognized in the 2009 *Fort Worth Business Press* Forty Under Forty and successfully completed Leadership Fort Worth in 2007.



Julie Whitt

Associate Vice Chancellor for Donor Relations

Julie Whitt began her time with University Advancement at Texas Christian University in 2006 as the Director of Reunion Programs for the Office of Annual Giving. In 2007, she became the Assistant Director of Annual Giving and then joined the Office of Donor Relations in 2010 as Assistant Vice Chancellor.

In her current role as Associate Vice Chancellor, Julie oversees strategic plans for stewardship, campaign related events and the Clark Society Board. Prior to TCU, she spent six years working for Tyler Junior College, where her final role was Assistant Director of Annual Giving and Special Events for the TJC Foundation. Julie holds a Bachelor of Business Administration in Marketing from the University of Texas at Tyler and is a member of the Council for Advancement and Support of Education (CASE) and the Association of Donor Relations Professionals (ADRP).



Janine Kraus

Assistant Vice Chancellor for Loyalty Giving

Janine Kraus currently serves as assistant vice chancellor for loyalty giving programs at Texas Christian University. She is responsible for administering a comprehensive giving program that includes mass annual solicitation, stewardship and marketing via direct mail, phone and other communication methods, as well as personal visits. Janine has worked at TCU since 2006.

Before coming to TCU, Janine spent five years with the University of North Texas Alumni Association. Her alumni relations experience included volunteer management, nonprofit operations, membership acquisition, alumni events, and student involvement. She holds the Ph.D. in higher education from UNT. She is an Associate Adjunct Professor for the University of Maryland University College teaching nonprofit management graduate level courses.



Carlo Capua '00

President, National Alumni Board

Carlo Capua is co-owner and General Manager of Z's Café, a Fort Worth-based social enterprise cafe and catering company. A marketing graduate of Texas Christian University, Carlo moved to Nagaoka, Japan after graduation where he taught English for four years. He later moved to Toluca, Mexico to continue his passion for teaching, discovering cultures, and learning languages. In 2001 he established the Niigata Papua New Guinea Association to support interpersonal and intercultural exchange between Japan and Papua

New Guinea (PNG). Through this organization, he led a team to raise money to build schools, teachers' houses, and establish scholarships for poor students in PNG. He continued to be involved in creating global partnerships as chair of the Swaziland, Africa committee through Fort Worth Sister Cities International.

In his spare time, Carlo is a sought after speaker, having given hundreds of presentations on social entrepreneurship and international culture. He speaks fluent Japanese and Spanish, enjoys playing music, and is accomplished endurance athlete, having completed 15 full marathons and an Ironman Triathlon.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Associate Vice Chancellor for Alumni Relations will have

- demonstrated success in leadership roles, as the Associate Vice Chancellor works directly with the University's Chancellor, senior members of the University administration, and volunteers on the National Alumni Board and TCU Board of Trustees;
- philosophy supportive of an integrated approach to advancement;
- demonstrated ability and willingness to "roll up sleeves" and lead by example;
- strong work ethic and proven ability to foster a highly collaborative, team atmosphere;
- proven ability to train and lead staff;
- strong commitment to, and proven track record of, customer service;
- skill in project management techniques and implementation;
- technological literacy, with experience using a constituent relationship management system, preferably Blackbaud CRM;
- ability to leverage technology to make strategic decisions, assess outcomes, and provide better service;
- skill in leadership practices and techniques;
- skill in effective written and verbal communication;
- skill in analyzing and organizing information;
- skill in writing, developing presentations, and presentation techniques;
- ability to review and make recommendations to improve and streamline processes;
- ability to design and implement programs;
- ability to analyze, summarize, and present complex issues and solutions to senior leadership;
- ability to manage multiple projects simultaneously and to meet identified deadlines;
- ability to work with a high degree of accuracy;
- ability to evaluate and make recommendations to improve operations;
- ability to troubleshoot issues, formulate and implement operational improvements; and
- ability to work successfully as a member of a team serving a common goal.

A bachelor's degree is required for this position. A master's degree is strongly preferred. The successful candidate will have ten or more years of relevant senior level professional experience as a leader in alumni relations or closely related work experience. Additional experience in other advancement areas, including major gift fund-raising, annual fund leadership, marketing, or communications in higher education is desirable.

SALARY AND BENEFITS

Texas Christian University offers a competitive benefits and compensation package.

LOCATION

Texas Christian University is located in Fort Worth, Texas. TCU welcomes visitors from around the world to experience the great American West, rich arts and civic treasures, and inviting, friendly atmosphere. Fort Worth offers a thriving downtown and is located minutes from DFW International Airport.

The “City of Cowboys and Culture” is the 16th-largest city in the United States and part of the No. 1 tourist destination in Texas, welcoming 6.5 million visitors annually. Also known as the “Cultural Capital of the Southwest,” Fort Worth hosts five world-class museums in its renowned Cultural District. The city is also home to the coveted Van Cliburn Piano Competition, Bass Performance Hall, and celebrated symphony, opera, ballet, and theater programs. The Fort Worth Zoo is a top five zoo in the nation and a national draw, and the city’s proximity to major league attractions like Texas Motor Speedway, Rangers Ballpark, Cowboys Stadium and Six Flags makes it the perfect place to live.

APPLICATION DEADLINE

Before sending your résumé for this position, please read it over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, contact Michael Vann: michaelvann@aspenleadershipgroup.com.

As an AA/EEO employer, TCU recruits, hires, and promotes qualified persons in all job classifications without regard to age, race, color, religion, sex, sexual orientation, gender, gender identity, gender expression, national origin, ethnic origin, disability, genetic information, covered veteran status, or any other basis protected by law.

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