

# ASPEN • LEADERSHIP • GROUP

## ASSISTANT VICE PRESIDENT FOR ALUMNI ENGAGEMENT

UNIVERSITY OF LA VERNE

La Verne, California

<http://laverne.edu>



UNIVERSITY OF  
LA VERNE

The Aspen Leadership Group is proud to partner with the University of La Verne in the search for an Assistant Vice President for Alumni Engagement.

The Assistant Vice President for Alumni Engagement is an essential member of the University Advancement leadership team. This highly visible position is responsible for leading the Alumni Relations Office, and developing and executing comprehensive alumni engagement strategies and programs in support of the Office's mission to enhance alumni loyalty, pride, and engagement among a diverse community of more than 80,000 alumni worldwide.

The mission of the University of La Verne is to offer a distinctive and relevant educational experience to a diverse population of traditional-age, adult, and graduate learners preparing them for successful careers and a commitment to life-long learning across the liberal arts and professional programs. As a federally designated Hispanic Serving Institution (HSI), the University is dedicated to assisting first generation, majority low-income Hispanic students in obtaining a college education. In 2016, the University was recognized twice by the Department of Education and *Excelencia*, a national think tank, for its commitment to enroll, retain, and graduate Latino students. In January 2015, the Carnegie Foundation granted the University of La Verne its prestigious Carnegie Foundation Community Engagement Classification. When making this classification, the Foundation noted the University's alignment between campus mission, culture, leadership, resources, and practices that support community engagement. In *U.S. News & World Report's* 2017 ranking of Best Colleges, National Universities category, the publication placed University of La Verne 8<sup>th</sup> among private institutions in California and 18<sup>th</sup> overall in the state.

Since 1891, the University of La Verne has been dedicated to the belief that a quality, values-based education enriches the human condition by engendering service, scholarly accomplishment, and professionalism. Though decades of growth have changed its appearance and reach, La Verne has retained its sense of purpose, seeking to provide students with individual attention to spark personal growth through intellectual challenge and development. The University takes pride in knowing its nearly 80,000 alumni worldwide have made a difference in their professions and communities.

The University's focus on the individual student is evidenced in its student/faculty ratio of 13:1, and the fact that 66% of classes have no more than 19 students. Professors are personally engaged and committed to helping students achieve their academic and professional goals. According to a National Survey of Student Engagement (NSSE) Report, over 90% of freshmen and seniors regarded their entire educational experience at La Verne as being "excellent" or "good." More than 80% would still choose to attend La Verne if they could start over again, and a significantly higher percentage evaluated the quality of academic advising they received as excellent when compared to their peers at other four-year private colleges and universities.

## **REPORTING RELATIONSHIPS**

The Assistant Vice President for Alumni Engagement will report to the Vice President of University Advancement.

## **PRINCIPAL OPPORTUNITIES**

Located in Southern California, the University of La Verne's advancement program is poised to publically launch its \$125M campaign, the largest in its history. Concurrently, the Office of Alumni Engagement needs a strong leader as its Assistant Vice President to build a broad engagement platform that supports the University's strategic mission-driven goals and campaign. Working with a dynamic and experienced President and strong advancement leadership, the AVP will lead a program with 80,000 alumni from the traditional undergraduate, regional, graduate, and on-line programs. As a Hispanic Supporting Institution with a very diverse student population, the AVP has a unique opportunity to create synergies between a young multi-ethnic alumni group and an older generation from a more traditional four-year undergraduate experience.

The University of La Verne is more than halfway to its campaign goal, closing FY17 at \$65M. With strong volunteers and an eager Alumni Association Board, the partnership between the alumni office and fundraising has never been better. The successful candidate has a truly unique opportunity to have a meaningful and impactful role at a successful university on the rise.

## **PRIMARY RESPONSIBILITIES**

The Assistant Vice President for Alumni Engagement will

- serve as the chief Alumni Engagement Officer of the University, charged with developing and leading a new culture of innovation and engagement in alumni programming, developing strategies and plans, and leading the implementation of creative and meaningful engagement for alumni worldwide;
- serve as one of the lead representatives of the University to its alumni;
- oversee the proper functioning of the Alumni Engagement Office and lead its two-person staff which includes the Alumni Engagement Manager and the Alumni Engagement Coordinator;
- hire, mentor, motivate, and evaluate Alumni Engagement staff in carrying out their duties which include mounting events; create and run alumni engagement programs; provide visibility to the program; manage the alumni office budget; ensure timely correspondence and other communications with alumni; initiate and carry-out on-going Alumni Engagement program reviews to evaluate and monitor effectiveness;
- provide leadership and direction to the Alumni Advisory Board (AAB) in carrying out the goals of the Alumni Engagement Strategic Plan;
- work closely with AAB leadership to identify future prospective members who are representative of the alumni body;
- better define and solidify the Board's engagement and purpose in relation to the 2020 Strategic Vision;
- develop and lead a comprehensive orientation program for new board members;
- provide leadership to the Alumni Awards Program to ensure that accomplished alumni are appropriately identified and recognized;
- provide leadership and direction to Alumni Affinity Groups and Chapters University-wide;
- design and implement a training program for volunteer leaders;

- function as a visible and contributing key member of the University Advancement senior leadership team, including but not limited to taking a leadership role in managing the Alumni Engagement Office's participation in the Advancement-University Partnership;
- conduct a minimum of eight discovery, cultivation, and/or stewardship visits with alumni per month to identify potential leaders and donors and to further the objectives of the University's strategic and campus master plans; and
- support and/or staff the President and Vice President on local, regional, and international meetings and/or events, as needed.

## KEY COLLEAGUES



**Dr. Devorah Lieberman**  
**President**

Dr. Devorah Lieberman is the 18<sup>th</sup> President of the University of La Verne, a nationally ranked and Carnegie-designated private institution for community engagement. As President, she demonstrates unwavering commitment to the mission and vision of the University of La Verne, and constant dedication to the remarkable students the University serves. Dr. Lieberman has broadly published books and articles in higher education literature on the topics of intercultural communication, faculty development, diversity, and institutional transformation. President Lieberman currently serves as an elected commissioner on the Western Association of Schools and Colleges (WASC) Accreditation Council, is a member of the National Campus

Compact Board of Directors, a member of the American Council on Education (ACE) Commission on Inclusion, a member of the Board of Directors for Casa Colina Centers for Rehabilitation, and a member of the L.A. County Fair Association Board. She graduated with her Ph.D. from the University of Florida; with her M.A. from San Diego State; and with her B.A. from Humboldt State.



**Sherri Mylott**  
**Vice President of University Advancement**

Sherri Mylott serves as the Vice President of University Advancement, joining the University of La Verne in February 2017. Mylott has 25 years of experience in development serving as Vice President at four institutions, both small and large, and has participated in five successful comprehensive campaigns. Recently, she served as Vice President for Development at Virginia Tech, where she led its eleven-unit university programs division in raising \$373 million dollars. She has developed and implemented successful fundraising strategies while creating entrepreneurial environments and a culture of collegiality. In each of her roles, she has been a successful principal gift

fundraiser, has provided administrative oversight, and has mentored and trained development and alumni officers. Mylott earned a B.A. from the College of William & Mary and a Masters of Public Administration from Old Dominion University, both in Virginia. She has also received a Certificate in Fundraising Management from the Indiana University Lilly Family School of Philanthropy and a Certificate in Leadership from Virginia Commonwealth University.

## CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Assistant Vice President for Alumni Engagement will have

- strong leadership, communication (written and verbal), presentation, and organizational skills;
- proficiency in utilizing MS Office Products, relational databases, and general office technologies;
- knowledge of best practices in Alumni Relations or other constituent relations field; and
- experience, ability, and comfort with national and international business travel.

A Bachelor's degree is required for this position as is five years of Alumni Relations or relevant experience, three years of management experience, and three years of experience utilizing social networking and engagement tools such as LinkedIn, Facebook, WeChat, and/or Line. A Master's degree is preferred.

## SALARY AND BENEFITS

The University of La Verne offers a competitive benefits and compensation package.

## LOCATION

The University's main campus is located in La Verne, California on the eastern edge of Los Angeles County, some 30 miles from downtown Los Angeles. Situated at the foothills of the San Gabriel and Pomona Valleys, La Verne is a close-knit community with a small town sensibility. The University's 38-acre campus is located in La Verne's historic Old Town district.

## DIVERSITY AND INCLUSION

The University of La Verne is committed to providing a quality, personalized educational experience for leadership and participation in a diverse society to a student population that reflects the full diversity of this country. This commitment is achieved through creating a climate that supports diversity, social justice and sensitivity to global interdependence. The University will engage ITS students, faculty, staff, and the broader external community to achieve this campus climate.

## APPLICATION DEADLINE

All applications must be accompanied by a cover letter and résumé. Before submitting your materials 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 Anne Johnson: [annejohnson@aspenleadershipgroup.com](mailto:annejohnson@aspenleadershipgroup.com).*

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