

# ASPEN • LEADERSHIP • GROUP

## EXECUTIVE DIRECTOR OF ALUMNI ENGAGEMENT

BINGHAMTON UNIVERSITY

Binghamton, New York

<http://binghamton.edu>



The Aspen Leadership Group is proud to partner with Binghamton University in the search for an Executive Director of Alumni Engagement.

The Executive Director of Alumni Engagement is responsible for developing and implementing a comprehensive engagement program designed to provide meaningful opportunities for volunteerism, service, personal and professional development, and events and programs for alumni to enhance loyalty, dedication, and support for Binghamton University.

Binghamton University is a world-class institution that unites more than 130 broadly interdisciplinary educational programs with some of the most vibrant research in the nation. Its unique character shaped by outstanding academics, facilities, and community life promotes extraordinary student success. As part of the State University of New York (SUNY) System, it is one of four doctoral granting university centers.

Binghamton merges rigorous academics, distinguished faculty, and state-of-the-art facilities to engage and challenge its 17,000 students. The high-achieving Binghamton student body also represents a great diversity of life experiences, from first-generation college-goers to international students. Beyond their talent, these classmates share a desire to shape the future through technology, insight, intellectual exploration, and community service.

The Binghamton University Alumni Association is nearly as old as the University itself. The Harpur College Alumni Association elected its first officers in 1951, following the first Commencement. As Harpur College grew and became a part of the State University of New York, the Alumni Association grew and today serves as the umbrella organization for a number of alumni groups and activities.

The mission of the Binghamton University Alumni Association is to reach, serve, and engage all Binghamton alumni. The Association connects alumni to the University and to each other, provides valued service, and supports the University's mission of teaching, research, and service. It does so by encouraging collaboration and inclusiveness, continuing the tradition of excellence and building pride.

The Office of Alumni Engagement supports the Alumni Association, working on behalf of its board of directors, an all-volunteer policy-setting body. The Association represents more than 124,000 alumni, and is a non-dues paying organization. All graduates automatically become members and are entitled to the quality services and activities provided by the association.

## **REPORTING RELATIONSHIPS**

The Executive Director of Alumni Engagement will report to the Vice President for Advancement and supervise the Associate and Assistant Directors of Alumni Engagement, Program Coordinator for Student Engagement, Program Coordinator for Volunteer Management, administrative support staff, and student assistants.

## **PRINCIPAL OPPORTUNITIES**

The Office of Alumni Engagement has made significant progress over the years with a high-spirited group of professionals who are committed to the institution and its promise to be the “best public university in the northeast” and ranked among the elite public universities in the country. As a senior member of the Advancement team, the successful candidate will have an opportunity to play a key role in Binghamton’s upcoming campaign. The Advancement Office works diligently to meet its goals, in supportive, collaborative and “fun” environments. There is pride throughout the organization for its rapid growth, success, and pride in the success of its alumni. The senior leadership, including the President and Vice Presidents, are active partners and are supportive of the Advancement mission, and realize the importance of providing adequate resources in time and money.

## **PRIMARY RESPONSIBILITIES**

The Executive Director of Alumni Engagement will

- provide vision, leadership, and oversight to the Office of Alumni Engagement, the Alumni Association board of directors and its committees, and other partners and committees to plan and execute the vision and strategy of the University related to alumni engagement;
- engage alumni in the life of the University through consistent and positive communication, exceptional customer service, and meaningful opportunities for volunteerism, service, personal and professional development, and events and programs;
- manage the student and young alumni engagement plans to build life-long connection and facilitate continued engagement and support for the University;
- develop and manage an effective volunteer management system that supports the objective of engaging alumni in meaningful volunteer opportunities and serving as a source for alumni talent and resources for students, faculty, and staff;
- develop and maintain collaborative relationships and programs with University units, including Admissions, Career Services, Parent and Family Programs, Athletics, Student Affairs, and academic colleges and departments;
- meet the needs of all constituencies during Homecoming/Reunion by chairing the committee that plans and executes homecoming activities for alumni, students, faculty, staff, and the community;
- oversee the development and execution of plans and activities for alumni affinity groups (academic, special interest, professional affiliations, etc.), identification and cultivation of volunteer leadership, development of strategies for the success of each group, and support of their events and activities;
- develop and execute signature events that raise the visibility of the University and the Alumni Association among constituents across the country;
- identify and launch programs providing a benefit or service to alumni to cultivate volunteers and donors and generate income for alumni association programming;
- oversee the selection and distribution of awards that recognize outstanding alumni achievements;
- manage funds by planning, developing, and exercising approval authority for expenditures;

- facilitate a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds;
- remain competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses as directed by the supervisor; and
- contribute to the overall success of the Office of Development and Alumni Engagement by working on special projects and performing all other duties and responsibilities as assigned by the Vice President for University Advancement.

## KEY COLLEAGUES



**Jim Broschart**  
**Vice President for Advancement**

Jim Broschart '92 is Vice President for Advancement at Binghamton University and an ex-officio member of the Binghamton University Foundation board and the Alumni Association board. He leads alumni engagement and development offices, working closely with advancement staff members, faculty, volunteers and University leaders to strengthen and support alumni engagement and enhance philanthropic giving for the University.

He was previously Vice President for College Advancement at Hartwick College in Oneonta, New York. At Hartwick, he was responsible for overseeing all aspects of the development and alumni engagement programs and served as campaign manager for the largest fundraising campaign in Hartwick's history. Prior to Hartwick, Broschart was Director of Regional Development at Syracuse University and a major gift officer at SUNY Oswego.



**Rebecca Benner**  
**Associate Vice President for Advancement**

Rebecca Benner came to Binghamton University as campaign director in May 2006, after working for her alma mater, Illinois State University, for 20 years. She is a summa cum laude graduate with a bachelor's degree in geography and anthropology and a master's degree in sociology.

At Illinois State, Benner was assistant campaign director for a \$94 million comprehensive gifts campaign and executive director of advancement services. In 2002, she received the University's Distinguished Service Award. Prior to her work in University advancement, Benner was business office manager for the Bone Student Center and Braden Auditorium. Benner previously served Binghamton University as senior executive director of advancement operations.

As a member of the senior leadership team, Benner has division-wide responsibility for advancement communications, budgets, planning and personnel and provides oversight for donor relations and stewardship, advancement events, The Binghamton Fund, leadership giving and research and prospect management.



**John J. Zacharek**  
**Executive Director of Development**

John J. Zacharek '92 is the Executive Director of development at Binghamton University, leading the fundraising and advancement initiatives for the School of Pharmacy and Pharmaceutical Sciences. He has 23 years of development, marketing, and public relations experience.

Before joining Binghamton, Zacharek served as the Vice President for Development at SUNY Onondaga Community College and Executive Director of the OCC Foundation in Syracuse, NY. He brings extensive health care experience to his role having served as Vice President for External Affairs and Development at Community General Hospital in Syracuse, in addition to a decade at SUNY Upstate Medical University. In this role, he was instrumental in executing the academic medical center's first-ever capital campaign, an effort that raised in excess of \$21.5 million.

Zacharek has served as the Assistant Dean for Advancement at Syracuse University's College of Human Services and Health Professions, and Marketing and Public Relations Manager at Oswego Hospital early in his career. A 1992 graduate of Binghamton University's School of Management, Zacharek has been active in voluntary leadership positions serving as Vice President on the board of directors of the Central New York Association of Fundraising Professionals, as well as Secretary to the board of directors for Rosewood Heights skilled nursing facility. He is a past recipient of the Greater Syracuse 40 Under 40 award, and was an Upstate Medical University Foundation member recipient of the Council for Advancement and Support of Education (CASE) Circle of Excellence Award.



**John Koch**  
**Executive Director of Development**

John Koch is responsible for leading a team of development officers from Harpur College of Arts and Sciences, The School of Management, and the Watson School of Engineering. This team works as a liaison between the Binghamton University Foundation and these respective academic units to strengthen and support alumni engagement and enhance philanthropic giving for the University.

Prior to joining Binghamton University, Koch worked as a Regional Manager for Business Banking at Citizens Bank in Binghamton, NY.

Koch holds a degree in Marketing from the State University of New York at Geneseo.



**Gary Kibel**  
**President, Alumni Association Board of Directors**

Gary Kibel has been a member of the Alumni Association board since 2011 and previously served as Vice President before becoming President in May 2017. He lives in Westchester County, works in Manhattan, and regularly attends alumni events in the New York metropolitan area.

He was previously the Chair of the Alumni Association's Communications Committee and the initial driver behind many social media initiatives. Kibel is a partner with the law firm of Davis & Gilbert LLP, practicing in the areas of digital media/advertising; technology; and privacy/data security law. He has a BA and MBA from Binghamton University, and a JD from Brooklyn Law School.

## CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Executive Director of Alumni Engagement will have

- strong verbal and written communication skills (public speaking skills preferred);
- excellent interpersonal skills;
- demonstrated ability to motivate volunteers;
- ability to develop knowledge of, respect for, and skills to engage with those of other cultures or backgrounds;
- computer literacy; and
- ability to travel frequently and participate in evening and weekend activities.

A bachelor's degree is required for this position as is at least five years of successful experience in alumni relations, which includes an acknowledged work history showing creative productivity. Higher education experience is preferred. Experience in public relations or a related field in which the candidate can demonstrate a successful track record will be considered.

## SALARY & BENEFITS

Binghamton University offers a competitive benefits and compensation package.

## LOCATION

The Binghamton University campus is spread across over 900 acres on a wooded hillside above the Susquehanna River in the Binghamton suburb of Vestal. The University consistently receives top recognition in The Princeton Review's annual "green rating" of colleges with an on-campus nature preserve that boasts 190 acres of protected forest and wetlands with hiking/biking/running trails and a six-acre pond. Downtown Binghamton offers a world-class opera company, a symphony orchestra, movie theaters, clubs, incredible restaurants, bars, and professional hockey and baseball teams. The University is located three hours from New York City and Philadelphia and four and a half hours from Boston.

## 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 Shelley Semmler: [shelleysemmler@aspenleadershipgroup.com](mailto:shelleysemmler@aspenleadershipgroup.com).*

*All inquiries will be held in confidence.*

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