



VICE PRESIDENT FOR ADVANCEMENT

MERCYHURST UNIVERSITY

Erie, Pennsylvania



The Aspen Leadership Group is proud to partner with Mercyhurst University in the search for a Vice President for Advancement.

The Vice President for Advancement will serve as the chief advancement officer for the University, responsible for designing and implementing comprehensive institutional advancement programs, and recruiting and developing talented team members who are focused on the ultimate goal of significantly increasing constituent involvement and fundraising outcomes. The Vice President will be responsible for the annual fund, corporate and foundation relations, major gifts and gift planning, endowment, capital campaigns, alumni and constituent relations efforts, stewardship, and advancement services.

Mercyhurst University is an accredited, four-year, Catholic institution founded in 1926 by the Sisters of Mercy. Grounded in the ideals of service, hospitality, and entrepreneurship that inspired its founders, a Mercyhurst education encourages the development of lifelong passions and engagement with the larger world. Inspired by its motto, *Carpe Diem*, Mercyhurst's faculty, students, and staff embrace innovation and leadership in service, as they make a difference within its gates and around the world.

Consistent with its Catholic identity and Mercy heritage, Mercyhurst University educates men and women in a culture where faith and reason flourish together, where the beauty and power of the liberal arts combine with an appreciation for the dignity of work and commitment to serving others. Confident in the strength of its student-faculty bonds, the University community is inspired by the image of students whose choices—in life and work—will enable them to realize the human and spiritual values embedded in everyday realities, and to exercise leadership in service toward a just world.

With a 14-to-1 student-to-faculty ratio, Mercyhurst professors are valued as resources and mentors to its 3,350-plus student body. Mercyhurst offers 12 graduate programs, 66 undergraduate majors, with 60 minors—and its flexible curriculum of liberal arts and science courses affords opportunities for meaningful collaborations and discussions across disciplines, encourages critical thinking skills, and inspires the formation of connections in new and exciting ways. Mercyhurst prizes hands-on education and the application of knowledge, which means valuable experience is gained through participation in a wide variety of community service, internship, study abroad, fieldwork, and faculty-led research opportunities. Mercyhurst University strives to make its education experience accessible and affordable for everyone.

At Mercyhurst University, students can enhance their experience beyond the classroom through any of the University's 80 clubs and organizations—which offer activities designed for fun and camaraderie, unique ways to develop leadership skills, and opportunities for students to meet others who share in their common interests. With these 80 clubs and organizations, 25 athletic teams, and a rich array of cultural and performing arts events, a Mercyhurst education is a valuable investment in the future.

REPORTING RELATIONSHIPS

The Vice President for Advancement will report to the President, Dr. Kathleen A. Getz. The Vice President will serve on the President's Cabinet and directly supervise eight staff.

FROM THE PRESIDENT

We all know that higher ed is at a pivotal moment, as we leave the worst of the pandemic behind, face the realities of changing demographics, and acknowledge that some in our society are skeptical about the immediate and long-term value of post-secondary education. In response to these challenges, we are building and strengthening academic programs, the student experience, and our overall reputation. So too must we build and strengthen a culture of philanthropy to support our work.

At Mercyhurst, we strive always to be “good today and better tomorrow,” an inspiration shared with us by Catherine McAuley, founder of the Sisters of Mercy. As we prepare to celebrate our centennial and step boldly into our second century in 2026, the Vice President for Advancement will plan and execute an ambitious, comprehensive campaign, leveraging the University’s new leadership and new strategic plan, all while building a thriving advancement operation.

These next few years at Mercyhurst will be a great adventure. We may stumble at times, but we’ll keep moving forward. If you thrive on challenges, if you want to be part of something bigger than yourself, this might be the right place for you. Are you ready to bring your authentic self, to work hard, and to have some fun? If so, I invite you to learn more about this opportunity.

—Dr. Kathleen A. Getz, President

MERCYHURST UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND JUSTICE

Mercyhurst University has a long history of supporting diversity, equity, inclusion, and justice efforts on campus through personnel, programs, and initiatives. These efforts stem from our ties to the Sisters of Mercy, who identify concerns such as antiracism, women, and immigration as critical concerns requiring urgent reflection and action. These efforts also reflect our core values, which point to a university that is socially merciful and compassionately hospitable. In June 2020, a group of employees at the University put forward ten goals and twelve prioritized actions, in a spirit of working on these matters with increasing urgency. Creative initiatives were moved forward, such as a local history project commemorating Erie’s Black history, book discussions, training programs, essay contests, and a student-led march for antiracism. After President Getz’s arrival, she established an Advisory Council for Diversity, Equity, Inclusion, and Justice in fall 2021, comprised of ten students, administrators, and faculty. Under the President’s active leadership, DEI efforts are moving from depending on employee goodwill to a place of data-informed strategic commitment at the center of the University in the goals we put forward and the language we choose for speaking about the future of the University.

—Dr. Gregory Baker, Vice President for Mission Integration

PRIMARY RESPONSIBILITIES

The Vice President for Advancement will

- advance the mission, vision, and short- and long-term goals of the University in concert with the President and senior administrative colleagues;
- work closely with the President in all phases of advancement and campaign leadership activities;

- serve as a member of the University leadership team and the President's Cabinet—and maintain close working relationships with members of the Board of Trustees, key alumni, parents, and friends;
- lead the University's overall fundraising strategy, including major gift fundraising activities, planned gift activities, and capital campaigns as set forth by the University's strategic plan;
- prepare for an upcoming campaign through comprehensive and effective campaign planning and execution;
- maintain a dynamic portfolio of high-net-worth individuals and secure major, capital, and planned gifts—as well as advance annual gifts and endowment support;
- create and execute fundraising plans that utilize best practices in annual, major, and planned gift programs to meet fundraising goals;
- serve as the staff liaison for Advancement to the Board of Trustees and the Board Committee on Advancement;
- serve as an exemplary University advocate in the community with local leaders, religious organizations, business and corporate partners, and other leaders—building relationships that closely link the community with the University; and
- be active and involved in the advancement profession and keep Mercyhurst University visible among higher education peer institutions.

LEADERSHIP

Dr. Kathleen A. Getz President

Dr. Kathleen A. Getz is the 13th President of Mercyhurst University, assuming the office on July 12, 2021. Getz is a mission-driven servant leader with 18 years of senior experience in major business schools, including 10 years at Catholic universities. An enthusiastic and successful fundraiser, Getz raised nearly \$80 million over 10 years at two different universities. She is experienced with capital campaigns, annual and planned giving, cultivation, stewardship, special projects, and other development and advancement efforts. She has expertise in identifying new revenue streams, reducing overall costs, and redirecting resources to achieve better results. She is also known for her influence in bringing together diverse efforts and populations toward common goals, such as accreditation and implementing new curricula. President Getz's tenure marks the first time a woman has led Mercyhurst in nearly 50 years.

Getz previously served as the Dean of the Sellinger School of Business and Management at Loyola University Maryland, a Jesuit Catholic institution whose business school is home to nearly 2,000 students, 55 full-time faculty, and 13 full-time staff. Before that, she was Dean of the Quinlan School of Business at Loyola University Chicago—one of the largest Catholic universities in the United States—and Senior Associate Dean for Academic Affairs at the Kogod School of Business at American University.

Getz is engaged with businesses and civic organizations across the Erie community. She serves, or has served, on the boards of the Erie Regional Chamber and Growth Partnership, Conscious Ventures Lab, the Economic Alliance of Greater Baltimore, Junior Achievement of Central Maryland, and St. Mary's Seminary and University. She has been a speaker for Erie Homecoming, Rotary Club of Erie, Grace Leadership Institute, Catholic Business Network, Department of State International Visitors Program, Washington Board of Trade, and other organizations. She is actively engaged with Middle States Commission on Higher Education, served as Team Chair for numerous accreditation reviews for AACSB, the premier accreditor for schools of business, is Past President and a Fellow of the International Association for Business and Society, and former Associate Editor for the journal, *Business & Society*. She is the recipient of many awards, including being named one of Maryland's Top 100 Women for 2018.

Getz's scholarship has considered issues at the intersection of corporate responsibility and global economic development—focusing on the role of business in responding to violent conflict; building peace, policies, and practices related to bribery and corruption; and voluntary codes of conduct at the global level.

Getz earned a B.S. in Human Development from The Pennsylvania State University, an MBA from Gannon University, and a Ph.D. in Business Environment and Public Policy from the University of Pittsburgh.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Mercyhurst University seeks a Vice President for Advancement with

- a commitment to the mission of Mercyhurst University—to educate diverse persons in a culture where faith and reason flourish together, where the beauty and power of the liberal arts combine with an appreciation for the dignity of work and a commitment to serving others;
- a record of leadership and accomplishment in advancement with a proven track record of fundraising success, especially with campaign planning and execution;
- a record of successful solicitations including numerous major and principal gifts of significant institutional impact, as well as a history of building advancement programs and increasing fundraising performance;
- strong organizational, supervisory, and leadership capabilities; and
- exemplary interpersonal skills and the ability to favorably affect sophisticated volunteers and donors.

A bachelor's degree is required for this position as is at least seven years of experience in institutional advancement or fundraising, preferably within higher education.

SALARY AND BENEFITS

Mercyhurst University offers a competitive salary and a comprehensive package of benefits.

LOCATION

Mercyhurst University is located in Erie, Pennsylvania on a hill overlooking the southern shore of Lake Erie. The 75-acre campus is known as one of the most beautiful in the region. Elements of English Gothic architecture are carried throughout Old Main, academic buildings, and student residence halls. Erie has been ranked one of *USA Today's* Top 25 Best Small College Towns.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Mercyhurst 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. All inquiries will be held in confidence.

To apply for this position, visit:

[Vice President for Advancement, Mercyhurst University.](#)

To nominate a candidate, please contact Don Hasseltine, donhasseltine@aspenleadershipgroup.com or Kim Farr, kimfarr@aspenleadershipgroup.com.