

# SPEN LEADERSHIP GROUP

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## VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT

[MCDANIEL COLLEGE](#)

Westminster, Maryland



The Aspen Leadership Group is proud to partner with McDaniel College in the search for a Vice President for Institutional Advancement.

McDaniel is seeking an experienced, strategic, and forward-thinking advancement professional to bring focus and leadership to a program that is ready to move to the next level. Many of the internal building blocks in Advancement are in place; what is needed is the planning and execution of a plan to capitalize on those strengths to increase giving across the board: annual; capital; and planned giving. There is untapped potential in parent engagement and philanthropic support; reunion giving; athletic giving; and leadership gifts. The Alumni Council has recently been restructured and re-invigorated and alumni dedication to the college is legendary. The President, the Board of Trustees, and the President's Leadership team will be ready partners in assisting the new Vice President in their work.

The successful candidate will be expected to plan, execute, and grow programs that cultivate, solicit, and steward philanthropic support from alumni, parents, and friends of McDaniel in alignment with the college's strategic plan. The Vice President will oversee 28 accomplished professionals, developing and implementing clear policies and procedures tied to accountability and performance. They are expected to carry forth these responsibilities in accordance with best practices of the advancement profession and provide ethical, creative, and focused leadership while serving as a partner to the President of the college for philanthropic leadership at McDaniel.

### ABOUT MCDANIEL COLLEGE

A nationally recognized four-year independent college of the liberal arts and sciences, McDaniel is known for its diverse, tight-knit, and student-centered community, where students receive personal attention. Founded in 1867 as one of the first coeducational colleges in the nation and the first south of the Mason-Dixon Line, the college changed its name in 2002 from Western Maryland College (after the Western Maryland railroad), to better reflect the identity of the college and its location in central Maryland, just a short distance from Baltimore and Washington, D.C. McDaniel's nearly 30,000 alumni reside in all 50 states and the District of Columbia, as well as 75 countries.

Currently, the college's student body is made up of 1,800 undergraduates and 1,200 graduate students from over 30 states and 30 countries. One of the original "Colleges that Change Lives," McDaniel is committed to access and affordability and has been lauded for its efforts to recruit, enroll, and graduate high-need students, including being ranked No. 1 among "Best Value Schools" for the North region by *U.S. News and World Report* for the third consecutive year. Approximately 40% of students identify as first-generation students and McDaniel invests over \$50 million annually in grants and scholarships. The college has also strategically increased its enrollment of historically under-represented students from less than 20% a decade ago to over 40% of the current student body.

In addition to its 160-acre campus, nicknamed “The Hill,” that sits atop a hill overlooking Westminster, Maryland, Carroll County’s largest town and county seat, McDaniel also has a European campus in Budapest, Hungary.

Academics center on the McDaniel Plan, a customized, interdisciplinary curriculum that emphasizes experiential learning and student-faculty collaboration to develop the unique potential in every student. A signature component is The McDaniel Commitment, which guarantees every student two experiential learning opportunities, including service learning, study abroad, student-faculty collaborative research, credit-based internship, or independent study. The four components of the McDaniel Commitment – My Place, My Design, My Experience, and My Career – are embedded within the college’s general education curriculum. A team of mentors helps students develop a completely tailored program of courses and opportunities to prepare them for personal and professional success. The positive impact of the McDaniel Commitment has been significant; the year after the program was fully launched the college recruited two back-to-back record classes and enrollment success has not waned during COVID, with the fall 2021 applicant pool growing to over 5,000. Additionally, the college recently underwent a program evaluation process that resulted in the development of ten new majors, contributing to the positive enrollment growth over the last three-year period.

One-third of McDaniel students are involved in athletics. Represented by its mascot – The Green Terror – McDaniel’s 24 athletic teams compete in the NCAA Division III Centennial Conference. McDaniel is one of only two institutions in the conference competing for the league title in every sport offered. Over the past five years, four different Green Terror programs have been represented in the NCAA Championships and many student-athletes have also been recognized as All-Americans in their sports. McDaniel student-athletes are committed to putting their academics first and are regularly named to the Centennial Conference’s Academic Honor Roll.

## **COLLEGE LEADERSHIP**

### **Dr. Julia Jasken, President**

On June 1, 2021, Dr. Julia Jasken became the 10<sup>th</sup> President of McDaniel College and the second female president in the college’s 154-year history. She has dedicated nearly her entire professional life to higher education and most notably to McDaniel, beginning in the classroom as an English professor specializing in new media pedagogy and teaching a wide variety of professional writing courses.

A native of Moorhead, Minnesota, Dr. Jasken earned a bachelor’s degree from the College of Saint Benedict in St. Joseph, Minnesota, and a master’s degree from Northern Illinois University. She received her Ph.D. from Michigan Technological University; the topic of her dissertation was “Designing Composition: Textbooks, Teaching and Identity in the Digital Age.” Dr. Jasken’s scholarly work appears in leading journals and focuses on the intersection of oral, written and visual communication.

Over her tenure at McDaniel, Dr. Jasken has assumed increasing responsibility in administrative positions following her service as a faculty member, serving as the college’s executive vice president and provost immediately preceding her presidency. Her expertise spans community engagement; new academic program development; academic and campus life restructure; student success initiatives; oversight of institutional diversity, equity, and inclusion efforts; adjunct faculty union contract negotiations; and building and supporting a culture of safety compliance.

Nationally, Dr. Jasken is widely respected for her contributions to higher education, most recently serving as the keynote speaker for the Higher Education Resources Services (HERS) Wellesley Institute. In addition to her role as Chair of the Finance Committee and Executive Committee Board member of HERS National Women Leadership Network, Dr. Jasken also serves as an Executive Committee Board member for Westminster's Target Community & Educational Services and as a Board Member for Chamber Music on the Hill.

Well-known for her ability to create dialogue among diverse groups, Dr. Jasken has been selected to facilitate small group discussions that include the Council of Independent Colleges (CIC) Institute for Chief Academic, Advancement, and Public Relations Officers; the CIC Institute on Diversity, Civility, and the Liberal Arts; and the CIC Consortium for Online Humanities Instruction. Her expert facilitation has also given her the opportunity to lead small groups for the University of Maryland, Baltimore County's *Restorative Practices* and the AAC&U's Summer Institute on Integrative Learning and Signature Work.

### **COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

At McDaniel College, Diversity, Equity, and Inclusion matters. It seeks a Vice President for Institutional Advancement who will join it in this work. McDaniel's community is fully committed to breaking down the walls of division, rejecting acts of exclusion, and challenging injustice, prejudice, and ethnocentrism. It seeks to promote the presence and expressions of all groups, including those historically and/or currently marginalized. It recognizes that the list is evolving and that creating opportunities for dialogue and mechanisms for actions will create an inclusive, open, and accessible community. McDaniel strives to cultivate the skills needed to become competent, projective leaders and allies in a pluralistic and diverse world.

In this spirit, it actively attracts, recruits, and retains diverse students, faculty, and staff by dedicating itself to confronting issues of privilege and marginalization by asking challenging questions and developing solutions to ensure that underrepresented groups have equal access and opportunities; increasing resources, spaces, and opportunities where all perspectives are valued; incorporating diversity as a care of its curriculum and programming; and developing resources to establish, maintain, and formally assess institutional policies to ensure that it is meeting its diversity, equity, and inclusion goals. McDaniel wants all members of its community to have access to all aspects of the McDaniel experience; visibly addressing instances of racism, sexism, homophobia, classism, ableism, audism, ageism, and other forms of prejudice and discrimination; and is committed to preparing students and community members for the world in which they will live and work beyond college.

### **THE PRESIDENT'S GOAL FOR THIS POSITION**

*I am seeking a person who is not only an accomplished Advancement professional but is a builder and who will take on the leadership of Institutional Advancement at a time in the college's history where the Advancement foundation is solid but needs to grow. McDaniel is just in the beginning stages of a new strategic plan, and I will work directly with our new VPIA to see our lofty ambitions realized. The person we seek will be joining a diverse, talented, and enthusiastic senior leadership team – all dedicated to moving the college to the next level. This person will have a unique opportunity to work within a constituent engagement model of leadership and will work closely with the Executive Vice President for Constituent Engagement, who leads the Enrollment Management team. The emphasis will be on developing and leading cross divisional strategies for constituent engagement related to event planning, communication, and giving. This forward-thinking model provides opportunities for collaboration and*

*efficiencies between the two divisions while ensuring the VPIA has increased access to and strong support from the college's marketing and communications team.*

*I'm looking for a collaborative partner to lead a dedicated staff to secure the type of philanthropic commitments we need to take us to that next level. I seek a person who is dedicated to our principles of hard work, high ambition, enthusiasm for the task at hand, a strong belief in diversity, equity, and inclusion, and a good heart.*

*McDaniel is a special place – filled with dedicated professionals on faculty and staff and a loyal alumni body who are eager to help.*

–Dr. Julia Jasken, President

### **PRIMARY RESPONSIBILITIES**

The Vice President for Institutional Advancement will

- conduct goal setting, benchmarking, and evaluation with the expectation of growth in the college's philanthropic efforts;
- lead the design and execution of a strategic plan for Institutional Advancement;
- ensure a creative, compelling narrative and case for support is developed for McDaniel's philanthropic efforts;
- oversee the integration of the Institutional Advancement strategic plan with the college's strategic and business plans, working closely with the President and the President's Leadership team to do so;
- serve as a key leader in the college's constituent engagement model to maximize cross-divisional collaboration for growth and efficiency
- oversee the recruitment, retention, training, and assessment of a dynamic staff to secure philanthropic support for McDaniel;
- work closely with the Board of Trustees to create enthusiasm for and philanthropic support from alumni, parents, and other friends of the college;
- serve as a resource for and staff liaison to the Trustee Committee for Institutional Advancement and the Trustee Governance Committee;
- lead the planning and execution of future capital campaigns;
- assess and creatively deploy resources in such a way as to maximize quantity and quality to obtain results;
- carry a personal portfolio of leadership gift prospects; and
- support the President in all matters related to the cultivation, solicitation, and stewardship of the President's prospects, including the oversight of drafts, visits, and alumni functions which involve the President.

### **REPORTING RELATIONSHIPS**

The Vice President will directly report to the President of the college, Dr. Julia Jasken, and will have a dotted line to the Executive Vice President for Constituent Engagement related to internal systems operation and collaborative program development. The Vice President will serve as a member of the President's Leadership Team and Cabinet, and will work closely with the President, members of the President's Leadership Team, and the Board of Trustees in the performance of their duties. The Vice President will provide direct supervision of the Associate Vice President/Director of Development;

Associate Vice President for Alumni & Parent Engagement; Senior Associate Vice President for Institutional Advancement; Executive Director of Advancement Engagement & Communications; Assistant Director of Institutional Advancement; and the Executive Director of Advancement Services.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

McDaniel College seeks a Vice President for Institutional Advancement with

- a commitment to McDaniel College and its mission;
- an ability to build long-term, productive relationships with donors, alumni, volunteers, and friends of the college;
- experience in goal setting, bench marking, and evaluation;
- demonstrated success in the cultivation, solicitation, and stewardship of leadership gift prospects;
- cultural competency and a commitment to diversity, equity, and inclusion in all professional practices;
- strong analytical and independent decision-making capability;
- budgetary experience;
- fluency in written and oral communications;
- an ability to serve as a team player as well as to lead and motivate a team; and
- proficiency in data-based systems and business software (preferably Blackbaud Raiser's Edge NXT).

A bachelor's degree is required for this position as is at least seven years of increasingly responsible fundraising experience in a non-profit organization, preferably in an educational setting.

### **SALARY AND BENEFITS**

McDaniel College offers a competitive salary and [benefits package](#).

### **LOCATION**

The college stands on a hill in historic Westminster, Maryland, a town of 20,000 people – rich in history, culture, and comfort. Westminster is a short drive from major metropolitan areas – Baltimore is 35 miles from campus and Washington, D.C. is 65 miles.

### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission and values of McDaniel College as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Vice President for Institutional Advancement, McDaniel College.](#)

*To nominate a candidate, please contact Don Hasseltine:*

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

*All inquiries will be held in confidence.*