



DIRECTOR OF CLASS PHILANTHROPY AND ENGAGEMENT

COLBY COLLEGE

Waterville, Maine



The Aspen Leadership Group is proud to partner with Colby College in the search for a Director of Class Philanthropy and Engagement.

The Director of Class Philanthropy and Engagement will develop and execute comprehensive cultivation, solicitation, and volunteer management strategies that achieve reunion and class philanthropy goals as well as the broader goals of College Advancement. The Director will manage the 50th Class Reunion in addition to leading and implementing the overall strategy, volunteer opportunities, communications, and execution of class programs that attain record-breaking alumni engagement metrics including participation, elevating reunion attendance, and maximizing the philanthropy of Colby alumni. In addition, the Director will identify and cultivate volunteers in support of peer-to-peer solicitation and high-touch engagement and stewardship opportunities.

Founded in 1813, Colby College is the 12th oldest liberal arts college in the United States. Located in Waterville, Maine, Colby is a global institution with students representing nearly every U.S. state and almost 70 countries. Approximately 2,000 undergraduate students can choose from 54 distinctive majors and 30 minors. Colby provides an intimate, vibrant, and fully integrated academic, residential, and cocurricular experience in a diverse and supportive community. With a student-faculty ratio of 10 to 1, students build relationships with professors that go beyond the classroom and lead to conducting research together or career and grad school opportunities.

The College's wide variety of programs and labs provides students and the community access to unique experiences. The Colby College Museum of Art is the finest college museum in the country, and paired with the Lunder Institute for American Art, has made the College a nationally and internationally recognized center for art scholarship. DavisConnects, a program that grew from the global pandemic, prepares Colby students for lifelong success by integrating Colby's leading liberal arts education with unique internship, research, or global experiences for every student, regardless of their personal and financial networks. The 350,000 square-foot Harold Alfond Athletics and Recreation Center, which opened in 2020, provides the NCAA Division III athletes with the most advanced and comprehensive facilities in the division. And the most recent addition to the 714-acre campus is the Davis Institute for Artificial Intelligence, which is the first such institute at a liberal arts college.

Colby also prides itself on doing good for the environment. It led the way in environmental sustainability in higher education by introducing an environmental studies program in 1970 and became the fourth college or university in the country to achieve carbon neutrality in 2013. Colby was leading the way almost from its founding. In 1833, students organized the first collegiate anti-slavery society and in 1871 they were the first previously all-male New England college to admit women. In 1975, athletes participated in the first intercollegiate women's varsity ice hockey game and in 1983 they were the first college to issue e-mail accounts to all students. Today, Colby has a dedicated cohort of alumni and supporters that have helped the College to build a \$1 billion endowment.

Colby College is regularly recognized as a leading educational institution. *U.S. News & World Report* rated it the 11th best liberal arts college in the U.S., 16th for “Best Value”, and 18th for “Most Innovative.” Colby was also ranked 37th among 214 liberal arts colleges in the U.S. by *Washington Monthly* and 75th overall in *Forbes America’s Top Colleges* ranking of 650 military academies, national universities, and liberal arts colleges. The same publication named Colby 32nd among liberal arts colleges. NECHE (New England Commission of Higher Education) gave the College an A+ for academics, administration, food, campus quality, and diversity. Colby was also ranked 13th by the 2011 Sierra Club rankings of “America’s coolest schools.”

DARE NORTHWARD

Over the past five years, outreach efforts to communicate the value and impact of a Colby education have resulted in more than doubling the number of students seeking admission to Colby and setting several institutional records for funds raised. Major initiatives made possible through Colby’s campaign, [*Dare Northward*](#), are enriching the student experience and positioning Colby’s home city, Waterville, as a destination for the arts and culture.

Propelled by visionary leadership and a compelling array of initiatives, Colby launched the largest fundraising campaign ever at a liberal arts college—\$750 million—in October 2017. With the success of the *Dare Northward* campaign, the College will be known for a distinctive set of multidisciplinary academic offerings; an even more cohesive and accessible institutional culture for students from all backgrounds; the foremost art and athletic and recreation facilities in the educational sector; a welcoming, thriving, and dynamic surrounding community; increased global connections and resulting perspectives; the richest set of universal student experiences to enhance the Colby academic program; and the capacity to support the postgraduate success of every one of its students.

Thus far, more than 26,000 alumni and friends have made donations in support of initiatives such as downtown Waterville revitalization, academic partnerships, financial aid, and global experiences and internships—collectively raising more than \$650 million to date toward the *Dare Northward* campaign. Furthermore, Colby has increased annual giving from approximately \$6 million to over \$11 million in 2020. At the same time the College’s cash and assets have grown from \$20 million annually to over \$70 million in 2020. With over 75 \$1 million+ donors to the *Dare Northward* campaign and 18 donors at over \$5 million, Colby is poised to exceed its \$750 million goal. Colby now ranks as a national leader among the nation’s colleges and universities in alumni giving participation.

REPORTING RELATIONSHIPS

The Director of Class Philanthropy and Engagement will report to the Assistant Vice President for Alumni and Donor Engagement, Aimée Jack. The Director will oversee a team of 3–4 staff and will have direct contact with the Advancement Leadership Team, the Vice President and Chief Institutional Advancement Officer, senior administration, key faculty, and staff members across campus. The Director will have significant interaction with alumni, donors, prospects, visitors, and outside constituencies.

FROM THE ASSISTANT VICE PRESIDENT

The newly reconfigured and growing Alumni and Donor Engagement team in Colby's Office of Advancement is a highly collaborative group with an enviable mix of experience in the field and an appetite for innovative new ideas and perspectives. The College has ambitious plans for the College and its future, for the Dare Northward campaign, and for the broad engagement of our alumni, donors, families, and friends. Our class-based philanthropy and engagement team is critical to the success of those goals.

Progressive plans for broad engagement of our alumni, donors, families, and friends as well as ambitious philanthropic goals offer a variety of opportunities for candidates who want to build something new and also hone their skills. We move fast at Colby, thrive on rolling up our sleeves and helping each other to complete any task, and offer opportunities to grow and learn for those who are inspired by that momentum and driven to exceed ambitious goals.

—Aimée Jack, Assistant Vice President for Alumni and Donor Engagement

COLBY COLLEGE'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Colby College's [Office for Diversity, Equity, and Inclusion](#) collaborates with College divisions and offices to support the intentional cultivation of inclusive, equitable, and supportive work and educational environments within the Colby community. It aspires to integrate diversity, equity, and inclusion into all aspects of the College's institutional life, synergize actions at all levels of the College, and cultivate inclusivity and mutual respect throughout the Colby community.

Colby College offers a wide range of resources that enhance DEI on campus including the Pugh Center, an integral resource and catalyst for engagement and advocacy that supports the College's fundamental goal of academic excellence through cultivating an inclusive and equitable campus community; the First-Generation-to-College Program for Student Success which supports students and their families throughout their Colby career; and the Ralph J. Bunche Scholars Program, named in honor of Nobel Prize-winning diplomat and civil rights activist Ralph J. Bunche, which offers a select group of students of color exclusive access to leadership development opportunities and grants for independent scholarship, internships, or humanitarian projects.

In 2021, the College joined the Liberal Arts Colleges Racial Equity Leadership Alliance (LACRELA) hosted by University of Southern California's Race and Equity Center. LACRELA members have access to a series of eConvenings, each on a particular aspect of racial equity. These are live, three-hour learning sessions on different topics delivered by highly respected leaders of national higher education associations, tenured professors who study race relations, chief diversity officers, and other experienced administrators, and area specialists.

PRIMARY RESPONSIBILITIES

The Director of Class Philanthropy and Engagement will

- lead and implement the overall strategy, volunteer opportunities, communications, and execution of reunion and class philanthropy and engagement;
- supervise a team of staff members who manage reunion and class volunteers and serve as affinity liaisons;

- lead efforts for the 50th reunion fundraising program and other key classes, including recruiting and building reunion committees through class-specific mass communications and facilitating personalized recruitment by class chairs and reunion committee members;
- collaborate with the Director of Events, other advancement staff, and the Assistant Vice President for Alumni and Donor Engagement to plan and execute reunion programming;
- oversee class and volunteer recruitment efforts by team members;
- coordinate and manage the work of the class agents, and facilitate ongoing communication between class chairs, committees, and various advancement staff;
- partner with the Director of Engagement and Assistant Vice President for Alumni and Donor Engagement to enhance Colby Fund giving efforts across classes and affinities to achieve revenue and participation goals while creating a pipeline development plan for the 25th and 50th class reunions;
- collaborate with marketing and communications, events, gift planning, and leadership gifts teams to develop giving solicitation priorities and strategies;
- establish and meet class engagement goals and programs in collaboration with volunteers and colleagues;
- build strong personal relationships with alumni and key faculty and staff partners to identify volunteer and giving opportunities;
- serve as an ambassador for Colby externally, creating new and maintaining existing connections; staffing and coordinating events; and soliciting gifts as appropriate
- use alumni engagement data to inform programming strategy and measure impact; and
- manage budgets for programming activities as assigned.

LEADERSHIP

David A. Greene President

David A. Greene arrived at Colby College on July 1, 2014, as the College's 20th President.

Before arriving at Colby, Greene was Executive Vice President of the University of Chicago, where he oversaw a master plan for campus growth that included \$3.5 billion in capital projects, provided leadership for the University's fundraising efforts, and played a key role in strengthening and diversifying the University's applicant pool through strategic admissions and financial aid plans. He also helped to create several partnerships and institutes that extended the University's reach and impact, including initiatives to support scholarship and teaching in China, India, and Latin America, among other locations.

Greene was previously a Vice President at Brown University. He began his career at Brown working with the President to develop a long-term strategic plan. Greene played a similar role at Smith College, where he helped oversee planning efforts that resulted in program and facilities expansion.

Greene serves on the boards of the Marine Biological Laboratory at Woods Hole and the Kents Hill School. He received a bachelor's degree in history from Hamilton College and a master's degree in human development and psychology from Harvard University before earning a second master's and a doctoral degree in education and social policy at Harvard.

Matthew T. Proto Vice President and Chief Institutional Advancement Officer

Vice President and Chief Institutional Advancement Officer Matthew T. Proto is responsible for leading admissions, advancement, communications, and first-year financial aid for the College. Prior to joining the

Colby community in May of 2015, he served as Assistant Dean of Admissions at Stanford University. Proto has benefited from working in multiple admissions roles, having served as Director of Scholar Selection for the Morehead-Cain Scholars program, Associate Director of Admission and College Counseling at Choate Rosemary Hall, and Assistant Director of Admission at Yale University. A graduate of Yale University, Proto earned a Master of Liberal Studies degree at Wesleyan University and a doctorate in educational leadership at the University of North Carolina at Chapel Hill.

Aimee Jack '04

Assistant Vice President for Alumni and Donor Engagement

Aimée L. Jack is responsible for leading the newly reconfigured Alumni and Donor Engagement group at Colby. The Alumni and Donor Engagement group focuses on the holistic engagement of Colby's alumni, family, and friends, with an emphasis on broad engagement and solicitation strategies as well as highly targeted and bespoke experiences. Prior to joining the Colby community in May 2021, she served as the Senior Director of Marketing and Communications in the Office Resource Development at the Massachusetts Institute of Technology and as an Associate Director of Marketing and Communications in Harvard University's Alumni Affairs and Development Office. She started her career with roles of increasing responsibility at Feinstein Kean Healthcare, part of the Ogilvy PR network. A graduate of Colby College, Jack earned a master of arts degree in English, with a focus on Shakespearean Studies, at King's College, London.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Colby College seeks a Director of Class Philanthropy and Engagement with

- a commitment to Colby College's belief that the best preparation for life is a broad acquaintance with human knowledge;
- experience working with staff and volunteers, an ability to manage complex relationships, and the collaboration and teamwork skills needed to leverage activities, initiatives, and programs for multiple purposes;
- an ability to think and plan long-term while successfully attending to more immediate goals and tasks;
- strong critical thinking and problem-solving skills;
- excellent oral, written, and interpersonal communication skills, including superb relationship skills and an ability to work with people across a wide range of levels of power and influence;
- an ability to meet multiple simultaneous deadlines and to work in a fast-paced environment;
- flexibility, attention to detail, initiative, and a results-driven, problem solving approach;
- proficiency with fundraising/alumni relations databases and technology;
- self-motivation and an ability to work both independently and collaboratively as well as constructively as a member of a diverse community; and
- an entrepreneurial spirit and a positive attitude.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least five years of fundraising experience in a college, university, or similar setting with success in cultivating, soliciting, and closing annual and major gift solicitations.

SALARY AND BENEFITS

Colby College offers a competitive salary and a comprehensive [package of benefits](#).

LOCATION

This position is located in Waterville, Maine.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Colby College 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.

To apply for this position, visit: [Director of Class Philanthropy and Engagement, Colby College.](#)

To nominate a candidate, please contact Clare McCully, [claremccully@aspenleadershipgroup.com.](mailto:claremccully@aspenleadershipgroup.com)

All inquiries will be held in confidence.