



ASSISTANT VICE PRESIDENT, UNIVERSITY ADVANCEMENT AND ALUMNI ENGAGEMENT
[TEXAS WOMAN'S UNIVERSITY](#)
Denton, Texas



The Aspen Leadership Group is proud to partner with Texas Woman's University in the search for an Assistant Vice President, University Advancement and Alumni Engagement.

The Assistant Vice President, University Advancement and Alumni Engagement will create cohesive, groundbreaking new strategies and outreach efforts that build commitment and engagement among Texas Woman's University's alumni and friends. The Assistant Vice President will manage annual giving fundraising activities and events and ensure that University Advancement and Alumni Engagement communications provide strategic, inclusive, and collaborative content for online, social media, and print use. The Assistant Vice President will lead the volunteer Alumni Advisory Council and serve as a highly visible senior leader, representing University Advancement and Alumni Engagement to multiple stakeholders, internal and external.

Texas Woman's University (TWU) is a public university that offers a comprehensive catalog of academic studies, including baccalaureate, master's, and doctoral degrees. Founded as the Girls Industrial College in 1901 by an act of the 27th Legislature, the institution became Texas Woman's University in 1957 and began admitting men in 1972. Today, the institution has grown from a small college to a major university. As the nation's largest university system focused on women, Texas Woman's University offers more than 60 degree programs in the liberal arts and sciences, nursing, health sciences, business, and education. Texas Woman's is a proud member of the Women's College Coalition, whose mission is to transform the world through the education and success of women and girls.

The university's main campus consists of 270 acres in Denton, Texas, with additional health science focused campuses in Dallas and Houston. The three are joined by an e-learning campus offering innovative online degree programs. TWU's student population has nearly doubled in recent decades, with more than 16,000 students currently enrolled—89% of which are women. TWU offers students the opportunity to learn from, and work with, faculty members who pursue leading research in their fields. With an 18-1 student to faculty ratio, there is plenty of one-on-one time with instructors to expand understanding. Students can extend their learning beyond the classroom at TWU with more than 125 student organizations and five sports that compete in NCAA Division II competition—including the national championship winning gymnastics team. Opportunities for staying connected to TWU are plentiful for the more than 100,000 living alumni. TWU alumni can tap into the Pioneer Network, an online community, to connect with former classmates, mentor current students, and expand career connections. The TWU Office of Alumni Engagement also provides alumni with the chance to volunteer to move the institution forward, as well as opportunities to connect both virtually and in person.

Texas Woman’s University operates with a motto of *Educate a woman, empower the world*. This is achieved through its mission to cultivate engaged leaders and global citizens by leveraging TWU’s historical strengths in health, liberal arts, and education, and its standing as the nation’s largest public university primarily for women. TWU is committed to transformational learning, discovery, and service in an inclusive environment that embraces diversity, while inspiring excellence and a pioneering spirit.

Texas Woman’s University is consistently ranked among the best institutions in the nation. *Bestcolleges.com* ranks TWU as the top public university in the nation on their “Best Colleges for Students with Children” list. *U.S. News & World Report* named the institution’s online master’s family nurse practitioner program the top program in Texas and the online master’s program in nursing education is the number two program in the country. TWU has also been named the second in Texas, and 45th in the nation, for adding value to students’ earning potential by *The Economist* and is the third most affordable institution in Texas according to *College for All Texas*. In addition, Texas Woman’s University has received the *Military Friendly* designation for ten consecutive years.

REPORTING RELATIONSHIPS

The Assistant Vice President, University Advancement and Alumni Engagement will report to the Vice President, University Advancement and Alumni Engagement, Kimberly Russell, Ed.D. and will serve on the University Advancement and Alumni Engagement Leadership Team. The Assistant Vice President will oversee a team of five staff.

FROM THE VICE PRESIDENT

University Advancement is committed to building and strengthening a culture of engagement and philanthropy in support of Texas Woman’s University, and the new Assistant Vice President, University Advancement and Alumni Engagement will have the opportunity to serve in a leadership role on the University Advancement team during TWU’s first system-wide comprehensive campaign. It’s an exciting time to join a growing University Advancement division as the Assistant Vice President will lead the Texas Woman’s University Alumni Advisory Council, create strategic and meaningful programming and services to diverse alumni, and assist with the implementation of our Annual Giving and Donor Experience programs. If you are an individual who takes initiative, who is collaborative and results-oriented, and who can be a strategic partner and leader for Alumni and Annual Giving, this position is for you!

—Kimberly A. Russell, Ed.D., Vice President, University Advancement and Alumni Engagement

TEXAS WOMAN'S UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Texas Woman’s University is deeply committed to creating a diverse and inclusive environment for all its university members. Diversity enriches the lives of its campus community, is instrumental as well as inspirational to the university's growth, and the driving force to the exemplary education and experience it provides to its students. TWU believes that recruiting, hiring, and retaining diverse talent at all employment levels of the university is central to its philosophy of campus with a heart as well as foundational to its purpose to *Educate a woman, empower the world*. Committed to transformational learning, discovery, and service in an inclusive environment that embraces diversity, TWU inspires excellence and a pioneering spirit.

PRIMARY RESPONSIBILITIES

The Assistant Vice President, University Advancement and Alumni Engagement will

- oversee the creation, execution, and assessment of high-quality, diverse engagement initiatives, both centrally in University Advancement and Alumni Engagement and within the colleges and schools, to ensure that alumni engagement is broadened, deepened, and aligned with the university's strategic plan;
- provide leadership and strategic direction to the TWU Alumni Advisory Council and manage meeting schedules, agendas, and collateral materials;
- work closely with University Advancement team members and the University Advancement data and research team to develop and maintain a personal portfolio of alumni while pursuing ambitious yearly performance metrics;
- serve as the university's liaison to the external community and among its alumni constituents, both regionally and nationally;
- create and develop avenues of communication to all university alumni;
- oversee and coordinate the development and publication of written materials for alumni;
- ensure proper management of alumni records, databases, and reporting;
- develop strategic alliances and partnerships across the university system to enhance TWU's relationships with alumni and potential donors;
- implement best practices for the university advancement profession and evaluate new and emerging trends for potential implementation at TWU; and
- promote collaboration to achieve alumni engagement and fundraising metrics.

LEADERSHIP

Kimberly A. Russell, Ed.D.

Vice President, University Advancement and Alumni Engagement

Executive Director, TWU Foundation

Kimberly Russell, Ed.D. joined TWU in December of 2018 as Vice President, University Advancement and Alumni Engagement and Executive Director of the TWU Foundation. Prior to joining the university, Dr. Russell served as Chancellor of Louisiana State University's Eunice campus for three years, following more than two decades of leadership in advancement, foundations, corporate relations, and grants for both public and private higher education institutions. During her leadership at LSU, enrollment at the Eunice campus grew 29 percent, and degree and certificate programs in high-demand healthcare fields were expanded. She also worked with the LSU Foundation on a new comprehensive fundraising campaign to benefit all LSU institutions.

Prior to LSU, Dr. Russell worked at Tyler Junior College as Vice President for University Advancement and Executive Director of the TJC Foundation. During her 16-year tenure there, TJC completed a historic capital program that expanded the campus by 25 percent, including a new nursing and health sciences center, an energy center, and residence hall. In addition, from 2013 to 2016, CASE consecutively recognized the TJC Foundation's fundraising program for overall fundraising performance and sustained excellence. Before joining TJC, Dr. Russell served as Director of Foundation and Corporate Relations at LeTourneau University in Longview, Texas, where she and her team landed more than \$5 million in successful grant proposals from several high-profile foundations. In her earliest career days, she also served as a secondary English teacher (grades 7-9) and as an adjunct professor of English at Kilgore College.

Dr. Russell earned doctoral and master's degrees from the University of North Texas and her bachelor's degree from the University of Texas at Tyler.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Texas Woman's University seeks an Assistant Vice President, University Advancement and Alumni Engagement with

- a commitment to the mission of Texas Woman's University—to cultivate engaged leaders and global citizens by leveraging the university's historical strengths in health, liberal arts, and education and its standing as the nation's largest public university primarily for women;
- a commitment to transformational learning, discovery, and service in an inclusive environment that embraces diversity;
- experience securing major gifts of significant institutional impact from individuals, corporations, and foundations;
- experience sustaining long-term relationships with alumni, donors, and prospective donors;
- experience successfully managing a portfolio of alumni donor prospects;
- an ability to thrive in a complex university environment staffing the Vice President for University Advancement and Alumni Engagement on alumni donor calls and at volunteer meetings or events;
- an ability to handle multiple, complex activities simultaneously and coordinate engagement strategies internally with multiple stakeholders;
- experience in a comprehensive campaign environment;
- working knowledge of alumni and fundraising support systems such as Raiser's Edge NXT;
- excellent presentation skills including an ability to craft persuasive, compelling content; and
- an ability to achieve results in a team setting while promoting success for others.

Texas Woman's University will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least six years of demonstrated experience and effectiveness in fundraising and alumni engagement, preferably in an academic setting, is preferred.

SALARY AND BENEFITS

The salary range for this position is \$125,000 to \$135,000 annually. Texas Woman's University offers a [comprehensive benefits package](#).

LOCATION

Texas Woman's University is in Denton, Texas. This position offers the opportunity for some remote work.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Texas Woman's University as well as the responsibilities and qualifications presented in the prospectus.*** Preference will be given to applications received by April 13, 2023.

To apply for this position, visit:

[Assistant Vice President, University Advancement and Alumni Engagement, Texas Woman's University](#).

To nominate a candidate, please contact Gregory Leet, gregoryleet@aspingleadershipgroup.com.

All inquiries will be held in confidence.