



**ASSOCIATE VICE PRESIDENT FOR UNIVERSITY DEVELOPMENT AND CAMPAIGN DIRECTOR
MARY BALDWIN UNIVERSITY**

Location – Flexible

[Mary Baldwin University](#)



The Aspen Leadership Group is proud to partner with Mary Baldwin University in the search for an Associate Vice President for University Development and Campaign Director.

The Associate Vice President will work in close partnership with the Vice President for University Advancement to build a highly functioning major gifts team at the university, provide strategic direction in support of the university's comprehensive campaign, lead the Advancement Services unit, and partner closely with colleagues in Alumni Engagement to achieve fundraising and engagement goals. The Associate Vice President will have the opportunity to increase staffing and build a best practice advancement unit encompassing fundraising and campaign management.

Founded in 1842, Mary Baldwin University is a small, coeducational university offering a range of degree programs from bachelor to doctoral. It serves a growing student population on its main campus in Staunton, Virginia; at its nearby health sciences campus in Augusta County; and online. Two hours from the nation's capital, located on the western edge of the Blue Ridge Mountains in the picturesque and historic Shenandoah Valley, the university's main campus is on 58 hilltop acres and opens onto downtown Staunton, regularly named one of the best small towns in America. Mary Baldwin University has been named a Best Regional University in the South by *U.S. News & World Report* for 2019. Mary Baldwin earned recognitions as Best College for Veterans, Regional Universities South (21st); Best Value Schools, Regional Universities South (7th); and Best Ethnic Diversity, Regional Universities South. Mary Baldwin also earned a place on the Best Regional College 2019 list by *The Princeton Review*.

This is a pivotal and exciting time in the institution's distinguished 179-year history. A radical belief in student potential and in the transformative power of the liberal arts and sciences has guided Mary Baldwin University since its founding. Mary Baldwin's history began with what was then a revolutionary idea: that women, like men, should be well educated. A generation later, namesake Mary Julia Baldwin took the reins during the Civil War; afterward her cutting-edge innovations made the institution thrive. In 2016, the institution became Mary Baldwin University to reflect its growing range of bachelor's, master's, and doctoral programs, and in 2017 the university welcomed its first residential men students to campus. Imbued with an entrepreneurial spirit, the university has repeatedly introduced new methods and programs at the forward edge of educational trends and societal needs. Emphasizing global leadership and citizenship, Mary Baldwin University is noted for high academic standards, strong leadership development programs, a diverse student body, and innovative programs including the Virginia Women's Institute for Leadership and the Program for the Exceptionally Gifted.

REPORTING RELATIONSHIPS

The Associate Vice President for University Development and Campaign Director will report to the Vice President of University Advancement, Charles E. Davis III.

FROM THE VICE PRESIDENT

Mary Baldwin University is committed to supporting the growth of its advancement operation and has, over the past two years, invested significantly to ensure its success. With the appointment of new professionals to lead in Alumni Engagement and Advancement Services, complementing a dedicated staff, the division is truly poised for success. This summer, the university was a finalist for a national award for its virtual engagement programs and new programs to re-invigorate the alumni base are thriving. After a successful conversion to Raiser's Edge, and rich data from multiple screenings, our resources and systems are well positioned to support a robust development and major gift function. With a successful fundraising year in motion, the university is also poised to reach its \$25 million "MBUEmpowers" campaign goal soon. This milestone dovetails with the university's work to ensure its position as a student-centric institution in a post-pandemic world. This confluence provides an opportunity for the successful candidate to work with the Vice President, President, and Board to help evolve the campaign, think strategically about its goals, timing, and structure moving forward.

—Charles E. "Chuck" Davis, III, Vice President for University Advancement

PRIMARY RESPONSIBILITIES

The Associate Vice President for University Development and Campaign Director will

- serve as a leader in the Office of University Advancement and contribute to the Mary Baldwin community in furthering the mission of the institution;
- work collaboratively with the Vice President and President to design and evolve the next phase of Mary Baldwin's campaign and to ensure that the university's case for support is compelling and timely;
- support and guide the work of trustees, campaign volunteers, deans, faculty, senior staff, alumni, and external constituents to achieve campaign goals;
- provide leadership to the university in the direction and movement of its pipeline of major prospects and donors by working closely with the Vice President and President to ensure that fundraising goals are met;
- partner with the Executive Director of Alumni Engagement and Director of Annual Philanthropy to consistently identify opportunities to engage prospective donors;
- provide strategic management to the Director of Advancement Services and Advancement Services team with a focus on building out systems and strategies to advance campaign success;
- recruit a talented and productive Major Gifts team, beginning with one gift officer;
- manage a portfolio of donor prospects, assuming accountability for visit and proposal metrics; and
- conduct regular prospect review sessions with Advancement staff to ensure that prospects are moving through the pipeline from identification to solicitation to stewardship, while developing creative strategies to engage the whole of the university's top prospect pipeline.

UNIVERSITY LEADERSHIP AND KEY COLLEAGUES



Pamela Fox
President

Dr. Pamela Fox, a pianist and musicologist, has served as President and Professor of Music at Mary Baldwin University since July 2003. Under her leadership, Mary Baldwin has become a distinctive small coeducational university that maintains its historic commitment to the Mary Baldwin College for Women. MBU cultivates innovation and academic excellence through a constellation of signature programs.

Dr. Fox led the establishment of the Spencer Center for Civic and Global Engagement to foster inclusive community and civic and global citizenship. Over her tenure, the university has established 25 new and enhanced academic programs, including the Murphy Deming College of Health Sciences which opened in 2014 on a new campus in the heart of Augusta County's thriving Blue Ridge Life Sciences corridor and offers Mary Baldwin's first doctoral degrees.

Active nationally in higher education and a devoted leader in the Staunton/Augusta community, Dr. Fox was named the 2011 Citizen of the Year by the Greater Augusta Regional Chamber of Commerce. She is a past member of the Board of Directors of the National Association of Independent Colleges and Universities (NAICU) and of the American Council on Education (ACE); past chair of the Council of Independent Colleges in Virginia (CICV) and of the Virginia Foundation of Independent Colleges (VFIC); trustee of the Frontier Culture Museum, of the American Shakespeare Center; and a member of Rotary International.

Prior to her tenure at Mary Baldwin, Dr. Fox served as a Professor of Music, Dean, and Assistant Vice President for Strategic Planning at Miami University in Oxford, Ohio for 20 years. She earned her Ph.D. in musicology from the University of Cincinnati, College Conservatory of Music. Dr. Fox has published fourteen articles and books and presented scholarly papers around the world.



Charles E. Davis III
Vice President of University Advancement

Charles E. "Chuck" Davis III joined Mary Baldwin University as Vice President of University Advancement in July 2019. A seasoned leader with more than 25 years in the higher and secondary education sectors, Davis brings a demonstrated record of exceptional success in building sustainable advancement programs.

Davis has worked in global fundraising, building philanthropy programs at the Robert Gordon University Foundation in Aberdeen, Scotland, as Chief Executive Officer from 2012–15, and most recently as Director of Strategic Development at the International School of Kuala Lumpur in Malaysia. In each position he has helped facilitate the most significant gifts in the institution's history and built processes and teams for sustained success.

Prior to this international work, Davis served from 2003–12 as the Director of the *Ever Elon* campaign and Assistant Vice President for University Advancement at Elon University. Over his 10-year tenure he served as the key architect of Elon's largest comprehensive campaign, surpassing the \$100 million goal, and garnering a Grand Finalist Award in 2009 for campaign communications and events from the Council for Advancement and Support of Education.

Prior to his work at Elon, Davis served as Interim President and Director of Development for the Medical Foundation of East Carolina University, and Director of Development at the Graduate School of North Carolina State University. Davis is a graduate of Furman University. He and his wife, Flora Hall Davis, have two daughters, one attending Wofford College and another who attends Elon University.



Rev. Dr. Ernest E. Jeffries
Vice President of Student Engagement

A native of Jonesville, South Carolina, Dr. Jeffries has worked in higher education for more than twenty-nine years. He has served at the University of Tennessee, Western Carolina University, and Davidson College. Presently he serves Mary Baldwin University as the Vice President of Student Engagement where he provides oversight to the Division of Student Engagement which consists of the following: Athletics, Campus Safety, Dining Services, Residence Life, Student Health & Counseling, Student Activities, Student Conduct, The Program for the Exceptionally Gifted, and First Year Experience & Student Support. Dr. Jeffries works closely with members of the Board of

Trustees and university leadership to develop and advance strategic partnerships among individuals and corporations to advance the mission of the university. He has a critical role in linking the university with new candidates for board engagement.

Dr. Jeffries' education consists of a bachelor of music education from the University of South Carolina, a master of education in Student Personnel Services from the University of South Carolina, a master of divinity from the Hood Theological Seminary, and a doctor of ministry degree from the United Theological Seminary.

In 2018, Dr. Jeffries was recognized nationally for his innovative leadership in Higher Education. He received one of only 10 Outstanding First-Year Advocate awards from the National Resource Center for the First-Year Experience for exceptional work in the areas of student learning, development, and success. Dr. Jeffries' professional affiliations include the Southern Association of College Student Affairs, the Association on Higher Education and Disability, the National Association of Student Personnel Administrators, the Association of Student Conduct Administrators, and the Phi Mu Alpha Sinfonia to name a few. Also a very well respected civic leader, Dr. Jeffries served as the Police Chaplain in Davidson, North Carolina, and has served on boards for the local YMCA, Parks and Recreation, and the Cornelius Child Development Center, among many others. Locally he serves on the Board of Directors of the Waynesboro, Staunton, Augusta County Habitat for Humanity.



Adrienne Teague
Executive Director of Alumni Engagement

Executive Director of Alumni Engagement Adrienne Teague joined the Mary Baldwin University team in November of 2020.

Teague most recently served as the Director of Alumni Relations at George Mason University (GMU). Teague brings to campus more than 13 years of expertise in higher education and a passion for working with alumni. Her experience spans board and

volunteer management, strategic planning, data-driven decision-making, event planning, and communications engagement.

While at GMU, Teague was responsible for creating and managing a comprehensive outreach program that resulted in more alumni responding to the alumni association's efforts and participating in major programs and events. For example, her team achieved exponential increases in first-time attendees at GMU's annual Alumni Weekend and Homecoming programs for three consecutive years.

Earlier in her career, Teague served in both Alumni Affairs and the Chancellor's Office at The University of Tennessee at Chattanooga, where she earned a Master of Public Administration degree in nonprofit management and a bachelor's degree in English.

Teague leads Mary Baldwin's Alumni Engagement team and helps oversee alumni programming and communications, regional alumni chapters, alumni volunteer leadership, annual philanthropy and opportunities for continuing education, mentorship of current students, and donor stewardship.



Ingrid Heggoy Zepp
Director of Advancement Operations

As Director of Advancement Services, Ingrid Zepp's oversight includes management of the Advancement Services and Prospect Management functions. Zepp has more than 25 years of demonstrated success particularly in the higher education industry. She is skilled in strategic planning and the use of donor/prospect database information to maximize effectiveness, increase annual and major gifts, and for prospect and donor management. Since joining Mary Baldwin, Zepp has managed and executed a smooth and successful database migration from Jenzabar to Raiser's Edge NXT, completed a prospect/wealth screening on alumni, and overseen a screening of publicly available LinkedIn data to bring updated employment and postgraduate education information into the donor and alumni database.

Prior to Mary Baldwin, Zepp served as Director, Advancement Operation at Ursinus College in Collegeville, Pennsylvania. There she led the Advancement Services and Prospect Management functions for a school regularly recognized as a Top 100 Liberal Arts College by *U.S. News & World Report*, including management of the Advancement Services and Prospect Management staff of four; management of the alumni, donor, and prospect database (Raiser's Edge); and strategic analytics and reporting for the quiet and public phases of a \$100 million comprehensive campaign. She has also served as the National Director, Database Management and Research at the Devereux Foundation in Villanova, Pennsylvania, as the Director, Operations and Research at Kennesaw State University in Kennesaw, Georgia, and in several roles at the Medical Center of Georgia in Augusta, Georgia.

Zepp received both her Bachelor of Music Performance and Master of Communication degrees from the University of Georgia.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Mary Baldwin University seeks an Associate Vice President for University Development and Campaign Director with

- a record of successful leadership including experience in hiring, mentoring, and developing staff;
- campaign planning and volunteer leadership experience in the context of a campaign;
- leadership skills that encourage teamwork and interaction;
- knowledge of processes and advancement operations including prospect management and tracking, donor relations, and gift processing;
- a high level of energy, drive, integrity, and sincerity;
- exceptional written and oral communication skills;
- initiative, strong attention to detail, timeliness, discretion, mature judgment, and an entrepreneurial spirit;
- a commitment to diversity and inclusion in developing staff and in the implementation of university programs and services; and
- basic knowledge of Raiser's Edge or other CRM software.

A bachelor's degree is required for this position as is at least five years of fundraising experience at the major gift level as well as director-level experience or equivalent management of a major gift team or program.

DIVERSITY, EQUITY, AND INCLUSION

Mary Baldwin University is a diverse community, providing a rich array of resources and experiences to all constituencies of the university. This belief is articulated in its Commitment to Inclusive Community:

We, the community of Mary Baldwin University, strive to celebrate humanity in all its wondrous and complex variation. Because we value diversity, it is our mission to sustain a community where all may flourish. We are safe to embrace our shared experiences and our differences. To this end, we treat all with respect and compassion.

Mary Baldwin University does not discriminate on the basis of sex or gender, nor does the university discriminate on the basis of race, national or ethnic origin, color, age, disability, religion, veteran's status, sexual orientation, gender identity, or gender expression in its educational programs, admissions, co-curricular or other activities, or employment practices.

SALARY & BENEFITS

Mary Baldwin University offers a competitive and comprehensive salary and package of employee benefits.

LOCATION

Mary Baldwin University is located in Staunton, Virginia. Candidates desiring a remote appointment will be considered, although preference will be given to candidates who are willing (post-COVID) to work and reside in the Staunton area.

Staunton is conveniently located in the beautiful and historic Shenandoah Valley of Virginia. Known for its historic architecture and charming downtown, it is home to a vibrant arts and music scene and offers a range of excellent dining, wine bars, and micro-breweries. With five National Historic Districts, Staunton is easily explored by foot. Its compact downtown features over one hundred unique shops, art galleries, and restaurants. Founded in 1747, the city is the birthplace of President Woodrow Wilson, and the city manager form of government. At the crossroads of Virginia, Staunton is a transportation hub with advanced rail, highway, and air access. The city lies at the heart of Virginia's Education and Technology Corridor with nine colleges and universities regionally and a "Blue Ribbon" local school system. Staunton is within Augusta County which hosts corporate residents including Best Buy, Specialty Blades, Bruin, U.S.A., McKee Foods, Hershey Chocolate, and a host of other fine companies.

Opportunities to explore the arts and culture abound in Staunton. Located on the edge of campus are the Blackfriars Playhouse, the only replica of Shakespeare's indoor theater, and the Woodrow Wilson Presidential Library. The Heifetz International Music Institute makes its home at Mary Baldwin University each summer; along with the Staunton Music Festival, music lovers can fill the summer months with performances of superior quality. The community supports a thriving farmers' market and excellent restaurants.

The Shenandoah Valley with the adjacent Blue Ridge and Allegheny Mountains offer scenic beauty and abundant opportunity for outdoor activities. The region features Shenandoah National Park, the Blue Ridge Parkway, and the George Washington National Forest, includes over 100 miles of the Appalachian Trail, and offers numerous other hiking and biking trails, spectacular caverns, trout fishing in mountain streams, golf, kayaking, and skiing. Vineyards and wineries abound in the region along with a growing range of other agribusinesses.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Mary Baldwin University – to prepare confident practitioners who apply solid academic knowledge, strong leadership skills, and compassion for others to serve learners in diverse communities – as well as the responsibilities and qualifications as 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:

[Associate Vice President for University Development and Campaign Director, Mary Baldwin University.](#)

To nominate a candidate, please contact Susan Faraone:

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

All inquiries will be held in confidence.