



**VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT**

**ALFRED UNIVERSITY**

**Alfred, New York**

[Alfred University](https://www.alfred.edu)



The Aspen Leadership Group is proud to partner with Alfred University in the search for a Vice President for University Advancement (VPUA).

The Vice President for University Advancement will design and execute a comprehensive advancement strategy and the necessary infrastructure needed to build a high-performing operation that will drive new philanthropic support, effectively steward current donors, and bring fresh ideas that reflect the evolving nature of fundraising to the University. By assessing existing fundraising practices and seeking input from key stakeholders, the Vice President will ensure a holistic approach to promoting a culture of philanthropy. As a key member of the President's Cabinet, the Vice President will join a leadership team that assists President Mark Zupan in moving Alfred University towards its desired future through the promotion of a culture of philanthropy, both internally and externally.

Alfred University has a long history of educating socially conscious students who make a difference in their professions and communities. Alfred University provides excellent quality and enduring value through academic and co-curricular programming that is both intellectually challenging and practically relevant. It is culturally diverse and student-centered, and aims to serve an ever-changing student population. It seeks students with the aspiration and dedication to do well for themselves and for their greater communities. Thus, Alfred University prepares its students with the knowledge, skills, and life-habits that will enable them to succeed, and to live lives of continuous personal growth and service to others. These outcomes are achieved through a commitment, by the entire Alfred University community, to teaching and research, the pursuit of scientific and technical expertise, artistic creativity, and humanistic learning.

Alfred University takes pride in its 185-year history of inclusiveness. Over that period, the University has provided a remarkable intersection between opportunity and impact. The contributions made by its 36,000-plus alumni to their families, communities, and society attest to the University's ability to transform student lives and better the world. Alfred University graduates have developed cures for bilirubin and glasses that correct for color-blindness. They have contributed to the invention of Gorilla glass and created the means to transmit data and voice through fiber-optic cable. Their inspiring works of art and design adorn leading museums around the globe. Their creativity, resilience, and leadership have shaped multi-billion dollar enterprises, won Emmys, and facilitated travel around the globe as well as into space. Their kindness and empathy epitomize the University's values, are at the heart of the "Alfred hello," and illuminate how differences can be our greatest, unifying strength.

## REPORTING RELATIONSHIPS

The Vice President for University Advancement will report to the President, Mark Zupan. The Vice President will serve as a member of the President's Cabinet in the overall management of the University.

## FROM THE PRESIDENT

*Alfred University has secured nearly \$108 million in gifts and commitments over the last nearly five years as part of the quiet phase of its next fundraising campaign that will be the largest in the University's history (\$200 million for an overall objective) focused on four principal areas: student scholarships; endowed faculty/staff positions; programmatic innovation and support; and facilities improvements. The next VPUA will lead the University through the public phase and successful conclusion of the ten-year campaign. Working closely with the Advancement team, the Board of Trustees, and the University president, the VPUA will help to secure philanthropic support to build upon the University's distinction as a maker culture, being a talent incubator, offering a range of distinguished programs to mix and match, and being inclusive from the start.*

—Mark Zupan, President

## ALFRED UNIVERSITY'S COMMITMENT TO INCLUSIVITY AND SOCIAL JUSTICE

Alfred University has had a long-standing commitment to diversity and social justice. For example, Alfred was the first institution of higher education in the United States to be fully open to female students—in terms of both admission and ensuring that women could pursue the same course of studies as men. Its first class had 22 women and 14 men. Alfred University was also one of the first higher education institutions in the United States to admit Black and Native American students.

A recent initiative to enhance Alfred University's commitment to inclusivity and social justice is *Common Ground*, a required course for all new undergraduate students on the Main Campus that has been philanthropically underwritten by the University's Board of Trustees since 2018. Common Ground brings together small groups of students (up to 18) who are scrambled together on all discernible dimensions (race, ethnicity, gender, major, residence hall, co-curricular interests, nationality, urban/rural, and so on), spans the first semester, and consists of dialogue facilitated by a faculty or staff member. The course has two key objectives: to build a better appreciation for the different backgrounds and aspirations that students bring to campus; and to develop a common set of values by which students commit to live by as citizens of the Alfred University community.

## PRIMARY RESPONSIBILITIES

The Vice President for University Advancement will

- oversee Advancement activities including fundraising, gift servicing, donor stewardship, alumni relations, planned giving, annual giving, University events, and capital campaigns;
- set the vision for the Advancement team, in conjunction with senior leaders of the University;
- lead the Advancement team and develop a strategic plan, updating it every three to five years, ensuring there are measurable goals, an appropriate infrastructure, and a system of accountability to meet those goals;
- increase discretionary support for the University with an emphasis on the Saxon Circle (annual) and Heritage Circle (bequests);

- establish well thought-out processes for the management of information that is to be used strategically in order to plan and coordinate work;
- recruit, develop, and lead personnel on the Advancement team;
- actively serve as a member of the President's Cabinet;
- represent Alfred University at various civic and educational functions;
- cultivate and maintain strong community relations such that the interests of the University are well-represented and supported; and
- carry a portfolio of major donors and be actively engaged in major donor identification, cultivation, solicitation, and stewardship, in conjunction with the President.

## **LEADERSHIP AND KEY COLLEAGUES**

### **Mark Zupan**

#### **President**

Mark Zupan is the 14<sup>th</sup> president of Alfred University. He took office on July 1, 2016.

Zupan came to Alfred University from the Simon Business School at the University of Rochester where he was the Olin Professor of Economics and Public Policy as well as the Director of the Bradley Policy Research Center. Prior to that, he served two terms as Dean of the both the Simon School and the University of Arizona's Eller College of Management. He has also been an Associate Dean of Masters Programs and faculty member at USC's Marshall School of Business, a visiting faculty member at Dartmouth's Tuck School of Business, and a visiting scholar at the Cato Institute. Zupan earned a B.A. in economics from Harvard (1981) and a Ph.D. in economics from MIT (1987).

While a graduate student at MIT, Zupan won Harvard University's Allyn Young Teaching Prize in Economics (1983 and 1984) as well as the campus-wide Joseph R. Levenson Memorial Teaching Prize (1985). At USC, Zupan won both the Marshall School's Golden Apple teaching award and the University's Burlington Resources Foundation Faculty Achievement Award for scholarship.

Zupan has authored three books and more than 40 scholarly articles. His opinion pieces have appeared in outlets such as the *New York Times*, *Wall Street Journal*, *Los Angeles Times*, *Arizona Republic*, *BloombergBusinessweek.com*, *Kiplinger's*, *Tucson Daily Star*, *Rochester Democrat and Chronicle*, *Rochester Business Journal* and *Huffington Post*. His latest book, "Inside Job: How Government Insiders Subvert the Public Interest" was published in March 2017 by Cambridge University Press.

Zupan was appointed by Gov. Andrew Cuomo as a member of the Western New York Regional Economic Development Council for Empire State Development in 2016. He has been on the boards of AACSB, the Harley School, HNP Capital, iVEDiX, the Graduate Management Admissions Council (GMAC), Constellation Brands, PAETEC Holdings, the Farash Corporation, Stocker Yale, Northern Trust, the United Way of Southern Arizona, Steuben Trust Company, and Five Star Bank. He has served on the editorial boards for academic journals such as *Public Choice*, *Economic Inquiry*, and the *Journal of Business Economics*.

### **Beth Ann Dobie**

#### **Provost and Vice President of Academic Affairs**

Beth Ann Dobie earned a Ph.D. in philosophy from the University of Connecticut in 1995. She joined the Alfred University faculty that same year. Her areas of specialization are philosophy of the arts, philosophy of language, and feminist theory. She taught in and then directed the B.A. Fine Arts program for twenty years. Dobie served two terms as the chair of the Division of Human Studies (history, philosophy, fine

arts, and religious studies). She was appointed the Dean of the College of Liberal Arts and Sciences in 2017. She has been the provost of Alfred University since 2019.

#### **Jonathan Kent**

##### **Vice President for Enrollment Management and Student Affairs**

Jonathan Kent joined Alfred University in March 2020 with over 15 years of higher education experience and success at institutions such as SUNY Canton, Clarkson University, Hartwick College, Thomas College, and Colby College. Kent earned bachelor's and master's degree from St. Lawrence University. He enjoys the interactions with prospective students and their families as well as the partnerships formed with faculty and staff. He keeps busy with his young family of three children (Josephine, Charles, and Odin) and wife, Sara, and remains active in running and CrossFit activity.

#### **Giovina Lloyd**

##### **Vice President for Business and Finance**

Giovina Lloyd oversees Human Resources, Business Services, Insurance and Risk Management, and Auxiliary Operations (bookstore, hotel, bar service), and provides critical input to Facilities Management and Environmental Health and Safety areas. Prior to her current role, she served as the University's Assistant Vice-President for Business and Finance. Lloyd is an Alfred University alumna, earning both bachelor's and master's degrees in business.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Alfred University seeks a Vice President for University Advancement with

- a commitment to the mission and values of Alfred University including the delivery of academic excellence and enduring educational value;
- a highly collaborative, strategic approach with demonstrated experience in building long-term relationships with donors, alumni, and members of the external and internal campus communities;
- an understanding of the demands and ongoing changes in higher education and an ability to assess and evaluate current fundraising practices and design;
- an ability to execute a comprehensive advancement strategy and build the infrastructure necessary to achieve a high-performing operation, identify new revenue streams and areas of philanthropic support, effectively steward current donors, and bring fresh ideas that reflect the evolving nature of fundraising;
- an unwavering commitment to diversity, equity, inclusion, and anti-racism; experience leading diverse teams and promoting an equitable and inclusive environment where all team members are valued, and have clear roles and responsibilities aligned to team goals;
- an ability to identify, solicit, and secure transformational and major gifts;
- fluency in written and verbal communication; and
- self-motivation and a goal-oriented temperament.

A bachelor's degree is required for this position as is at least ten years of progressively responsible professional experience in advancement, preferably in higher education.

### **SALARY AND BENEFITS**

Alfred University offers a competitive salary and [benefits package](#).

## LOCATION

The Village of Alfred is a quaint, historic college town. Nestled between the foothills of the Allegheny Mountains and the Finger Lakes, Alfred is home to both Alfred University and Alfred State College. When classes are in session, the local population of about 1,000 more than quadruples.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission and values of Alfred University 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 University Advancement, Alfred University.\*](#)

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

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

*All inquiries will be held in confidence.*