

SlipperyRockSM University



**Vice President for
University Advancement
Position Prospectus**

Vice President for University Advancement Search

Slippery Rock University (SRU) invites applications and nominations for the position of Vice President for University Advancement (VPUA).

Reporting to the University President and serving as a member of her cabinet, the Vice President for University Advancement functions as the university's senior advancement officer and has responsibility for the units within University Advancement including Development and Advancement Services, Alumni Engagement, and University Events. The VPUA will provide direction for and drive a university-wide development strategy, coordinating with senior leadership, academic leaders, faculty, staff, coaches, the Slippery Rock University Foundation, Inc., and alumni to serve the mission of Slippery Rock and its colleges.

The VPUA will be an accomplished and dynamic advancement professional with demonstrated success in securing major gifts, experience with a capital and/or comprehensive campaign, knowledge of advancement "best practices", a collaborative leadership style, and strong interpersonal and communications skills. Experience in a higher education environment in a senior advancement leadership role is highly preferred.





ABOUT SLIPPERY ROCK UNIVERSITY

A four-year, comprehensive university and leading member of the 10-member Pennsylvania State System of Higher Education, SRU's nearly 8,400 students have an opportunity to pursue more than 150 undergraduate programs and 40 graduate programs in five colleges: College of Business, College of Education, College of Engineering and Science, College of Health Professions, and College of Liberal Arts. Slippery Rock University employs 965 faculty and staff, and 93% of SRU professors hold a Ph.D. or terminal degree. Slippery Rock University holds full institutional accreditation with the Middle States Commission on Higher Education and 19 other accrediting bodies for its programs.

History

SRU opened its doors March 26, 1889, as Slippery Rock State Normal School. Its first president was James Morrow, grandfather of Anne Morrow Lindbergh, and the enrollment for the first session was 168 students. Limited to a singular mission in teacher education, the normal school over the years fulfilled its mandate well, graduating thousands of students to staff the public schools in Pennsylvania and throughout the nation.

In 1926, the institution was purchased by the Commonwealth, became a four-year college for teachers, and continued the tradition of teacher training. While the curricular preparations were in elementary education and in a number of secondary education subjects, the area of academic focus which was assigned at that time by the Pennsylvania Department of Education was in health and physical education. And it was in that concentration that the institution soon achieved a national reputation for excellence.

The institution was renamed Slippery Rock State College in 1960 and for the first time, could award undergraduate and graduate degrees in the liberal arts and in the professions. Expanded curricular offerings and an increased number of degree programs created an appreciable rise in enrollment. From 1960 to 1971, enrollment rose from 1,314 to 6,020 students, before eclipsing 7,000 in 1988, 8,000 in 2005 and reaching today's level that exceeds 8,300. In 1983, the institution adopted its current name, Slippery Rock University.

VISION, MISSION, AND VALUES

Vision

Slippery Rock University will excel as an accessible, inclusive, and engaging community, centered on student learning, positively shaping the future of the region, through the lives of its graduates.

Mission

Slippery Rock University offers accessible and affordable, broad-based education, through scholarly and creative endeavors, and empowering community-engagement. Educating learners at both the undergraduate and graduate levels, Slippery Rock University fosters an environment of belonging, while ensuring the economic mobility of our graduates. The university is committed to enhancing the quality of life of our learners and our region.

Core Values

Slippery Rock University pursues its vision and accomplishes its mission through the following set of shared values:

- **Community and Belonging** - We champion diversity, support divergent ways of thinking, and offer an inclusive experience so that our students, faculty, staff, and alumni consider SRU their 'extended family'.
- **Student-Centered** - We develop strong connections with our learners and support the development of the whole person.
- **Engagement** - We explore and create multiple ways of learning, including community, global, and workplace engagement.
- **Transformation** - We offer an intentional collection of curricular and co-curricular programs, and experiences designed to foster student learning and growth.
- **Civic-Mindedness** - We encourage students, faculty, and staff to be civically aware and socially responsible.
- **Collaboration** - We promote and expect collegiality, resourcefulness, civil discourse, and solution-driven thinking.
- **Focus on the Future** - We embrace the university's role in contributing to the prosperity of the region and the upward mobility of our graduates.
- **Stewardship** - We make all decisions in the light of our obligation to be responsible stewards of public funds.



UNIVERSITY ADVANCEMENT

The VPUA provides leadership and direction for University Advancement and its main areas of focus: Development and Advancement Services, Alumni Engagement, and University Events. The University Advancement team is composed of approximately 13 professionals. The new VPUA will have the opportunity to fill two open positions soon after assuming the role.

The VPUA has budgetary responsibilities for all of University Advancement and the day-to-day operation of the Russell Wright Alumni House and Conference Center. Representing the President and University in various community, state, and regional activities, the Vice President fosters a positive image and external relations to promote Slippery Rock University.

Following is a snapshot of fundraising results for the previous three years in the period July 1-June 30:

FY23	FY22	FY21	3 Year Average
\$3,103,379	\$3,850,252	\$3,523,732	\$3,492,453

**Figures are new cash gifts, including annual, endowment, capital, and gifts-in-kind*

While the table reflects SRU's recent fundraising results, there is an anticipated opportunity for the new VPUA to increase annual fundraising to \$5+ million in the near future by leveraging the energy around the President and her vision for SRU; a University Advancement team and campus excited about new University Advancement leadership, and the interests of a pool of prospects who are currently engaged with SRU and excited about its future.

There are three affiliate organizations with which the VPUA and University Advancement works closely with throughout the year:

Slippery Rock Foundation, Inc.

Slippery Rock University Foundation, Inc. is a 501(c)3 nonprofit, independent from the university, with an endowment totaling \$44.6 million and overall assets totaling \$49.3 million. Established in 1970, the Foundation exists to generate, develop, and steward charitable gifts and other resources to support the priorities of Slippery Rock University and its students.

In addition to seeking and managing private contributions and grants, the Foundation is the developer of the 39-acre Slippery Rock Technology Park. In 2016, the Foundation established the SRUF Student Housing LLC, which provides quality on-campus housing for more than 2,000 students in six residence halls.

Slippery Rock Alumni Association

The Slippery Rock University Alumni Association is a 501(c)(3) non-profit organization, with an independent Board, which exists to provide programs and services to alumni, communication between the Slippery Rock University and its more than 75,000 alumni and develop and manage independent sources of financial support for the benefit of the university and its graduates. SRUAA encourages alumni to be engaged in a lifelong relationship with their alma mater and provides a link for alumni to remain connected to SRU.

Slippery Rock Student Government Association

The Slippery Rock University Student Government Association, Inc. (SRSGA) is an independent corporation on campus with a roughly \$2.5 million budget. The SRSGA serves as the governing body to most clubs and organizations at Slippery Rock University, recognizing over 200 and providing budgets to many. As its mission, The Slippery Rock Student Government Association (SRSGA) strives to uphold the values and expectations impressed upon SRU students by the campus community. As an association, it seeks to advocate for all student needs and aims to represent student concerns on an administrative level. The Association creates policies and provides services for the SRU community to enhance the student experience.



Foster a University-Wide Culture of Philanthropy

The next VPUA will foster a heightened culture of philanthropy across the campus. As the percentage of university operating funds provided by state tax dollars has decreased in recent years, there is a pressing need for private dollars to replace them. The VPUA will help lead an effort to increase awareness of this philanthropic need among students, younger alumni (graduates of the last ten years), the broader alumni base, and throughout the entire Slippery Rock University community.

Provide Vision and Leadership for University Advancement

The VPUA will set a vision for the future success of the University Advancement program, including goal setting and strategy development. The VPUA will provide energetic and effective leadership for the University Advancement team with a collaborative, collegial, and open leadership style. The VPUA will inspire the team to grow professionally and embrace nationally recognized best practices and excellence in performance. This position will be an advocate of data, analytics, advancement information technology, and reporting to support a sophisticated University Advancement infrastructure and operation.

Grow Philanthropic Support

The VPUA will build a broader base of support for Slippery Rock with expansion of robust major gifts, corporate and foundation relations, and planned giving programs. The VPUA will lead efforts to expand the University's philanthropic revenue by implementing plans for the strategic identification, cultivation and solicitation of both alumni and non-affiliated prospects, including community members and others (individuals and institutions) who may be motivated to invest in Slippery Rock University because of its mission, important programs (academic, student-focused, athletics, etc.), community impact, or other reasons.

Plan and Launch a Comprehensive Campaign

The next VPUA will provide leadership for the planning and implementation of a comprehensive campaign. The VPUA will develop the capacity of University Advancement to sustain a major campaign; work closely with the campaign's volunteer leadership; and reach across divisional and disciplinary lines to ensure communications and messaging are consistent and resonate with the university's strategic plan and priorities.

Build Strong Partnerships with the Slippery Rock Foundation, Alumni Association and Student Government Association

The VPUA will build and nurture strong and productive relationships with SRU's three affiliated organizations – the Slippery Rock Foundation, the Alumni Association, and the Student Government Association – to create efficiencies in fundraising and enhanced philanthropic success for the university.

Steward Past and Current Donors

The VPUA will advance a plan to create “best in class” practices to appropriately recognize and honor donors for their investments and use periodic and effective follow-up initiatives to remind donors of the impact of their gifts and encourage ongoing engagement. The VPUA also will strengthen the thoughtful stewardship of past gifts to build stronger relationships that lead to future investments.

LEADERSHIP OPPORTUNITIES (cont.)

Strengthen Collaboration with Academic Enterprise

The VPUA will strengthen the relationship between the university's academic enterprise and University Advancement by building strong connections with the provost, deans, department chairs, and faculty across campus and embracing them as partners in fundraising. The VPUA will facilitate enhanced communications with the academic enterprise and support those who are interested in being more engaged in fundraising with training.

Partner with Athletics

With a long and proud history in intercollegiate athletics, SRU has a significant number of alumni who care deeply about the tradition and future success of "The Rock" athletically. The next VPUA will develop a strong partnership with the university's athletic director and coaches to help generate a heightened awareness of the athletic program and its essential place within the fabric of Slippery Rock University and its community.

Increase Alumni Engagement

As student body size has increased at SRU in the past two decades, there has been a corresponding increase in the number of alumni, especially graduates of more recent years. Alumni engagement and their understanding of university plans and priorities has never been more important than now. The VPUA will seize opportunities to strengthen connections with the broader alumni base and find ways to expand alumni involvement in all aspects of the university.

POSITION RESPONSIBILITIES

The VPUA's responsibilities include:

- Determine and drive a university-wide development strategy and coordinate with senior University leadership, Foundation leadership, academic leaders, faculty, staff, and alumni to serve the mission of the Colleges and the overall University.
- Provide leadership to develop, launch and execute a capital campaign.
- Developing and executing the University's fundraising programs, including annual fund campaigns, comprehensive campaigns, capital campaigns, special-needs campaigns, and planned and deferred gifts.
- The VPUA is the senior advancement officer and supervises the directors of the units within the Office of University Advancement, including Alumni Engagement, Special Events, and Advancement Services. The VPUA also oversees the relationship with the Slippery Rock University Foundation, Inc. to ensure a coordinated approach to all fundraising and advancement efforts.
- The role also oversees budgetary responsibilities for all of University Advancement and the day-to-day operation of the Russell Wright Alumni House and Conference Center. Representing the President and University in various community, state, and regional activities, the Vice President fosters a positive image and external relations to promote Slippery Rock University.

MINIMUM AND PREFERRED QUALIFICATIONS

Minimum Qualifications

- Bachelor's degree
- Minimum of seven years of significant, progressively responsible experience with development and fundraising efforts
- Experience with a comprehensive/capital campaign that include successful outcomes
- Commitment to promoting diversity, equity, inclusion, and belonging
- Strong interpersonal and communication skills
- Excellent organizational skills
- Collaborative style of leadership conducive to working effectively in an interdependent work environment

Preferred Qualifications

- Master's or advanced degree preferred
- Experience in a higher education environment in a senior advancement leadership role
- Experience leading comprehensive or capital campaigns
- Proven record of accomplishment of securing major gifts and managing relationships with major donors
- Knowledge of advancement “best practice” strategies
- Experience working with a foundation, alumni association and/or other affiliated organization
- Experience leading prospect/portfolio management, annual giving, corporate and foundation, and planned giving programs
- Experience building a culture of philanthropy throughout an organization and within its constituency groups
- Experience managing volunteer leaders with fundraising responsibilities
- Familiar with Raiser's Edge
- User of information technology, data, and analytics to drive advancement strategy, resource allocation, and results



With more than 150 undergraduate majors and minors, more than 40 graduate programs, certificates and online degree completion programs, SRU offers a variety of areas of study designed to help you find your passion and achieve your dreams. Students have the opportunity to research with world-renowned faculty in state-of-the-art facilities.

There are five colleges within Slippery Rock University:

- College of Business
- College of Education
- College of Engineering and Science
- College of Health Professions
- College of Liberal Arts

SRU's general education program, Rock Integrated Studies, sets SRU students up for success in their academic concentrations by teaching them to integrate knowledge and skills across broad disciplinary categories and relate their coursework to the world around them.

SRU's Living-Learning Communities help students connect and contribute to something bigger than themselves, all while residing in our contemporary residence halls. The SRU Honors College is an interdisciplinary community of highly motivated and talented students seeking to support each other and expand their education within and outside the classroom.

SRU's service-learning programs help students build identity to become global citizens, while its leadership opportunities offer a co-curricular experience that inspires lifelong learning. SRU's global initiatives send students on transformative study abroad experiences that broaden perspectives and enable future connections.

Slippery Rock's commitment to student success is central to its mission. Each student is assigned a success coach and is encouraged to work with the university's career professionals throughout their time at SRU for mentorship and guidance.

Students

- Enrollment of 8,362, including 6,815 undergraduates and 1,547 graduate students
- 91% of first-year students live on campus
- 87% have in-state residency status
- 57% have residency within 50 miles of campus
- 14% are residents of Butler County
- 84% are traditional college age (under 25)
- 59% are female
- 12% are non-majority ethnicities

Strategic Plan

Strategic planning is ongoing at Slippery Rock University. The current plan centers on the following key elements across the university:

- Commitment to a Robust, Supportive, and Inclusive Culture
- Commitment to Academic Discovery and Growth
- Commitment to Community Impact and Collaboration
- Commitment to Financial Sustainability and Resource Stewardship



Athletics

Slippery Rock University participates in NCAA Division II, with 17 sports and 12 intercollegiate teams. The University mascot is “Rocky”.

Awards and Rankings

- “Best Colleges in the Mid-Atlantic” by Princeton Review
- “Best Regional Universities” and “Top Public Schools – Regional Universities” by U.S. News and World Report
- Top Public Schools – Regional Universities North – U.S. News & World Report
- Best in the Mid-Atlantic – Princeton Review
- One of the best national Master's Universities and "Best Bang for the Buck" - Washington Monthly
- College of Distinction (national, public, and Pennsylvania) – Colleges of Distinction
- Best Colleges – Money
- Best Online Colleges in Pennsylvania – College Choice
- Best Online Bachelor’s Programs – U.S. News & World Report
- Career Development badge – Colleges of Distinction
- Military Support badge – Colleges of Distinction
- Equity & Inclusion badge – Colleges of Distinction
- Named one of the nation’s “Greenest” colleges – Princeton Review, Guide to Green Colleges
- Best Online Colleges in Pennsylvania – Intelligent.com
- Most Affordable Master's Degree Programs – Intelligent.com
- 10 Best Online Master's Degree Programs in Pennsylvania - BestAccreditedColleges.org
- Most Affordable Online Colleges & Universities - College Consensus
- Best Online Colleges in Pennsylvania - BestColleges
- Best Colleges for Veterans – Regional Universities North - U.S. News & World Report
- Best Value Schools – Regional Universities North - U.S. News & World Report
- Top Performer in Social Mobility – Regional Universities North - U.S. News & World Report



President Karen Riley

Karen Riley joined Slippery Rock University as its 18th president on July 1, 2023. As the University's top executive administrator, Riley is continuing the legacy of keeping SRU as one of the leading public institutions in Pennsylvania. During Riley's presidency, she will create a new strategic plan and oversee the next era of the University. From its heritage as a college for teachers more than 130 years ago, to today offering more than 150 academic programs and credentials across five colleges, SRU will continue to evolve to support its students. Riley was previously provost and chief academic officer at Regis University in Denver, Colorado, from 2021-23. While there, she developed and launched an academic plan focused on excellence in teaching, research and student thriving. Before joining Regis University, Riley was dean of the Morgridge College of Education at the University of Denver from 2014-21. During that time, Riley increased scholarly productivity across the college, raised over \$27 million dollars, increased the number of students, faculty and staff, and launched a Center for Professional Development to provide certificates and stackable credentials.

Riley began her career at the University of Denver in 2001 as a project coordinator and rose through the faculty ranks as an assistant (2004-10) and associate (2010-17) professor of child, family and school psychology. She became chair of the Educational Research Policy and Practice Department in 2011, before becoming interim dean of the College of Education in 2013.

An expert in neurodevelopmental disorders, Riley has researched approaches to addressing societal issues and improving the lives of those affected by Fragile X syndrome and Down syndrome. She spent the first decade of her career as an early childhood specialist and special education coordinator in public schools. Riley earned a bachelor's degree in psychology at Colorado State University and a master's degree in early childhood special education and a doctorate in educational psychology from the University of Denver.

Commitment to Equality and Inclusive Community

The Office for Diversity, Equity, Inclusion and Belonging works to recognize and value the range of human differences, ensuring fairness and justice in the distribution of resources and opportunities, creating a welcoming and supportive environment where all members of the community can fully participate while fostering a sense of connection and acceptance within the campus community.



About PASSHE

Pennsylvania's State System of Higher Education (PASSHE) was established on July 1, 1983.

The mission of the System is as relevant today as it was at its founding: to provide high-quality education at the lowest possible cost to students; to increase educational attainment in the Commonwealth of Pennsylvania; to prepare students at the undergraduate and graduate levels for professional and personal success in their lives; and to contribute to the economic, social, and cultural development of Pennsylvania's communities, the commonwealth, and the nation.

With 85,000 degree-seeking students and thousands more enrolled in certificate and other career-development programs, the State System is vital to Pennsylvania's economy. A 20-member Board of Governors is responsible for oversight of the State System.

SRU consistently places in the top two on the PASSHE financial dashboard, which assesses a variety of metrics across the areas of market demand, operating efficiency, and financial performance. The University also has received high ratings for stewardship of its physical assets.





SLIPPERY ROCK, PA

Slippery Rock University's campus is located in one of western Pennsylvania's most beautiful areas in Butler County. The borough of Slippery Rock is a safe and friendly community located about 50 miles north of Pittsburgh.

The college town is punctuated by street fairs, student jazz ensembles playing on sidewalks, public art pieces, and a water sculpture by renowned aluminum artist James Myford. History takes center stage thanks to a recent effort that identifies historic buildings with bronze plaques explaining the structure's historical significance.

A haven for outdoor enthusiasts, Slippery Rock borders two of Pennsylvania's premier state lands including Moraine State Park and Jennings Environmental Education Center. The community's popularity promises to become even more enticing as a "trail town" off the North Country National Scenic Trail which, when completed, will become the longest off-road hiking trail in the U.S., linking forests, mountains, and prairies across seven states.

In addition to diverse dining options, residents and visitors also take advantage of nature's bounty at the Slippery Rock Community Farmers' Market, and locally produced vegetables, eggs, meat, herbs, breads, honey, plants, soaps, and more are sold at Rock Falls Park.



APPLICATIONS, NOMINATIONS & EXPRESSIONS OF INTEREST

AGB Search is pleased to assist Slippery Rock University with this leadership search.

To apply for the Vice President for University Advancement position, candidates are requested to submit the following:

- i. Resume
- ii. A letter of interest that addresses how the candidate's experiences and qualifications connect with the required/preferred characteristics and priorities as expressed in this position profile
- iii. Contact information for five references (to be contacted with candidate's permission at a later date)

For best consideration, applications should be submitted by April 22, 2024, to the AGB Search portal at: [SRU Vice President for University Advancement](#).

The search will remain open until an appointment is made. Nominations and expressions of interest in the Vice President for University Advancement position are encouraged. Please direct them to: SRUAdvancementVPUA@agbsearch.com

or to the AGB Search consultants listed below:

Kimberly Templeton, JD, Principal
kimberly.templeton@agbsearch.com / 540.761.9494

Joy Yablonsky, Executive Search Consultant
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**AGB
SEARCH**

Advancing Higher Education Leadership



SlipperyRockSM University

Slippery Rock University of Pennsylvania does not discriminate on the basis of race, color, sex, sexual orientation, gender identity, gender expression, national origin, religion, age, disability, age/ or veteran status in its programs or activities in accordance with Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and University policies.

