



MarymountManhattan
a college of the liberal arts

www.mmm.edu

Vice President for Institutional Advancement

“You will find that Marymount Manhattan College is true to its advertising. It offers the best of both worlds — the personal approach of a small private metropolitan college coupled with all the excitement and opportunity offered by one of the world’s greatest cities. New York City is the College’s campus, and the College reflects all the diversity and vibrancy of this exceptional city.”

Judson R. Shaver, Ph.D.
President
Marymount Manhattan College



THE SEARCH

Marymount Manhattan College (MMC), the only private independent liberal arts college in Manhattan, steadfastly reaffirms the principles of a liberal arts education while teaching those principles through new and innovative methods of delivering and using knowledge. The College has retained Freeman Philanthropic Services, LLC to recruit an experienced advancement professional to serve as the Vice President for Institutional Advancement. He or she will lead its advancement enterprise, including philanthropic development, alumni relations, marketing and communications, and government relations.

Building on the College’s marked success and continued renaissance, the Vice President for Institutional Advancement is well positioned to lead the advancement program forward. Working closely with senior leadership – the Board of Trustees, President Judson R. Shaver, Ph.D., the Chief Academic Officer and Dean, the President’s Executive Council – faculty, staff, and alumni, the Vice President will lead the expansion of philanthropic revenue, with emphasis on successfully concluding the current \$25 million *This is the Day* comprehensive campaign.

As the leader of an integrated institutional advancement enterprise, he or she will guide initiatives to further elevate the recognition of the MMC brand via periodical and other publications, media relations and other communications programming. In addition, the Vice President will sustain and expand an ongoing effort to create a culture of lifetime partnership, involvement, and philanthropy with alumni.

The Vice President for Institutional Advancement will bring proven experience, creativity and leadership to MMC’s advancement mission. This position demands significant experience leading all aspects of a comprehensive advancement operation, management experience, intellectual curiosity and agility. The Vice President will need the capability, determination and ingenuity to thrive in the College’s intimate, dynamic, and diverse community.

The ideal candidate will have the demonstrated ability to command the respect of the president, trustees and executive leadership of the College and to engage participation from all levels across

multiple constituencies of the College. He or she will have a solid track record of obtaining significant gifts, ideally in a private college or university setting. Additionally, the Vice President will possess the intellectual curiosity and agility to lead a comprehensive advancement operation, as well as a commitment to the highest standards of professionalism and excellence.



MARYMOUNT MANHATTAN COLLEGE MISSION

MMC is an urban, independent, liberal arts college. The mission of the college is to educate a socially and economically diverse population by fostering intellectual achievement and personal growth and by providing opportunities for career development. Inherent in this mission is the intent to develop an awareness of social, political, cultural and ethical issues, in the belief that this awareness will lead to concern for, participation in, and improvement of society. This social consciousness has been a central tenet of the College's culture for its entire seventy-one year history. To accomplish this mission, the College offers a strong program in the arts and sciences for students of all ages, as well as substantial pre-professional preparation. Central to these efforts is the particular attention given to the individual student evidenced in the College's 12:1 student to faculty ratio.



ORIGINS AND HISTORY OF MARYMOUNT MANHATTAN COLLEGE

MMC was founded in 1936 by the Religious Order of the Sacred Heart of Mary as a two-year women's college and a New York City extension of Marymount College in Tarrytown, New York.

In 1948, the College moved to its present location at 71st Street and became a four-year baccalaureate degree-granting college; the first class graduated from MMC in 1950. In 1961, MMC was granted an absolute charter as an independent four-year college by the Regents of the University of the State of New York.

Faithful to the vision of its founders, MMC has a long history of reaching out to diverse populations in need of higher education. Originally the College served women, many of whom were commuting students of traditional college age from families that were not financially able to send their daughters "away" to college. By the early 1970s, MMC was welcoming male students. Over the years, the College's mission as an urban, independent, coeducational nonsectarian liberal arts college has expanded to include a greater variety of students from diverse ethnic and geographic backgrounds.

True to its roots as an institution committed to social change and educational access, MMC is the host educational institution for the Bedford Hills College Program which offers non-credited college-preparatory courses and credit-bearing courses leading to the Associate of Arts degree in Social Science and the Bachelor of Arts degree in Sociology at the Bedford Hills Correctional Facility, a New York State maximum-security prison for women. MMC is the lead institution for this program which draws faculty from Bank Street College of Education, Barnard College, Fordham University, Pace University, Mercy College, Manhattanville College, and Sara Lawrence College. More than 100 students have graduated from this program since its founding.



MARYMOUNT MANHATTAN COLLEGE TODAY

Unlike many colleges and universities today, MMC is fearless in asking “What exactly is a liberal arts education, and why should it matter?”

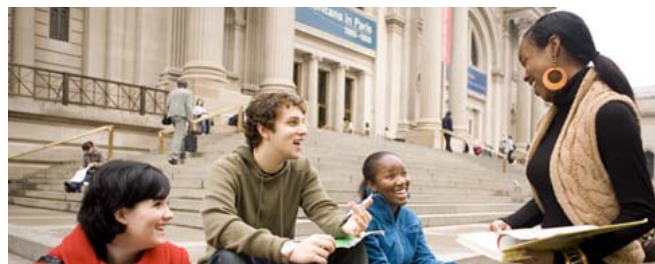
An MMC education is based in the liberal arts; it emphasizes not only what subjects are studied but how students go about learning. The traditional disciplines — science, art, literature, philosophy and mathematics – are emphasized but so too is a whole new philosophy of learning: one that believes in the continuous process of education and self-knowledge; one that emphasizes extracurricular and experiential education in addition to learning in the classroom.

MMC faculty drew upon this idea of a liberal arts foundation when they developed their core curriculum, a set of courses designed to help students develop the skills and competencies they will use throughout their lives. These courses stress collaborative and scientific learning, historical perspectives and multicultural points of view. Every Marymount Manhattan student takes the core courses to become proficient in communicating effectively as a speaker, a writer; exhibiting critical thinking and problem solving skills; from reading, research, analysis and synthesis of information; and, application of quantitative reasoning skills.

MMC’s classification by the Carnegie Corporation as a “national liberal arts college” – one of some 400 institutions so classified tells only part of the story. With a student population of approximately 2040 students, the College is a close knit community. Despite its Manhattan location, MMC is a residential college with close to half the student body living in the College’s three dormitories or nearby apartments.



Academically, MMC reveals still more of the inherent benefits of its quintessential urban location: there are 16 majors and over 25 minors which embrace the liberal arts for students to choose from,



but 40% of today’s students are in the performing and communications arts programs for which the College is world renown: this is particularly the case in acting, dance, and the related performing arts. At MMC, students have a range of options from accounting to sociology or acting to theatre arts. For more information about MMC, please visit www.mmm.edu.



MARYMOUNT MANHATTAN COLLEGE LEADERSHIP

The Board of Trustees:

The composition of the Board of Trustees of MMC reflects the history and diversity of the College and the dynamics one might expect to find at a liberal arts college set in the world’s largest city. For a complete listing of the Board members, please visit www.mmm.edu/learn/board.html.

MMC President:

Judson R. Shaver, Ph.D. is the seventh president of MMC. President Shaver received a Bachelor of Arts in Religious Studies from Southern California College and earned his Masters and Doctorate in

Christianity and Judaism in Antiquity at the University of Notre Dame. Prior to joining MMC, he served as Provost, Academic Vice President and Professor at Iona College in New Rochelle, NY and as Dean and Associate Professor of Regis University in Denver, CO. Early in his academic career he was on faculty at Wheeling College – where he was recognized by students for his teaching – and Seattle University.

President Shaver is a noted scholar and the recipient of several academic fellowships, a Danforth and Fulbright, as well as fellowships from Brown University and the National Endowment for the Humanities. He has authored or co-authored a number of books and articles on religious topics spanning both the Christian and Judaic faiths. As a professor, President Shaver taught a variety of undergraduate and graduate courses on the literature and history of Judaism and Christianity in antiquity and taught interdisciplinary courses on Middle East and Far East topics. In addition to serving as president of MMC, Dr. Shaver continues to serve as Professor of Religious Studies.

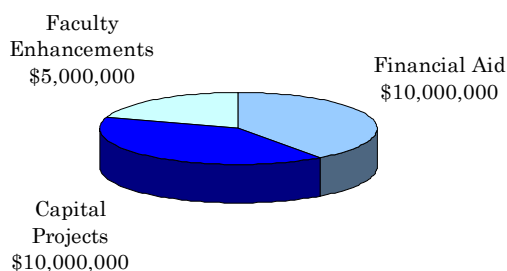


DEVELOPMENT HIGHLIGHTS

The development results at MMC mirror the renaissance at the College itself: Under President Shaver’s leadership, annual gift and grant revenue has risen from \$2 million to \$9 million. The College’s endowment has grown to \$15 million.

The current \$25 million comprehensive campaign has been thoughtfully planned. While still in its silent phase, the campaign has received \$14 million in commitments to the nucleus fund, including two gifts of \$5 million – both first time gifts of this level ever received by MMC. As of February, 2010, the *This is the Day* campaign has secured gifts and pledges totaling \$22.8 million.

**Campaign Objectives
Goal: \$25 million**



IMPORTANT RELATIONSHIPS

The Vice President for Institutional Advancement will report directly to, and work in close partnership with, the President. The successful candidate will oversee the Office of Institutional Advancement, which includes fifteen professional and support staff currently organized into four teams: campaign; development; communications and publications; and alumni relations.

The successful candidate will work closely with the Board of Trustees, President, Vice Presidents, Chief Academic Officer and Dean, alumni, and faculty to develop strong relationships and build financial support for, and brand awareness of, the College. The Vice President will serve



as a key member of the President's Executive Council (senior staff cabinet) and will play a major role in decisions affecting institutional strategy, resource allocation, and execution to realize the financial resource development and brand, image and reputational goals of the College. Additionally, the Vice President will work closely with, and provide guidance and support for, the Board's Fund-Raising and Resources Committee and the Committee on Trustees.



KEY CHALLENGES AND OPPORTUNITIES

As a member of the President's Executive Council, the Vice President for Institutional Advancement will be expected to contribute broadly to all aspects of the fulfillment of MMC's mission and growth. Key opportunities and challenges include:

- Establish credibility with the Board of Trustees, President, Chief Academic Officer and Dean, President's Executive Council, faculty, and staff;
- Garner an in-depth understanding of MMC's substantive academic programs and development priorities, including the featured objectives of the comprehensive campaign;
- Engage and involve the President in the cultivation and solicitation of high-level prospects for priorities of the comprehensive campaign and other needs of the College (i.e. individuals, corporations, foundations, and alumni);
- Assess and prioritize the allocation of resources within the Office of Institutional Advancement and leverage this investment for maximum financial return to the College;
- Expand cultivation efforts in and around New York City and into the tri-state metropolitan area where most of the 12,000 alumni and other friends of the College reside;
- Craft and direct a long-term, comprehensive institutional advancement plan (including the direction of the ongoing comprehensive campaign);
- Identify and maintain a select portfolio of prospects; create a personal operating plan and devise cultivation, solicitation, and closure strategies for each prospect;
- Work collaboratively with colleagues in the senior administration of the College, including the President, Vice Presidents, Chief Academic Officer and Dean in strategic planning, goal-setting, and implementation of advancement programming;
- Further engage and involve alumni through affinity groups, reunions, and other less conventional cultivation strategies and vehicles;
- Enhance volunteer involvement throughout the College by designing and implementing structures for involving and supporting volunteers in the comprehensive campaign and developing approaches for improving the experience of future and current volunteers;
- Expand and, where necessary, establish stewardship programming and processes that will transparently engage and inform donors about the impact of their philanthropy at the College;
- Expand and bolster research regarding prospective donors, trustees, honorees, alumni leaders, foundations, corporations, and government funding agencies to strategically inform levels and timing of key solicitations;

- Design and implement an effective corporate and foundation relations and government grant program, adding or refining capacity to expand the number and level of grants sought from corporate, foundation, and government sources in support of faculty research, student-faculty research, and other programming;
- Establish processes that will ensure quantitative measurement of staff effectiveness, utilizing clearly defined goals, objectives, and transparent methods with which to measure success.



IDEAL QUALITIES AND CHARACTERISTICS

MMC seeks an experienced, entrepreneurial advancement professional with the ability, stature, and the demonstrated track record to command the respect of the president, trustees and executive leadership of the College and respond effectively to the opportunities and challenges listed above. The ideal candidate for the Vice President for Institutional Advancement will possess the following attributes and experience:

- Stature, leadership, and fund-raising skills to work effectively with the Board of Trustees, President, Vice Presidents, Chief Academic Officer and Dean, faculty, senior administration, and alumni to achieve the full fund-raising potential of the College;
- Significant experience leading all aspects of a comprehensive institutional advancement operation, including resource development, marketing and communications, alumni relations, and government relations;
- Extensive resource development experience, including: comprehensive campaign; major gift; annual fund; alumni relations; planned giving; and corporate, foundation, and government relations;
- Demonstrated track record of providing strategic direction, leadership, and daily management of fund-raising initiatives, resulting in significantly improved performance;
- Strong interpersonal skills and the capacity to develop effective relationships with senior administrative and academic colleagues, faculty, staff, volunteers, donors, prospects, and alumni;
- Experience partnering with entrepreneurial faculty to broaden and deepen the reach of the advancement staff;
- Focused leadership that encompasses strategic vision, detailed organizational attention, and engagement;
- Management skills, both strategic and operational, making for a productive and efficient enterprise;
- Energy, a dedication to teamwork, intelligence and a commitment to the highest standards of professionalism and excellence, seasoned with a sense of humor;
- Experience with an urban enterprise, ideally a New York City-based liberal arts college, scientific, arts or cultural organization;
- Master's Degree desirable; Bachelor's Degree required.



COMPENSATION

The compensation and comprehensive benefit package will be competitive and commensurate with the successful candidate's background and experience.



APPLICATIONS AND NOMINATIONS

Confidential inquiries, letters of introduction, resumes and nominations should be directed to Gail L. Freeman, President, Freeman Philanthropic Services, LLC at MMC@glfreeman.com

MMC is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.