



VICE PRESIDENT
for Institutional Advancement

SEARCH PROFILE



The Opportunity

Dominican College seeks a dynamic advancement professional with proven leadership ability to serve as **Vice President for Institutional Advancement** and take the College's Institutional Advancement program through its next phase of development. An enhanced institutional advancement program is a critical component of the College's strategic plan, as increased philanthropy from all constituencies is vital to Dominican College's future growth and vitality. The individual must be committed to the College's mission to promote educational excellence, leadership and service in an environment characterized by respect for the individual and concern for the community and its needs.

The College is an independent institution of higher learning, Catholic in origin and heritage. Founded by the Dominican Sisters of Blauvelt, it fosters the active shared pursuit of truth and embodies an ideal of education rooted in the values of reflective understanding and compassionate involvement.

Located in New York's picturesque Hudson Valley, Dominican College is an independent, undergraduate and graduate level liberal arts college for men and women, chartered by the Board of Regents of the University of the State of New York and accredited by the Middle States Commission on Higher Education. The College offers more nationally accredited academic programs than most of its peer and neighboring institutions.

Dominican College's 64-acre campus is located in the hamlet of Orangeburg in Rockland County. Just 17 miles north of New York City, this convenient location offers easy access to the outstanding cultural and educational resources of New York City and the greater metropolitan region, as well as internship and employment opportunities. The College contributes significantly to the fiscal as well as the intellectual capital of Rockland County, the Lower Hudson Valley region, and the greater Northeast region. A conservative estimate of the College's economic impact on Rockland County for the 2017 fiscal year was over \$220 million.

Institutional Advancement

For the past 25 years, Institutional Advancement has been led by Dorothy Filoramo, Vice President for Institutional Advancement. Ms. Filoramo will retire from Dominican College at the end of June 2019.

The Vice President for Institutional Advancement (VPIA) reports to the President and serves as a member of the President's Cabinet along with the:

- ◆ Vice President for Academic Affairs/Academic Dean
- ◆ Vice President for Student Development/Dean of Students
- ◆ Vice President for Financial Affairs/Chief Fiscal Officer
- ◆ Vice President for Enrollment Management.

As a member of the leadership team, the VPIA contributes expertise to campus-wide initiatives and serves on the College's Budget, Strategic Planning, and Master Plan for Facilities and Properties Committees.

The VPIA oversees a team of 10 including a Senior Advancement Officer (annual fund and major gifts), Development Associate, Grant Writer (part-time), Director of Alumni Relations, Director of Special Events, Director of Marketing and Communications, Director of Communications, Marketing Assistant, Executive Assistant, and an Administrative Assistant. The members of the Institutional Advancement staff have a passionate commitment to the College and a strong sense of team cohesion.

The Office of Institutional Advancement is committed to enhancing the standing of Dominican College with its various internal and external constituencies by raising public and private funds, marketing the College's programs, and building its reputation with effective communications, cultivating supportive relationships, and promoting its mission. Institutional Advancement comprises the following functions: Fundraising, Alumni Relations, Marketing & Communications (campus-wide), and Special Events (campus-wide). The budget is approximately \$2 million exclusive of salaries.

Fundraising

In FY 2017, Dominican College secured over \$1 million in philanthropic support.

The College's recent Achieving Excellence comprehensive campaign, completed in June 2015, raised \$12.6 million, exceeding the campaign goal of \$12 million. The College is currently focusing its efforts on a \$3 million mini-campaign to build a turf field and track. To date, \$715,000 has been raised. Dominican College's endowment consists of approximately 30 individual funds, including donor restricted funds and funds designated by the College's Board of Trustees to function as endowments. As of June 30, 2018, the College's endowment was valued at over \$5.5 million, of which more than \$2.5 million is held in donor restricted funds.

Alumni Relations

Dominican College has approximately 14,000 alumni with about 12,000 on the current mailing list. The majority of alumni live in the Mid-Atlantic region of the country. All graduates of the College are automatically members of the Alumni Association. Since alumni participation in annual giving is 7 percent, it provides the opportunity to increase alumni support with enhanced engagement initiatives.

Marketing and Communications

Dominican College's Marketing & Communications office oversees branding, marketing, and advertising, enrollment marketing, public and media relations, publications and creative services, constituent communications, executive communications, crisis communications, and digital and social media strategies, content, and website, serving the entire College community. The office services the other Institutional Advancement functions—Fundraising, Alumni Relations and Special Events—as internal clients.

Special Events

The Special Events office leads and executes the College's signature annual fundraising events: the Grand Reception, which celebrates Dominican College's Person(s) of the Year, the Christmas Concert, the Annual Golf Classic, and the Scholarship Recognition Dinner. These events netted approximately \$274,000 for the College in 2018. Several smaller events are held as "friend" raisers throughout the year.

Opportunities for Leadership

Enhance Dominican College's Culture of Philanthropy

Framing and building a vision for philanthropy based on the College's mission will help to foster and spread a culture of philanthropy within the College community. Many of Dominican College's students and alumni are the first in their families to attend college. Coming from economically disadvantaged backgrounds, they may not be naturally familiar with the idea of giving back to the College. The VPIA will have the opportunity to articulate a clear vision for the impact of philanthropy that communicates the power of private giving to support student scholarships, faculty development, innovative programs, and key campus enhancements. He/she will bring innovative planning to identify opportunities to reach new constituencies in a changed and changing philanthropic environment.

Strengthen and Support the Institutional Advancement Team

The VPIA will strengthen and continue to support the Institutional Advancement team with a collaborative, collegial, and open leadership style that develops and empowers the staff and ensures accountability through clearly defined goals, priorities, and metrics. He/she will inspire the team to grow professionally and embrace an ambitious fundraising platform by articulating a clear vision and plan for Institutional Advancement, and by fostering a departmental culture that embraces nationally recognized best practices and excellence in performance.

Build a Broader Base of Philanthropic Support

Dominican College's philanthropic support has largely been generated through its annual fund, capital campaigns, scholarships, and fundraising events. The VPIA has the exciting opportunity to build a broader base of support for the College to increase private giving and grow the endowment. The expansion of robust major and principal gifts, corporate and foundation relations, and planned giving programs will enhance the VPIA's success, as it will expand the College's advancement footprint beyond Rockland County.

Build and Empower Alumni Connections and Commitment to Dominican College

The VPIA is poised to strengthen the College's connections with alumni through improved communications, enhanced programming, and other initiatives. He/she will understand the role of alumni in building a forward-looking, sustainable advancement program and will prioritize the strengthening of alumni engagement to build long-term connections and commitments to Dominican College.

Advance Dominican College's Visibility and Reputation

Supported by a strong Marketing and Communications staff, the VPIA will provide visionary leadership for the College's integrated marketing and communications program. He/she will oversee marketing, communications and branding strategies to enhance the College's visibility and reputation. This includes the overall brand among prospective students, current students, alumni, key stakeholders, and the public, as well as academic reputation. He/she will continue the tradition of organizing events for the community related to such areas as the Federal Reserve and the Allied Health field.

Strengthen Collaboration with Academic Division Directors and Faculty

The VPIA will have the opportunity to strengthen collaboration with Academic Division Directors and embrace them as partners in fundraising and in promoting the College as an educational leader. Institutional Advancement will benefit from the building of partnerships that facilitate communication, the mutual sharing of information, and professional development, as appropriate, for faculty interested in being more extensively involved in advancement work.

Successfully Complete the \$3 Million Turf Field and Track Campaign

The VPIA will evaluate the plan for the campaign that has been developed and implemented, and expand upon it to secure the \$3 million needed to build the College's turf field and track.

Requirements and Desired Attributes

Requirements

- ◆ Bachelor's degree. Advanced degree and/or CRFE preferred.
- ◆ Minimum of 7–10 years of progressively responsible leadership experience within a comprehensive advancement program, preferably in higher education.
- ◆ Tangible record of annual giving, major and principal gift fundraising, capital campaign planning and execution, corporate and foundation fundraising, alumni engagement, and marketing and communications leadership and success.
- ◆ Demonstrated ability to manage a team and work closely with senior administrative and academic leaders and trustees.
- ◆ Highly developed executive communication skills including proven written, verbal and interpersonal competencies.



Desired Attributes

- ◆ An appreciation for and commitment to the College's mission, heritage, core values, and tradition of service.
- ◆ An innovative and creative individual with a keen sense of current and developing trends in Institutional Advancement.
- ◆ A proven major gift fundraiser with a history of strong relationships with donors. He/she will provide deep professional knowledge of best practices and effective advancement programs, including the annual fund, planned giving, corporate and foundation relations, endowment, prospect research and management, stewardship, and advancement services.
- ◆ A fundraising professional with comprehensive and capital campaign planning and experience.
- ◆ A talented internal and external relationship builder who develops trusted connections and strong partnerships with diverse College constituencies, including the leadership team, trustees, faculty, staff, students, athletics, alumni, parents, volunteers, corporations, foundations, community members, and other friends of the College.
- ◆ Professional knowledge of marketing and communications initiatives including brand awareness, targeted marketing/segmentation, media relations, advertising, College publications, interactive and digital marketing, and social media.
- ◆ A collaborative team leader and manager who will inspire and mentor staff to fulfill high expectations.
- ◆ An articulate spokesperson who embraces Dominican College's mission and will be a passionate advocate in telling the College's story to diverse audiences and broadening its reach.
- ◆ A person who will be an engaged member of the Rockland and surrounding county communities and actively involved in organizations to support the College's relationship with the community and facilitate partnerships.
- ◆ An executive with business and fiscal acumen.
- ◆ An entrepreneurial and interdisciplinary thinker.
- ◆ An individual with absolute integrity who will be a trusted partner to the President, trustees, and Dominican College community.
- ◆ An advocate of data, analytics, and information technology to support a sophisticated advancement infrastructure and operation.
- ◆ A leader committed to diversity and inclusion.



Leadership Priorities for the First 12 Months:

- ◆ Build strong and productive relationships with the President, President's Cabinet, Institutional Advancement team, trustees, faculty, administrators, and staff.
- ◆ Cultivate and steward beneficial relationships with key external and internal College constituencies.
- ◆ Gain an in-depth understanding and knowledge of Dominican College's strategic vision, goals and objectives, and a strong familiarity with the College's mission, academic programs, and key initiatives.
- ◆ Provide aspirational and effective leadership for the Institutional Advancement team, including developing and articulating a vision for advancement, mentoring, goal setting, and professional development.
- ◆ Strengthen the Institutional Advancement infrastructure and implement best practices in all activities.
- ◆ Envision, develop and execute a set of strategic initiatives for the College to secure funding for key priorities including the turf field and track.
- ◆ Initiate systems to identify new major gifts prospects and donors and implement plans for strategic cultivation.
- ◆ Secure philanthropic support for the College that meets goals established with the President and the trustees.

About Dominican College

History Highlights

In 1952, Dominican Junior College was chartered for the teacher education of Dominican Sisters. Seven years later, in 1959, it was chartered as a four-year liberal arts college. In 1966, the Regents of the University of the State of New York granted the College an absolute charter, and the first coeducational freshman class was admitted. In 1972, Middle States first accreditation was granted to the College. In 2002, the College celebrated its fiftieth anniversary. In 2009, the total student body exceeded 2,000 and, in 2011, Dominican College conferred over 500 degrees for the first time.

In 2015, the College undertook a branding initiative that resulted in a new logo and a renewed focus on its identity and core values. In 2016, Dominican College celebrated the 800 Year Jubilee of the founding of the Dominican Order, the College's new Master Plan for Facilities and Properties was finalized, and the College was named a Top Workplace by The Journal News. In 2017, Dominican College was granted reaccreditation by the Middle States Commission on Higher Education. In 2018, the College celebrated 50 years of Athletics, and PayScale, a Seattle-based online salary information company, reported that Dominican College alumni earn the highest average salary and the highest return on investment, among alumni from Rockland County institutions. Also, the College conferred 603 degrees, and the number of alumni exceeded 14,000. The College signed an undergraduate exchange program agreement with Mary Immaculate College in Limerick, Ireland.

Academics

Dominican College offers the following degree programs: Associate in Arts, Bachelor of Arts, Bachelor of Science, Bachelor of Science in Education, Bachelor of Science in Nursing, Bachelor of Social Work, Bachelor of Science/Master of Science (Occupational Therapy), Master of Business Administration, Master of Science (Family Nurse Practitioner, Integrated Marketing, Organizational Leadership and Communication), Master of Science in Education, Doctor of Nursing Practice, and Doctor of Physical Therapy.

Dominican College is organized into the following Academic Divisions:

- ◆ Allied Health
- ◆ Arts and Sciences
- ◆ Business Administration
- ◆ Nursing
- ◆ Social Sciences
- ◆ Teacher Education

Undergraduate degree programs include biology, communications studies, criminal justice, English, history, humanities, mathematics, psychology, social sciences, teacher education, accounting, athletic training, business management, computer information systems, health sciences, nursing, and social work. The College's pre-professional programs include pre-engineering and pre-medical programs.

The College's graduate degree programs include nursing (Family Nurse Practitioner/Nursing Practice), business administration, healthcare management, integrated marketing, occupational therapy, organizational leadership and communication, physical therapy, and teacher education (childhood, adolescence, students with disabilities, and students who are blind or visually impaired).

Mission

The aim of Dominican College is to promote educational excellence, leadership, and service in an environment characterized by respect for the individual and concern for the community and its needs. Founded by the Dominican Sisters of Blauvelt, the College is an independent institution of higher learning, Catholic in origin and heritage. In the Dominican tradition, it fosters the active, shared pursuit of truth and embodies an ideal of education rooted in the values of reflective understanding and compassionate involvement.

Committed to building its programs upon a strong foundation in the liberal arts and sciences, the College maintains a student-centered climate and serves a diverse community of students in undergraduate and graduate programs. The College empowers this community of learners to excel, lead and serve with integrity, and to engage responsibly in the pursuit of a more just, ethical and sustainable world.

Dominican College is dedicated to the principle that its educational programs and services must be both challenging and supportive, distinguished both by high standards and by attention to the needs and potential of the individual student. Affirmed and engaged by these standards and values, graduates are prepared for purposeful lives and for the careers and professions they choose to pursue.

Faculty

Dominican College's faculty are deeply committed to the College and focused on its students, providing exceptional teaching, mentoring, and personal attention. The College has 75 full-time faculty, of which 71 percent hold terminal degrees. The faculty's primary responsibility is teaching. Many, however, present at national and international conferences, publish articles in peer-reviewed journals and books, and for those in the professional disciplines, continue to practice in their fields in order to stay up-to-date with current trends and bring first-hand knowledge back to their students. 150 part-time faculty members, many of whom are likewise practitioners in their fields, add breadth and depth to the classroom experience. A 15:1 student-faculty ratio allows for a strong and interactive learning culture that permeates the campus.

Students

As a student-centered institution, Dominican College's strong sense of community and inclusiveness is palpable. The College is home to 1,956 students, of which 77 percent are full-time students and 23 percent are part-time; 74 percent are undergraduate students and 26 percent are graduate students. Students represent 25 states and 13 countries. 74 percent of Dominican's students are from New York, and 18 percent are from New Jersey.

The Dominican College student body is diverse and inclusive. 25 percent of students identify as Hispanic (the College is designated as a Hispanic Serving Institution) and 14 percent as African-American. Approximately 35 percent of students are the first in their family to attend a college or university. 90 percent of all undergraduates receive financial aid. Dominican College has a strong history of creating positive educational experiences for students who have been academically disadvantaged.



Sister Mary Eileen O'Brien, O.P., Ph.D., President

Leadership

Sr. Mary Eileen O'Brien is a member of the Dominican Sisters of Blauvelt, NY. Sr. Mary Eileen has devoted over 35 years of service to education and congregational leadership. She began her career in Catholic education as a mathematics teacher and a principal in the Bronx, NY. She was President of the College from 1978–87. She then held the position of President of the Sisters of St. Dominic for six years. Sr. Mary Eileen returned as President of the College in 1997.

Since 1979, the College's enrollment has grown by almost two-thirds to about 2,000 students. The growth has come about through her leadership in introducing new undergraduate and graduate programs, as well as two doctoral programs. An academic facility for the health and science programs, three residence halls, a student center and gymnasium were also added.

Sr. Mary Eileen is very active in higher education circles, serving on the boards of the Council of Independent Colleges and Universities and the National Association of Independent Colleges and Universities. Sr. Mary Eileen also contributes her time and talents to her community, where she is a member of the Rockland Business Association Board, Bon Secours Charity Board, and the Helen Hayes Hospital Board of Visitors.

Sr. Mary Eileen received a BA in Education from Dominican College, a MS in Mathematics from Manhattan College, and a MA in Adult and Higher Education from Columbia University's Teachers College. She also holds a Ph.D. in Educational Administration from Fordham University.



Strategic Plan

Dominican College's Strategic Plan for 2018–2021 details the College's strategic initiatives in the areas of Academic Resources, Community Involvement, Enrollment Management, Fiscal Services, Institutional Advancement, Student Development, and Mission and Planning. It is developed by a committee representing all areas of the College based on an analysis of internal and external factors.

Master Plan for Facilities and Properties

In 2016, the College prepared its Master Plan for Facilities and Properties with the guidance of Derck & Edson. The plan outlines the physical development of the campus to reflect the vision that the College will retain recognition as one of the best small to moderate-sized colleges in the lower Hudson Valley, characterized by the Dominican tradition.

Budget

Dominican College's operating budget is approximately \$59.4 million. Strong fiscal stewardship has consistently ensured a balanced budget. While private philanthropy currently represents a small portion of the College's budget, private contributions provide vital funding for student scholarships, new program initiatives, capital projects, and the College's endowment. It is critical that private philanthropy grows as the College's operational costs increase and the College seeks to ensure that it remains affordable and accessible.



Dominican College Chargers

Dominican College competes in 17 varsity sports in Division II of the NCAA, playing in the Central Atlantic Collegiate Conference. Men's sports include baseball, basketball, cross country, golf, lacrosse, soccer, tennis and track and field. Women's sports include basketball, cross country, golf, lacrosse, soccer, softball, tennis, track and field, and volleyball. The College also provides a year-round intramural program for students, as well as indoor and outdoor exercise space and equipment. Dominican College's mascot is the Charger.



Orangeburg and Rockland County

Orangeburg, a hamlet in the town of Orangetown in Rockland County, NY, offers the charm of a friendly and inviting small community with the appeal of urban access. Four outstanding school districts serve Orangetown: the South Orangetown Central School District and Pearl River School District are entirely within Orangetown, while the Nanuet and Nyack School Districts cover portions of both Orangetown and Clarkstown.

Rockland County was once home to members of the Delaware and Lenape Nations, and a key position for General George Washington's Continental Army during the Revolutionary War. The county is now known for its quaint villages, spectacular Hudson River views, and other amenities.

Arts and Culture: Notable arts and cultural offerings in Rockland County include Broadway-quality talent on stage at the Elmwood Playhouse, and Penguin Repertory Theater, some of the country's hottest stand-up comedians at Levity Live, and the Rockland Symphony Orchestra in concert. The Edward Hopper House provides a peek into the famed artist's Rockland upbringing and features works inspired by his legacy. Galleries and event halls also host exciting exhibitions and performances.

Outdoor Adventures: Rockland County's natural beauty is one of its most alluring attractions. Thanks to its federal designation as a Preserve America Community and Rockland's Open Space Preservation Program, the county has over 2,500 acres of parkland dotted with sparkling lakes, wildlife, and spectacular views. With opportunities for hiking, swimming, boating, ice skating, and cross-country skiing, Bear Mountain State Park is a local favorite. Harriman State Park is on the county's northern boundary, and Nyack Beach State Park, along the Hudson River, has trails connecting it to Rockland Lake State Park. Other recreational activities in the county include golf, tennis, birdwatching, and horseback riding.

Family Fun: All ages enjoy Rockland County's local farms, the Bear Mountain Zoo and Trailside Museum, and the Rockland Boulder's minor league baseball games, as well as fairs and festivals from Oktoberfest to Bastille Day.

Award-Winning Food & Drink: From casual pubs to award-winning restaurants, Rockland County has an establishment for every occasion and dining preference including the third oldest restaurant in America, the '76 House. Nestled on Main Street in Tappan, it was once George Washington's headquarters and a patriot meeting place during the Revolutionary War.

Shopping: Palisades Center in West Nyack is one of the largest shopping malls in the United States, with the added bonus of entertainment including a 21-theater cinema, carousel, Ferris wheel, bowling alley, and indoor ice rink. The 85-foot indoor ropes course in the center of the mall is the world's tallest, with 75 obstacles. For a unique retail, dining, and entertainment experience, head to the open-air Shops at Nanuet. Rockland's main streets in towns such as Piermont, Haverstraw, and Nyack are full of boutiques, handmade craft shops, and antique stores.

Dominican College is readily accessible from numerous interstate highways and within an hour's distance of JFK, LaGuardia, Newark, Stewart (NY), and Westchester County (NY) airports. The College may also be reached by public transportation via Transport of Rockland (TOR) Rte. 92 or Coach/Short Line Bus 20.

Applications and Nominations

The Vice President for Institutional Advancement Search Committee will begin review of applications immediately and continue to work until an appointment is made. For full consideration, application materials should be received by March 25, 2019, and include a letter of interest, resume, and the names, email addresses and phone numbers of five professional references. References will not be contacted without the prior knowledge and approval of applicants. Application materials should be sent electronically (Adobe PDF or Microsoft Word).

The email address is: DominicanCollege_VIPA@agbsearch.com

AGB Search is assisting Dominican College with this very important search. Please direct application materials and inquiries to the following consultants:

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