



**Prospectus
November 2024**

**VICE PRESIDENT
FOR UNIVERSITY
ADVANCEMENT**

Vice President for University Advancement

Minnesota State University, Mankato, a leading university with a growing international reputation for breakthrough applied research, invites applications and nominations for the position of Vice President for University Advancement. The University seeks an exceptional individual to provide leadership and direction for a student-oriented culture that ensures access, sustains educational excellence, fosters student development, and supports high levels of student achievement and success.

Minnesota State Mankato's culture merges big ideas with real-world thinking to nurture inspired actions. Minnesota State Mankato is a thriving institution with highly regarded academic programs, a long history of a strong student-focused culture, and a record of commitment to its community and region.

WHO WE ARE

Since its founding in 1868 as Mankato Normal School, the school has focused on educating tomorrow's leaders to apply big ideas and real-world thinking to solve problems. For more than 150 years, the people of Minnesota State Mankato have been pairing bold aspirations with practical applications that have the power to change the world.

Today, more than 15,000 students, including more than 1,300 international students from more than 90 countries, attend Minnesota State Mankato, making it the second largest university in Minnesota. The nearly 1,700 faculty and staff, including more than 700 teaching faculty, are distinguished by their dedication and loyalty to the institution's mission and their students.



MISSION, VISION, AND VALUES

Mission

Minnesota State University, Mankato promotes learning through effective undergraduate and graduate teaching, scholarship, and research in service to the state, the region, and the global community.



Vision

Minnesota State Mankato will be known as a university where people expect to go further than they thought possible by combining knowledge and the passion to achieve great things.

Our foundation for this vision is our heritage of both dedicated teaching and the direct application of knowledge to improve a diverse community and world. We will achieve it by actively nurturing the passion within students, faculty, and staff to push beyond possibility on the way to realizing dreams.

Core Values

Minnesota State University, Mankato is an innovative, student-centered learning community that values:

- Integrity and respect in the way we conduct ourselves
- Diversity in who we are and what we do
- Access to our programs and services that create opportunities for all to pursue their dreams
- Responsibility to those we serve by providing an education that inspires solutions to society's challenges
- Excellence in our academic and non-academic pursuits

LEADERSHIP

Dr. Edward S. Inch is the 13th President of Minnesota State University, Mankato. He assumed the presidency July 1, 2021, and brought with him strategic leadership and an understanding of the importance of working in a collaborative, transparent and authentic manner to build a shared vision.

The President's executive leadership team is comprised of the leaders of the University's nine main divisions: Academic Affairs; Administrative Services; Athletics; Diversity, Equity & Inclusion; Finance & Facilities; Student Affairs & Enrollment Management; Student Success & Engagement; Technology; and University Advancement.

[More about Dr. Inch and other University Leaders](#)



DESTINATION 2023

The University's Destination 2030 Strategic Plan is a nimble, innovative and inclusive strategic framework by which the University will navigate the next several years. President Edward Inch announced the initiative in August 2023 and commits the University to making transformative strides to be:

- a lifelong provider of access to an equitable and affordable education.
- a leader in transformational learning generating inspired action.
- a nimble and innovative steward of resources.
- a community of care built upon diversity, inclusion and belonging.

The strategic plan was formed through a collective process with representatives from all across the University, bargaining unit leaders, and community members from the Greater Mankato area.

[More about Destination 2030](#)

SHARED GOVERNANCE

Minnesota State Mankato has a long tradition of collaboration between all governing, advisory and bargaining units of the University. University leadership



upholds collective shared governance and seeks to use the energy of the stakeholders to bring all together under a common vision.

MINNESOTA STATE AND EQUITY 2030

Minnesota State Mankato is the largest institution within the Minnesota State System, which includes seven four-year institutions and 26 two-year colleges. The System is governed by a 15-member Board of Trustees appointed by the Governor. Under the direction of the Board of Trustees, the chancellor is chief executive officer of Minnesota State and is responsible for providing academic leadership to the 37 colleges and universities of Minnesota State.

The Minnesota State System has established a critical goal, Equity 2030, which aims to eliminate the educational equity gaps across race and ethnicity, socioeconomic status and geographic location by the end of the decade at every Minnesota State college and university. The focus of the work of Equity 2030 includes:

- Enhancing access and student success
- Providing Minnesota with the talent it needs
- Anchoring the communities and regions served

Recognizing the power of education to transform lives, Minnesota State Mankato is deeply committed to this work. Only by addressing systemic and structural inequities in educational access and outcomes can we build a better future for students, families and our communities. It will require intentional systems and a culture of change and innovation, as well as advocacy and leadership with partners and stakeholders across the state to accomplish.

ACADEMICS

Minnesota State University, Mankato offers more than 130 undergraduate programs of study, including 13 pre-professional programs, and more than 80 graduate programs, including master's, specialist, and doctoral programs. Some programs are also offered online or through various University Extended Education venues, including the facility at 7700 France in Edina and as well as through completion programs at our 2-year community college partner locations.

Excellence across the curriculum is a Minnesota State Mankato hallmark. Each of the University's academic colleges have achieved distinction, and students access comprehensive academic support services to excel in and out of the classroom. The University is comprised of five Colleges: Allied Health and Nursing, Business, Education, Humanities & Social Sciences, and Science, Engineering & Technology.



THE COMMUNITY

The University and the greater Mankato region have shared close ties since the very beginning. This deep relationship has allowed for powerful community and business partnerships that open doors of opportunity for students and allow them to extend their skills and abilities into the world. Minnesota State Mankato is proud to be a regional university with a global impact.

Mankato, Minnesota, is located approximately 85 miles southwest of the Twin Cities of Minneapolis and St. Paul. The University sits atop 303 acres overlooking the Minnesota River Valley. Mankato's population is more than 44,000 and the Greater Mankato area has a population of more than 103,500.

Mankato is a major regional center designated as a Metropolitan Statistical Area and has earned several livability awards, including: a top 10 spot for "best small college towns" by Schools.com; one of the "best small college towns in America" by College Values Online; and "best small places for businesses and careers" by Forbes.

The city of Mankato keeps its visitors and residents entertained year-round with plenty of exciting events and festivals. Almost all events are focused on celebrating the unique character of the Mankato area, including the International Festival, Mankato River Ramble, Mankato Marathon, History Fest, Mankato Annual Traditional Pow-Wow, MN Senior Games, Kiwanis Holiday Lights, Thunder of Drums, and the City Art Walking Sculpture Tour.

For more about Mankato, visit [Greater Mankato Growth](#) and [Visit Mankato](#).



THE ROLE OF THE VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT

The Vice President for University Advancement (VPUA) will be responsible for the vision, leadership, and direction for all initiatives aimed at enhancing Minnesota State University, Mankato's development and philanthropic efforts. Reporting directly to the President, the VPUA serves as the chief advancement officer of the University and is a member of the President's leadership team and cabinet. The VPUA works closely with the President and other Vice Presidents to advance the University's mission and priorities.

The VPUA provides the overall strategic leadership and direction for the University Advancement division, which includes Alumni Relations; Annual Giving, Major Gifts and Planned Giving; Corporate and Foundation Giving; Comprehensive Fundraising Campaigns; Advancement Operations (Research and Prospect Management, Development, Scholarships and Stewardship, Donor Relations); University Marketing and Communications (including media and public relations, KMSU Radio, printing & photocopying services). The VPUA also serves as Executive Director of the Minnesota State University, Mankato Foundation, Inc. and is an ex-officio member of the Minnesota State Mankato Alumni Association.

Characteristic Duties and Responsibilities

The Vice President of University Advancement oversees all aspects of fundraising, alumni relations, and marketing initiatives to enhance the university's financial health and reputation. Key responsibilities include:

1. **Strategic Leadership:** Develop and implement a comprehensive advancement strategy aligned with the university's mission and goals. Participate in institutional planning, policy-making, and executive leadership of the university.
2. **Fundraising:** Responsible for implementing long range development goals, programs and procedures to expand private support for Minnesota State University, Mankato. Lead major fundraising campaigns, build relationships with donors, and identify new funding opportunities. Serve as senior fund-raising officer responsible for organization and management of all fundraising efforts, including annual giving, major gift campaigns, capital campaigns, development and management of endowments, and planned giving.



3. As executive director responsible for all aspects of the Foundation organization operation; develop agenda for board meetings; staff and organize operation of Foundation committees; monitor investment managers; supervise staff; develop print materials; draft resolutions; develop and supervise budget; draft trust agreements; implement investment policy, investment decisions and long-range planning. Oversee fund-raising policies and procedures to see that they are followed.


4. Alumni Relations: Cultivate and maintain relationships with our network of over 135,000 alumni worldwide to foster engagement with current students to encourage mentorship and build institutional pride, affinity and support.

5. Communication and Marketing: Oversee marketing efforts to promote the university and its initiatives, increasing visibility and engagement with priority audiences and enhancing awareness of the University in Minnesota and beyond. Responsible for public, alumni, and community relations, for outreach and liaison with local businesses and charitable leaders, and for improving public awareness of the University. Provide oversight, organize and develop events, publications, and promotions such as direct mail marketing/fundraising, special events, communications, owned and earned media and paid advertising. Responsible for the development of print and digital promotional and recruitment materials, media and advertising campaigns aligned with enrollment goals and the University's strategic plan.

6. Collaboration and Team Management: Work closely with university leadership, faculty, and staff to align advancement efforts with institutional priorities. Lead and mentor a team of advancement professionals, ensuring effective execution of programs and initiatives.

7. Budget Management: Manage the divisional and foundation budgets, ensuring resources are allocated effectively and in compliance with institutional, state, and federal policies and regulations.

8. Perform other duties as assigned, including but not limited to managing projects in non-technology related areas that enhance the university's mission, goals, and objectives; participate in other university and community meetings or groups to represent the university or advocate for the needs of students and the community.



Required Qualifications

Education: Bachelor's Degree

Professional Licensure/Certification: N/A

Type and Length of Experience: Minimum of five (5) years broad-based and successful advancement or similarly related leadership experience at a progressively increasing level, so as to serve as a member of the President's Cabinet and participate in institutional planning, policy development, and executive leadership of the university.

Other Required Qualifications:

- Experience working with capital and comprehensive campaigns, major gifts, donor research, alumni relations, and corporate and foundation relations, or related equivalent experience.
- Outstanding managerial skills with the demonstrated ability to recruit, lead and supervise a team of professionals.
- Demonstrated commitment to fostering a diverse working and learning environment.

Preferred Qualifications

- Master's Degree
- Demonstrated potential as an effective senior executive in a large and complex organization.
- Demonstrated track record of taking a highly collaborative and respectful approach with colleagues, supervisors, and team members, especially when working on large and complex problems.
- Knowledge of fundraising must include awareness of IRS requirements, the understanding to develop trust agreements, bequests, and planned giving instruments, such as charitable gift annuities and charitable remainder trusts.
- Marketing and public relations experience, preferably in a university setting, or equivalent environment.
- Demonstrated ability to personally establish, cultivate, solicit and receive major gifts of at least six figures and above.
- Evidence of a clear commitment to continuous improvement and adoption of best practices.
- Outstanding interpersonal, presentation, written and oral communication skills.

- Knowledge and experience in managing complex budgets, facilities, and resources.
- Demonstrated ability to effectively lead in an environment of collective bargaining and shared governance.
- Demonstrated ability to build and maintain a culture of gratitude that values genuine and authentic relationships with community partners, donors and alumni.
- Demonstrated understanding of the interdependent relationship between the institution and the surrounding community.
- Demonstrated ability to foster a culture of philanthropy throughout the university community engaging faculty, staff, and volunteers in advancement efforts.

Reportability

Reports directly to the President of the University.

Supervision

Responsible to directly supervise approximately 7 professional employees, along with indirect supervision of more than 40 professional employees and more than 40 student employees.

Budget Authority

Total: \$9,289,874

Compensation: Salary Range - \$144,428 - \$230,974

Salary will be competitive and commensurate with qualifications and experience.

How to Apply

Greenwood Asher & Associates is assisting Minnesota State University, Mankato in this search. Applications and nominations are now being accepted. Inquiries, nominations, and application materials should be directed to Greenwood Asher & Associates. Application materials should include:

- a letter of interest that clearly states the applicant's qualifications for the position
- a current résumé/curriculum vitae

We strongly encourage submitting application materials as PDF attachments. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

Please direct inquiries, nominations, and application materials to:
Lauren McCaghren, Search Manager and Senior Executive Search Consultant
laurenmccaghren@greenwoodsearch.com

Kyle Pybus-Jerome, Senior Executive Search Consultant
kylepybusjerome@greenwoodsearch.com



MINNESOTA STATE

Minnesota State University, Mankato
A member of Minnesota State