



Vice President for Institutional Advancement and Alumni & Family Engagement

Position Profile



The Opportunity

The Vice President for Institutional Advancement and Alumni & Family Engagement is a senior leader responsible for providing results-driven leadership for all fundraising, alumni, and family engagement efforts at Dean College. This role is designed for a seasoned advancement professional who brings sound judgment and a proven record of success leading comprehensive advancement programs at small to mid-sized, mission-driven institutions.

Reporting directly to the Interim President, the Vice President provides strategic counsel and operational leadership to advance the College's long-term financial sustainability and reputation. In keeping with the scale and culture of a small private college, this is an intentionally hands-on executive role, requiring the judgment and perspective to assess current capacity, strengthen systems and infrastructure, and actively lead key fundraising and engagement strategies that deliver consistent results and support long-term institutional growth.

The Vice President leads an integrated advancement operation encompassing major and planned gifts, annual and leadership giving, alumni and family engagement, grants, stewardship, and advancement operations, and directly oversees a team of two professionals. The structure of the team is designed to maximize focus, accountability, and effectiveness, with the Vice President actively engaged in both leadership and operational execution. Emphasis is placed on high-touch relationship management, data-informed strategy, and cross-campus collaboration that connects philanthropy with student success, institutional priorities, and career-connected outcomes.



Key Responsibilities

Strategy and Leadership

- › Develops and leads a comprehensive one-year and multi-year advancement strategy aligned with the College's strategic plan, enrollment realities, and financial priorities.
- › Establishes realistic but aspirational fundraising and engagement goals for unrestricted, restricted, and endowment support, with clear metrics and accountability.
- › Builds a strong culture of philanthropy across campus by partnering with senior leaders, trustees, faculty, and staff.
- › Serves as a strategic advisor to the Interim President on donor relations, institutional messaging, and external engagement.

Fundraising and Donor Engagement

- › Has full responsibility and accountability for the strategy, performance, and results of all fundraising activities, including annual giving, major gifts, leadership gifts, planned giving, family giving, and foundation and corporate support.
- › Maintains a personal portfolio of the College's most significant donors and prospects and partners with the President and trustees on high-level cultivation, solicitation, and stewardship.
- › Strengthens stewardship practices to ensure donors understand the impact of their giving and feel connected to the College's mission and students.
- › Reinvigorates and oversees grant strategy, including prospect identification, proposal development, compliance, and reporting.

Alumni, Family, and External Engagement

- › Provides strategic leadership for alumni and family engagement, setting priorities and ensuring initiatives foster lifelong relationships, volunteerism, and philanthropic participation.
- › Partners with Career Services to establish strategy and expectations for connecting alumni engagement with student outcomes, including mentoring, internships, career exploration, and employment opportunities.
- › Serves as the College's senior representative to donors, alumni, foundations, community partners, and peer institutions, advancing institutional priorities and strengthening strategic relationships.

Advancement Operations and Infrastructure

- › Actively leads and oversees the College's advancement operations, ensuring that gift processing, prospect research, data integrity, reporting, and CRM systems effectively support institutional goals and strategic priorities.
- › Directly shapes and manages short- and long-term staffing and budget plans for the advancement division, ensuring resources are aligned to maximize efficiency, scalability, and impact.
- › Uses data and analytics to drive strategic decision-making, evaluate division performance, and guide continuous improvement of advancement programs in alignment with institutional capacity and priorities.

Team Leadership and Collaboration

- › Builds, leads, and mentors a collaborative advancement team with a focus on professional development, accountability, and shared success.
- › Establishes clear roles, expectations, and performance goals aligned with institutional priorities.
- › Works collaboratively across divisions to share information, celebrate successes, and ensure advancement efforts reflect the full life of the College.

Required Qualifications

- › Bachelor's degree required; master's degree strongly preferred.
- › Minimum of ten years of progressively responsible experience in institutional advancement, development, or a closely related field.
- › Demonstrated success as a leader in comprehensive fundraising programs with sustained results across multiple giving areas, including annual giving, major gifts, and donor stewardship.
- › Prior experience serving in a senior-level advancement role with responsibility for strategy, staff leadership, and goal achievement.
- › Proven ability to partner effectively with presidents, boards, and senior leadership teams.
- › Track record of building, mentoring, and retaining high-performing advancement teams.

Preferred Qualifications

- › Experience at a small or mid-sized private college or university, or a similarly complex, relationship-driven organization.
- › Demonstrated success strengthening or stabilizing an advancement operation, including refining strategy, improving systems, and increasing fundraising performance over time.
- › Strong strategic planning and execution skills, with the ability to translate institutional priorities into achievable fundraising and engagement outcomes.
- › Advanced proficiency using data, analytics, and CRM systems to guide decision-making, assess performance, and manage prospect pipelines.
- › Exceptional written, verbal, and interpersonal communication skills, with the credibility and presence expected of a senior executive representing the institution externally.
- › Working knowledge of advancement best practices, donor stewardship standards, and applicable regulatory and compliance considerations.

About Dean College

Dean College is a private, residential New England college grounded in a culture and tradition that all students deserve the opportunity to discover and exceed their greatest aspirations. A personal and transformative community since 1865, Dean tirelessly inspires students to unimagined heights through personalized support and integrated delivery of academic, co-curricular, and experiential learning.

As an accredited private co-educational college offering full-time, part-time, associate and bachelor's degrees, Dean College provides a supportive academic environment that thrives on student engagement, exceptional teaching, and delivering **The Dean Difference**. **The Dean Difference** is exemplified through each student's commitment to their professional future, social responsibility, and leadership.

The Dean Difference isn't any one thing, it's everything. It's the way the community cares for and commits to each other. It's how they meet their students where they are, inspire them and tirelessly work to support and help them achieve unimagined heights.

College of Distinction. Dean College earned national recognition in 2025-26 as a College of Distinction based on four distinctions – engaged students, great teaching, vibrant community, and successful outcomes. This is the tenth consecutive year that Dean College has received this honor. Additionally, the College earned recognition in the following categories: Massachusetts College of Distinction (third consecutive year), Business Colleges of Distinction (ninth consecutive year), Career Development Colleges of Distinction (seventh consecutive year), and Affordable Colleges of Distinction (fourth consecutive year).

Best Regional Colleges – North. Dean College ranked 32nd in the 2025 U.S. News & World Report for Best Regional Colleges – North. This is the 14th consecutive year that Dean College has received the Best College honor.

Dean at a Glance

Students

- › 1,200 Full-Time Students capacity
- › 400+ Part-Time Students
- › 90% of Student Live on Campus
- › 51% of Dean Students are from Outside Massachusetts
- › 95% of students receive some form of financial assistance
- › Merit-based aid awarded by Dean College to students: \$25 Million

Academics

- › Fully accredited by the New England Commission of Higher Education (NECHE)
- › Academic programs within the School of the Arts, Dean R. Sanders '47 School of Business, Joan Phelps Palladino School of Dance, and School of Liberal Arts and Sciences

Financial Stability

- › \$65 Million Endowment
- › Financial surplus 11 consecutive and 25 of the past 26 years
- › Consistently scores at the very top end of the Department of Education's Financial Responsibility Composite Score
- › Over \$75 Million in campus improvements over the past 10 years

Academics

Dean College offers a broad and dynamic range of undergraduate academic programs designed to prepare students for meaningful careers, advanced study, and lifelong learning. Organized into distinct schools — including the School of the Arts, the Dean R. Sanders '47 School of Business, the Joan Phelps Palladino School of Dance, and the School of Liberal Arts and Sciences — Dean's curriculum spans the liberal arts, business, performing arts, dance, sciences, and professional studies. Students can choose from traditional majors such as Biology, Psychology, Criminal Justice, Sport Management, Communications, and Business, as well as specialized programs in Theatre, Dance, Arts Leadership, Sports Broadcasting, and Athletic Coaching. Dean also partners with graduate institutions to provide 3+3 law pathways and graduate degree access in areas like business, health sciences, and education.

Athletics

Dean College proudly fields a competitive and spirited athletics program as a member of NCAA Division III, where student-athletes compete with integrity and balance academics with athletic excellence. The Dean Bulldogs participate in 16 varsity sports — including baseball, men's and women's basketball, cross country, field hockey, football, golf, lacrosse, soccer, softball, and volleyball — primarily competing in the Great Northeast Athletic Conference (GNAC), with football joining the Massachusetts State Collegiate Athletic Conference (MASCAC) beginning in 2025. Athletics at Dean emphasize teamwork, leadership, and the holistic development of student-athletes both on and off the field, reflecting the College's broader commitment to preparing graduates for success in life and careers.

About Franklin, Massachusetts

Franklin, Massachusetts, is a vibrant and welcoming New England town that blends historic charm with modern convenience. Located approximately 30 miles southwest of Boston and 20 miles north of Providence, Franklin offers easy access to major metropolitan areas while maintaining a strong sense of community and an excellent quality of life. The town is known for its highly regarded public schools, cultural and recreational amenities, and walkable town center, and it consistently ranks among the safest communities in the Commonwealth. Franklin is also home to the nation's first public library and benefits from convenient commuter rail service, making it an attractive place to live and work for professionals and families alike.



Compensation

Competitive and commensurate with qualifications and experience.

Application and Nomination Process

Greenwood Asher & Associates® is assisting Dean College in this search. Applications and nominations are now being accepted. Initial screening of applications will begin immediately and will continue until an appointment is made. To ensure full consideration, applications and nominations should be provided by **March 19, 2026**. Application materials should include:

- › Letter of interest that clearly states the applicant's qualifications for the position
- › Current résumé/curriculum vitae

Please submit full application packets [here](#).

We strongly encourage submitting application materials as PDF attachments. The search will be conducted with a commitment to confidentiality for candidates until finalists are selected.

Nominations and confidential inquiries can be sent to:

Jim Johnsen, Vice President of Executive Search
jimjohnsen@greenwoodsearch.com

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

An Equal Opportunity Employer

Dean College is a private, residential New England college, which is grounded in a culture and tradition that all students deserve the opportunity to achieve their greatest aspirations through a formative liberal arts education. We encourage applications from candidates who are committed to fostering a diverse and inclusive academic community. Dean College is an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, sex, gender identity, sexual orientation, pregnancy, status as a parent, national origin, age, disability (physical or mental), family medical history or genetic information, political affiliation, military service, or other protected classifications.

The materials presented in this leadership profile should be relied on for informational purposes only. This material has been copied, compiled, or quoted in part from Dean College documents and personal interviews and is believed to be reliable. While every effort has been made to ensure the accuracy of this information, the original source documents and factual situations govern.

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