

VICE PRESIDENT OF MARKETING AND COMMUNICATIONS

LEADERSHIP PROFILE

The Search for the Vice President of Marketing and Communications of the University of the District of Columbia



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POSITION SPECIFICATIONS

Position: Vice President of Marketing and Communications

Institution: University of the District of Columbia (UDC)

Location: Washington, DC

Reporting Relationship: Chief of Staff and Senior Vice President

Institutional Website: www.udc.edu

THE OPPORTUNITY

The University of the District of Columbia (UDC) is conducting a national search for a Vice President of Marketing and Communications. This position offers a chance to be a part of a dynamic leadership team and contribute to enhancing the visibility and reputation of UDC.

The Vice President of Marketing and Communications (VP) reports to the Chief of Staff and Senior Vice President and is responsible for overall communications, research-based messaging, marketing, and branding management for the University as a key member of the University's leadership team. The incumbent will develop, refine, execute, and lead the University's communications strategy, brand, media relations, crisis communication, and reputation management.

The VP will represent and promote the University, increasing its visibility as a vibrant and sustainable University supporting its mission, vision, and goals. The VP leads the University's central team of marketing and communications professionals. The VP provides strategic direction and coordinates communications produced by other academic, athletics, and administrative units and ensures key university activities are captured in Executive Management communications materials. The incumbent will oversee University Communications, Brand Management, Marketing, Publications, TV, Web, and News Media activities. The VP develops correspondence and messaging for internal and external audiences on behalf of the President's Office.

As a University leader, the VP will join the Chief of Staff and Senior Vice President and President Maurice Edington to actualize the president's overarching vision to position UDC as a leading national public urban university through the implementation of the new comprehensive strategic plan, [Delivering on the Promise \(2024–2029\)](#).



THE POSITION

SUPERVISORY ACCOUNTABILITY:

Leads and directs the marketing, communications management, and public relations staff and coordinates at strategic and tactical levels with all University departments. Has overall responsibility for the supervision and management of professional and support staff for effective operations and results and is responsible for making recommendations related to compensation, staff selection, handling disciplinary action, complaints, implementing staff performance appraisals, and similar supervisory duties. Facilitates a work environment that encourages collaboration and knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.

NATURE AND SCOPE:

Internal contacts include various members of the UDC Community, including Members of the Board of Trustees and the Executive Cabinet, Faculty, Administrators, Faculty, Staff, and Students. External contacts include radio, television, and print media as well as the public as it relates to speaking and interview opportunities for the President and the distribution of public relations information. As part of the robust collaboration with other colleagues in the Office of the President, external contacts also include our sister District agencies, and corporate, non-profit, and federal and local agencies related to events or joint media appearances.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Provides leadership and vision in developing and executing a comprehensive and proactive University-wide long-term strategy to include integrated communications, marketing, and branding functions consistent with the strategic goals, plans, and aspirations of the University.
- Prepares internal and external correspondence on behalf of the Office of the President, including speeches, talking points, and background information for media interviews and speaking engagements as designated.
- Designs marketing and branding, online engagement, and other social media presence, press/media relations, and team development and management strategies that enhance UDC's institutional identity, academic reputation, and goals for enrollment of students, fundraising, and community involvement.
- Creates a collegial, team-building work environment, motivating staff, and cultivating productive, collaborative relationships with all constituent groups.
 - Utilizes a research-based approach to identify key messages and audiences, works consistently to tell the University's stories by weaving them together to create a consistent, unified message in support of the UDC brand, and articulates the University's image and brand in the delivery of the University's message to all constituents.
 - Oversees the University's brand management strategy with the responsibility of positioning the University in the market, determining target audiences, and maintaining the desired reputation.
 - Organizes and facilitates marketing committee representing stakeholders for campus-wide collaboration and participation.
- Identifies situations needing immediate media or public response and responsible for crisis communication planning, serving as the University spokesperson, as necessary.
- Plans and oversees the design and production of all marketing, public relations, and advertising products.
- Ensures effective and efficient operation of the major units in University Marketing and Communications (Communications, Publications, Web and News Media, Photographic Services, and Academic, Athletics and Administrative Communications) by coordinating unit plans, goals, and objectives, designing systems of effective controls to guide work toward expected outcomes, and evaluating progress towards their accomplishment.
- Coordinates synergies between print material, web presence, and social media.

- Develops, executes, and oversees programs necessary to communicate the University's mission and performance to the public.
- Develops related policies and procedures for timely and effective execution of initiatives.
- Communicates the University's position and policies on a variety of issues to specific media and to various University constituencies, which includes serving as the University spokesperson with the media as appropriate.
- Ensures a fiscally sound operation of Marketing and Communications by exercising management practices and implementing income-generating activities, which result in operations within allocated budgets.
- Ensures continuity within the units of Marketing and Communications by developing media relations policies, writing stories and scripts, initiating special publications, writing articles for publications, and performing other related hands-on functions.
- Edits communications materials for distribution internally and externally to print and electronic media.
- Remains competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or courses as required by the President.
- Contributes to the overall success of the University by performing all other duties as assigned.
- Leads the development and implementation of the University's brand vision, strategy, and public relations campaigns to attract the best students, motivate alumni and donors, and recruit high-quality faculty and staff.
- Research issues that may impact the University and provide recommendations for strategic communications messaging.

EDUCATION AND EXPERIENCE

- Bachelor's degree and experience in a relevant field is required; Master's or other additional advanced degree preferred.
- At least five years of management/leadership experience is required, as is experience in one or more of these areas: marketing, public relations, media relations, news and information, video production, photography, publications, or athletics communications.
- A record of success in progressively responsible positions is required.

CORE COMPETENCIES

- Experienced team builder and ability to manage high-visibility campaigns in the higher education arena as well as within District Government local, national, and international arenas.
- Ability to implement strategies to create a vibrant and sustainable academic institution of exceptional quality.
- Knowledge of the principles, practices and methodologies of communications, public/media relations, and speech writing.
- Proven track record of writing speeches and/or articles of interest to a wide variety of publics for consumption by local and national as well as international print and electronic media.
- Ability to effectively interpret speaking opportunities related to positioning the University and the preparation of speeches and talking points to meet these objectives.
- Expertise in making presentations and negotiating with the media.
- Ability to think critically and secure information needed to develop communications materials for the Office of the President.
- Knowledge of computer technology, including word processing, spreadsheet, database, display software, and other user-friendly software.
- Knowledge of research techniques with the ability to think critically and secure information needed to develop communications materials for the President's Office.
- Knowledge of and adherence to policy and procedures, with the ability to recommend changes and develop alternatives when and if necessary.
- Excellent oral and written communication skills, including expertise in writing and editing an assortment of communications materials.

- Demonstrated skill in negotiation, as well as in making oral and computerized presentations.
- Excellent leadership skills with ability to perform duties with tact, decorum, and diplomacy.
- Excellent decision-making skills; can think conceptually, analytically, and remain focused on goals and objectives.
- Ability to develop and implement strategic communications and research-based marketing plans.
- Ability to be flexible, responsive to change, use good judgment, makes sound decisions that demonstrate the ability to forecast issues, and use good problem-solving skills.
- Ability to write effective, persuasive speeches containing accurate, and appealing information.
- Ability to establish and maintain effective and harmonious work relations with University students, faculty, staff, officials and the public.
- A commitment to effective collaboration with colleagues and stakeholders, including working with multi-cultural populations and an awareness of issues affecting minorities and ability to develop knowledge of respect for, and skills to engage with those of other cultures or backgrounds.

COMPENSATION

UDC offers an attractive compensation and benefits package commensurate with the successful candidate's background and experience.

ABOUT THE UNIVERSITY OF THE DISTRICT OF COLUMBIA

The University of the District of Columbia is the only public institution of higher learning in the nation's capital. UDC encompasses several distinctive characteristics as the only exclusively urban land-grant university in the country and the only Congressionally designated Historically Black College or University (HBCU). Maurice Edington was appointed the school's 10th president in 2023, and the CAO will support the President's efforts to continue to maintain and make impactful partnerships with various District of Columbia agencies, expand the institutional infrastructure and real estate holdings, obtain gradual increases in the allocation of local dollars from the District of Columbia Government, and continue developing UDC's rising stature in U.S. News and World Report's college rankings (coming in at #23 among all HBCUs, and #13 among public HBCUs). There has been unprecedented growth and stability over the past nine years, providing the next leaders a rich and fertile foundation to ensure UDC is recognized as an institution of "first choice" for District of Columbia students and an employer of choice for talented job candidates, locally and nationally.

The University currently offers more than 80 academic undergraduate, graduate and professional academic degree programs through the following colleges and schools: [College of Arts and Sciences \(CAS\)](#); [School of Engineering and Applied Sciences \(SEAS\)](#); [School of Business and Public Administration \(SBPA\)](#); [College of Agriculture, Urban Sustainability and Environmental Sciences \(CAUSES\)](#); [Community College \(UDC-CC\)](#) and the [David A. Clarke School of Law \(UDC Law\)](#). UDC also has a non-degree Workforce Development and Lifelong Learning Division (WDLL) that offers free training programs for District residents. Through these diverse academic units, UDC provides multiple pathways to its students to attain success through educational advancement.

MISSION

Embracing its essence as a public historically Black urban-focused land-grant university in the nation's capital, the University of the District of Columbia is dedicated to serving the needs of the community of the District of Columbia and producing lifelong learners who are transformative leaders in the workforce, government, nonprofit sectors and beyond.

VISION

All students will achieve their highest level of human potential.

CORE VALUES

- Excellence
- Collaboration
- Sustainability
- Innovation
- Integrity
- Inclusion



The University's corporate and community partnerships have proven to be mutually beneficial for UDC stakeholders and broader constituents.

UDC has championed community empowerment initiatives aimed at social mobility and elevation of the District of Columbia's most vulnerable residents. The University's Developing America's Workforce Nucleus (DAWN) demonstration model has primarily emerged in the Anacostia community, a neighborhood challenged by urban realities, including being on the precipice of commercial development and gentrification. UDC has specifically partnered with the Anacostia High School to infuse their offerings with dual enrollment opportunities, professional development sessions for their teachers and STEM pipeline programs aligned with their engineering and environmental science career and technical education tracks.

UDC is poised to answer a unique call of service to the District of Columbia—and the nation—as a model for public, urban sustainability, and higher education. Like most institutions nationwide, UDC has endured sharp enrollment declines in the wake of COVID-19. Conversely, the institution is also experiencing an unprecedented surge in public confidence as evidenced by larger budget allocations from the District of Columbia, corporate investments and partnerships, and the largest private gift in the school's history, \$2.3 million, which was received at the end of 2021. To guide the institution in addressing these challenges and opportunities, UDC has undergone a comprehensive engagement with a myriad of constituents to build upon the platform of the momentum established by President Edington's strategic plan, [*Delivering on the Promise \(2024 – 2029\)*](#).

HISTORY

The University of the District of Columbia is historic and modern, all at the same time. Public higher education in the District is rooted in the school for “colored girls” that Myrtilla Miner founded in 1851 in Washington, DC, which came to be called the Miner Normal School. Washington Normal School, a school for white girls established in 1873, was renamed Wilson Normal School in 1913 after James O. Wilson, Washington's first superintendent of public schools. In 1929, Congress enacted a statute that converted both normal schools into four-year teacher colleges. For several years, Miner Teachers College and Wilson Teachers College were the city's only public higher education institutions. After the landmark U.S. Supreme Court school desegregation decision, *Brown v. Board of Education* (U.S. 1954), the two colleges merged in 1955 to form the District of Columbia Teachers College. Over the next decade, DC residents petitioned for an expansion of higher education that would provide training for careers other than teaching. In 1966, Congress enacted the District of Columbia Public Education Act, establishing Federal City College and Washington Technical Institute.

Although these schools were new, many Washingtonians continued to advocate for a comprehensive university. The City Council authorized the consolidation of the three schools, and in 1976, the monumental task of creating a new University of the District of Columbia began. In 1977, UDC began consolidating its academic programs. These efforts culminated in the establishment of five colleges: Business and Public Management; Education and Human Ecology; Liberal and Fine Arts; Life Sciences; Physical Science, Engineering, and Technology; and University College and Continuing Education.

Today, UDC continues to transform itself to meet the changing needs of its students and the community.

CAMPUSES

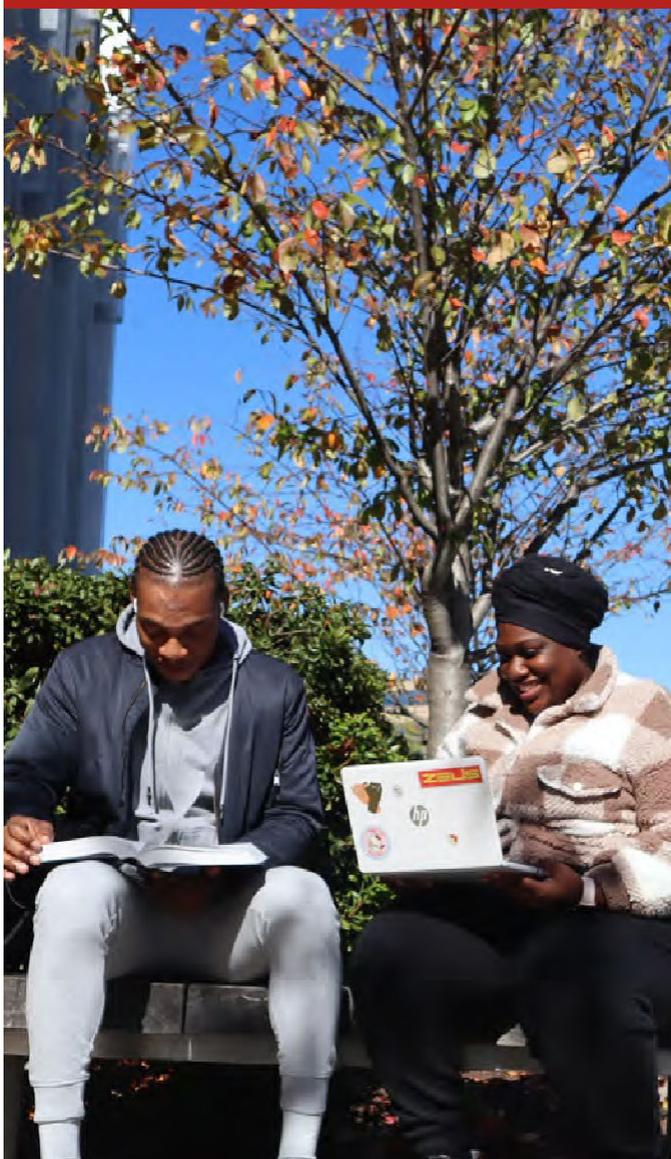
UDC's flagship campus, the Van Ness Campus at 4200 Connecticut Avenue, N.W., invites students to an attractive setting amidst bustling urban life. The campus houses classrooms, business offices, a library, theater, student center and sports complex. The David A. Clarke School of Law is on the Van Ness Campus. The UDC Community College is located at the Lamond-Riggs Campus at 5171 South Dakota Avenue, N.E. The Division of Workforce Development & Lifelong Learning is located at the Old Congress Heights Campus at 3100 Martin Luther King Jr. S.E.



GOVERNANCE

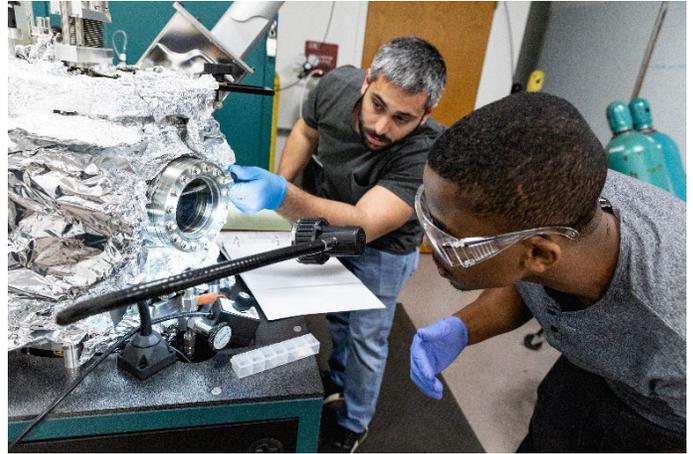
The University of the District of Columbia is an independent agency of the District of Columbia Government, which provides a significant subsidy for University operations. The University is governed by a 15-member Board of Trustees. Eleven of the trustees are appointed by the Mayor of the District of Columbia and confirmed by the District Council. Three trustees are elected by UDC alumni, and one trustee is elected by students as the student representative.

The Chair of the Board is elected by the trustees in accordance with Board regulations. The District allocation to the UDC budget is adopted by the Board and submitted to the Mayor and District Council for final approval.



PROFILE: FALL 2024

- Year established: 1851 (predecessor institution); 1977 (University of the District of Columbia)
- Academic programs: 80+ degree programs, certificates and workforce development pathways
- Schools/Colleges:
 - College of Arts & Sciences
 - School of Engineering & Applied Sciences
 - School of Business & Public Administration
 - College of Agriculture, Urban Sustainability & Environmental Sciences
 - Community College
 - David A. Clarke School of Law
 - Division of Workforce Development & Lifelong Learning
- 4,202 total students
- 3,610 undergraduate students
- 351 graduate students
- 2,395 Black/ African American students
- 668 first-time in college (FTIC) students
- 241 law students
- 8:1 student-faculty ratio
- 245 full-time faculty
 - 88 have terminal degrees
 - 53 are tenured
 - 140 are tenure-track
- 654 full-time staff
- \$222 million FY2025 operating budget (not inclusive of the capital budget)
- \$29.5 million FY2025 capital budget (the FY2025-FY2030 approved Capital Improvement Plan totals \$95.5 million)



POINTS OF PRIDE

- Ranked **#23 among all HBCUs** and **#13 among public HBCUs** (2022-23 *U.S. News & World Report* Best HBCUs)
- Ranked **#13 for Clinical Law Training**
- The **nation's only** exclusively urban land-grant institution
- **Regional leader** in urban agriculture, food production and green infrastructure
- Open enrollment for **more than 80 academic programs**: associate, bachelor's, master's, doctorate and law degrees
- **Free workforce training** for DC residents
- Received more than **\$43M in research awards and grants**, including from the NSF, NASA, Department of Energy, NIST and the NIH
- Named a **Fulbright HBCU Institutional Leader**
- For every dollar invested by the District of Columbia Government, UDC returns four dollars to the city, a **4:1 ratio of return on investment** (2020 *Economic Impact Report*)
- Yields **\$406 million in annual economic impact** for the District, and **\$535 million** for the Greater Washington metropolitan region (2020 *Economic Impact Report*)
- Ranked **#1 Best Affordable Bachelor's Degree** in DC; **#1 Best Affordable Mechanical Engineering Degree** in the nation; and **#1 Best Affordable Business School** in the nation (affordableschools.net)
- **Eight tons of fresh produce donated** on average annually through UDC's Firebird Research Farm
- **Renamed UDC sports complex** after the "grandfather of Black basketball" alumnus, Dr. Edwin B. Henderson



ACADEMICS

The College of Arts and Sciences (CAS) endeavors to be an inclusive space built on diversity, multiculturalism and equity while respecting the ideals of cultural pluralism. The College's 24 academic programs and complementary extracurricular activities are responsive to the many constituencies of the District of Columbia and resonate with students in communities around the globe. They provide models for translating the interactions and problem-solving work of the classroom, lab and community to the global world. The evolving design of arts and sciences education at UDC centers the study, integration and application of the arts and humanities and social, behavioral, natural and learning sciences to demonstrate how the "greater good" is underpinned through the academic experience. The College strives to be a place of understanding and continuous dialogue regarding inclusivity, affinity and intersectionality. Within CAS, UDC's diverse community is represented across broad continua of orientation, origin, perspective and social context.

The School of Engineering and Applied Sciences (SEAS) develops creative leaders through an environment conducive to learning and research where experiential learning culture is practiced and promoted. In recent years, SEAS has received numerous research grants from federal agencies, with the ongoing grants in 2022 amounting to an estimated \$35 million. The School has established programs with several companies in the region. Graduates are prepared for high-demand careers in engineering and computer science and recruited regularly by companies nationwide. UDC is one of only four universities in the nation's capital providing ABET-accredited undergraduate, graduate and doctoral degrees in engineering and computer science.



The School of Business and Public Administration (SBPA) prepares students to become adaptive, innovative and ethical leaders with a global perspective and real-world solutions to issues that challenge public and private organizations. SBPA prepares students for the dynamic and complex world of business. The guiding educational philosophy is to deliver the pertinent knowledge for successful leadership acumen by integrating the knowledge from various disciplines of accounting, finance, economics, marketing and management into a meaningful whole. SBPA combines theory with a practical and pragmatic approach to form an effective and efficient utilization of resources. Careful attention is given to the increasing importance of resource scarcity and an understanding of the global environment in which the business community operates. The School is pursuing AACSB accreditation, with a focus on global outreach, experiential learning and leadership development.

The College of Agriculture, Urban Sustainability and Environmental Sciences (CAUSES) offers research-based academic and community outreach programs that improve the quality of life and economic opportunity of people and communities in the District of Columbia, the nation and the world. CAUSES embodies the land-grant tradition of UDC. In addition to offering innovative academic programs in architecture, urban sustainability, health education, nursing and nutrition and dietetics, and an innovative doctoral program in urban leadership and entrepreneurship, CAUSES offers a wide range of community education programs through its land-grant centers: (1) The Center for Urban Agriculture and Gardening Education, (2) The Center for Sustainable Development and Resilience, which includes the Water Resources Research Institute, and (3) The Center for Nutrition Diet and Health, which includes the Institute of Gerontology.



The University of the District of Columbia Community College (UDC-CC) is a vibrant and energetic place to study and learn. Associate degree programs are designed to cultivate the intellectual ability of students, develop their knowledge and skills, and prepare them to think critically, analytically and creatively. The Career Technical & Education (CTE) programs combine academic and technical training to equip students with the knowledge and skills needed to be successful in today's workforce.



The David A. Clarke School of Law (UDC Law), the District of Columbia's only public law school and one of only six law schools at a Historically Black College or University (HBCU), is committed to the practice of law in the public interest, providing countless hours of legal services to low-income residents each year through the law school's legal clinics and multifaceted set of experiential programs. UDC is ranked the No. 1 law school for minority students and No. 1 law school for nontraditional students by *The Princeton Review*. With one of the most robust student clinical requirements of any U.S. law school, UDC Law's No. 13-ranked clinical program (2024 U.S. News & World Report) provides students the opportunity to gain experience in direct representation and policy advocacy. These commitments have earned UDC Law a No. 2 ranking by Reuters (2024) for government and public interest job placement. UDC Law also boasts a significant representation of women, people of color and older students, with top-10 rankings from Princeton Review (2022) for greatest resources for women (No. 9), minorities (No. 2) and older students (No. 1).



The Division of Workforce Development and Lifelong Learning (WDLL) aims to reduce unemployment and underemployment in the District of Columbia by enhancing the skills of its residents. WDLL achieves its mission by providing courses at no cost to DC residents in industry-recognized, high-demand, high-wage career fields/occupations in the DC Metropolitan region. The Division's programming targets economically disadvantaged District residents. WDLL offers in-person, hybrid and online learning opportunities across all in-demand career training pathways.

ACCREDITATION

The University of the District of Columbia is accredited by the Middle States Commission on Higher Education (MSCHE).

RESEARCH

The University of the District of Columbia (UDC) has been designated as a Research College & University (RCU) in the 2025 Carnegie Classification, a recognition that underscores UDC's scholarship and expanding investment in research.

UDC has increased research expenditures under the Office of University Research and the Office of Sponsored Programs—doubling its NSF research expenditures from FY2020 (\$4.6 million) to FY2021 (\$8.1 million) furthering the University's exploration of a Carnegie R2 designation.



FY2024-25 RESEARCH HIGHLIGHTS:

- Fifty-seven (57) proposals submitted in FY2024 (forty-two (42) submitted in FY2023); 36% increase
- FY2024 dollar value of proposals submitted = \$43M (FY2023 dollar value of proposals submitted = \$33M); 30% increase
- Thirty-eight (38) UDC faculty submitted proposals in FY2024
- There were twenty (20) federal awards in FY2024 with a total value of \$12.5M
- UDC Research Week 2024 attracted 411 participants from across UDC's six (6) colleges and schools, as well as external funders DC Public Schools, US Department of Agriculture, and DC Department of Energy and the Environment.
- For FY2023, the University of the District of Columbia (UDC) Office of University Research (OUR) reported research expenditures of \$7.9M to the National Science Foundation Higher Education Research & Development (NSF HERD) Survey.

ATHLETICS

As an integral part of the University, the Department of Intercollegiate Athletics embraces the overall mission of the NCAA with an emphasis on the Division II strategic positioning platform, which “provides growth opportunities through academic achievement, learning in high-level athletic competition, and development of positive societal attitudes in service to the community.” The Department fosters a competitive environment that respects fairness, courtesy, and ethical conduct toward others. The Department upholds the fair and equitable treatment of all persons and conducts its programs consistent with Title IX, University guidelines and NCAA rules and regulations.

INTERCOLLEGIATE ATHLETICS PROGRAMS

The University of the District of Columbia Firebirds compete as members of the East Coast Conference on the NCAA Division II level in the following sports:

- Basketball (men & women)
- Lacrosse (men & women)
- Cross Country (women)
- Indoor and Outdoor Track & Field (women)
- Soccer (men)
- Tennis (men & women)



THE UDC FOUNDATION

The UDC Foundation is a 501 (c) (3) not-for-profit corporation that is organized to support the mission of the University of the District of Columbia. Governance of the Foundation rests with the President of the Foundation, who serves as Chair of the Foundation’s Board of Directors. The Board is required to report annually to the UDC Board of Trustees on the activities of the Foundation. All University fundraising is directed to the Foundation.



PRESIDENT'S OVERARCHING VISION

Position UDC as a leading national public urban university through excellence in student achievement, strong alignment with local workforce needs, and impactful service to the community

Strategic priorities

- Increase student success outcomes
- Strengthen academic programs
- Foster faculty and staff excellence
- Increase access and pathways into and through the University
- Enhance academic and workforce alignment
- Increase student financial support
- Upgrade academic facilities
- Expand the University's network of supporters and advocates

Anticipated Outcomes

- High-quality and affordable education
- Strong student success outcomes
- Inclusive and student-centered environment
- Workforce and economic mobility engine for the district
- Trusted community partner
- Hub for research and innovation

HOW TO APPLY

Nominations and applications are now being accepted. Dossiers should include 1) a complete CV/résumé and 2) cover letter of interest that addresses the responsibilities, competencies and requirements, the applicant's motivation to apply and interest in UDC. The search will be conducted with a commitment to confidentiality until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

The University of the District of Columbia is an Equal Opportunity/Affirmative Action institution. Minorities, women, veterans and persons with disabilities are encouraged to apply. For a full version of the University's EO Policy Statement, please visit www.udc.edu/equal_opportunity.

All inquiries, nominations, applications should be sent to:
UDCVPMarComm@greenwoodsearch.com

All applications should be addressed to:

Marion Frenche, SHRM-CP
Associate Vice President of Executive Search
Greenwood Asher & Associates, LLC KELLY
marionfrenche@greenwoodsearch.com



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