



VICE PRESIDENT FOR ADVANCEMENT

Against the backdrop of a highly anticipated upcoming centennial celebration, Rosemont College seeks a passionate, collaborative, innovative leader to serve as its next Vice President for Advancement and invites nominations for and expressions of interest in the position.

The next Vice President will be a visionary advancement professional with deep dedication to the mission, values, and goals of the College and will work collaboratively with Rosemont's new change-minded president and senior leadership team to set an ambitious, inclusive path forward for the College.

Rosemont College

Rosemont College was founded in 1921 by the Society of the Holy Child Jesus (SHCJ). Rooted in Catholicism, Rosemont welcomes all faiths and is guided by the educational principles of SHCJ Founder Cornelia Connelly to meet the needs of the time and to educate students "to meet the wants of the age."

Mission Statement

Rosemont College is a community of lifelong learners dedicated to academic excellence and fostering joy in the pursuit of knowledge. Rosemont College seeks to develop in all members of the community open and critical minds, the ability to make reasoned moral decisions, and a sense of responsibility to serve others in our global society.

Rosemont College Values:

- Trust in and reverence for the dignity of each person;
- Diversity with a commitment to building an intercultural community;
- Persistence and courage in promoting justice with compassion;
- Care for the Earth as our common home.

Flowing from the educational philosophy of the SHCJ, a Rosemont education is a clearly defined yet flexible ideal, based on Christian values and expressions, attuned to learning opportunities that enable students to respond to life with joy, zeal, and compassion. The only college in a world-wide network of Holy Child educational institutions, Rosemont encourages students to meet diversity and change with confidence in their own gifts and in God.

Location

Rosemont College is situated on 58 acres in the historic residential neighborhood of Rosemont, Pennsylvania, 11 miles west of Philadelphia on the suburban Main Line, with easy access by public transportation. The city of Philadelphia extends the academic and professional experiences for students, faculty, and staff. Located along the Pennsylvania Railroad's historic 19th Century "Main Line," Rosemont's campus is proximate to the suburban communities of Ardmore, Bryn Mawr, and Villanova, an area known for outstanding public and independent schools and quality of life.

Academics

The Rosemont College faculty is deeply dedicated to its students, a dedication which is rooted in the College's mission and embodies the belief in the dignity of all individuals, regardless of their origins or faith.

Rosemont is authorized by The Pennsylvania Commonwealth Charter to grant degrees in Arts, Science, and Letters. The Undergraduate College grants the Bachelor of Arts, Bachelor of Science, and Bachelor of Fine Arts degrees in 27 major subjects, as well as 28 minors. It has a student-faculty ratio of 11:1 and an average class size of 18. The intimate setting encourages students to develop strong relationships with faculty and peers and also generates a wealth of opportunities to build strong leadership skills. The experiential learning commitment requires that all students complete study abroad, a service-learning project, faculty/student research, or an internship as a graduation requirement. All undergraduate students participate in experiential learning opportunities and a capstone project, and 88% of students complete an internship prior to graduation. Ninety-two percent of May 2020 graduates of the Undergraduate College were employed full-time or enrolled in full-time graduate studies, service programs, or the military within one year of graduating from Rosemont College.

The School of Graduate Studies, established in 1986, and the School of Professional Studies, established in 1994, contribute to Rosemont's mission by providing undergraduate and graduate degree programs designed to accommodate the College's diverse population of adult learners. Innovative teaching, flexible scheduling, online courses, advanced curriculum, collaborative learning in an accelerated format, and recognition of prior life experience are hallmarks of Rosemont's Graduate and Professional Studies programs.

The Schools of Graduate and Professional Studies provide career-oriented adults with advanced curricula, personalized attention, and practical internship experiences. Through Rosemont's campus and Rosemont College Online, as well as one offsite location at Independence Blue Cross, the Schools of Graduate and Professional Studies grant three bachelor's degrees and 13 master's degrees, including a terminal MFA degree and graduate certificates in entrepreneurship, leadership, homeland security, healthcare administration, children's publishing, and novel writing.

Student Demographics

While Rosemont College serves 702 students from around the globe, the vast majority of students are from Pennsylvania and surrounding states. Students represent 24 states and 11 countries and are 69.8% female and 30.2% male.

Rosemont College's target population is college-bound women and men of all ages and backgrounds. Just as Rosemont expanded the population it served by accepting men into its Undergraduate College (and its

Graduate and Professional Schools since their inception in the mid-1980s), the College has witnessed in the past few years another significant shift in its student demographic that reflects a more heterogeneous undergraduate student body. Almost 60% of students come from underrepresented backgrounds and nearly 35% of students enrolled in the Undergraduate College are the first in their families to attend college.

Ninety-eight percent of undergraduate students receive financial aid or merit scholarships, and the discount rate for the Undergraduate College is 47%. Rosemont students receive federal aid, Rosemont scholarships, and need-based institutional aid to meet 90% of demonstrated need. In 2015, Rosemont made the bold decision to reset tuition for the Undergraduate College. As a result, it launched “Our Tuition Promise,” reducing tuition 43% and room and board 14%.

Over 70% of undergraduate students live on campus with “Living and Learning” residence areas available for honors students. There are 16 Undergraduate College clubs and organizations, in addition to athletics and campus ministry. Campus ministry enables students to put Rosemont’s mission into action, providing comprehensive programming for developing leadership skills, serving others, and incorporating spirituality into daily living.

Having been enriched through recent decisions that have diversified a once homogenous community, Rosemont welcomes and promotes the changing composition of its student body. Today Rosemont strives to create a culturally rich educational environment that mirrors the diverse ethnic and socio-economic population that lives beyond the boundaries of campus. An abundance of differing perspectives and experiences elevates the quality of education that the College can offer students in an increasingly global world.

Over the years, Rosemont has received several awards and accolades from various organizations throughout the country. In 2021, *U.S. News & World Report* ranked Rosemont #15 in *Top Performers for Social Mobility*.

Finances and Facilities

For the 2019–20 fiscal year, Rosemont College had \$17.9 million in operating revenues. Its endowment is valued at approximately \$17.9 million. For the 2020-2021 academic year, tuition and fees are \$19,500 for full-time undergraduates and room and board is \$13,130 per academic year. For 2020-2021, Graduate Studies tuition is \$675/credit hour and Professional Studies tuition is \$555/credit hour.

Since 2006, nearly \$59 million has been raised by the College to provide academic enhancements, scholarship funds, and improvements and renovations to the campus. The capital projects that have transformed the Rosemont campus include the construction of the Ravens Athletic Complex, development of the Library Information Commons, purchase and renovation of Gracemere Honors House, the phase one renovation of the dining area of Cardinal Hall, the renovation of the Rotwitt Theater, and the construction of the College’s 73,000 square foot Community Center. Rosemont’s new Community Center is the hub of activity on campus, featuring an expanded dining area, a fully equipped fitness center, a game room/café, a large two-story common atrium, a new bookstore, a large multipurpose room for use by athletics and for College events, smart classrooms and study rooms, and offices and gathering spaces for Student Life and student organizations. Rosemont’s new Community Center is the go-to place on campus for students and all members of the College community.

In 2017, the College successfully completed a \$40 million comprehensive fundraising campaign that included the capital projects listed above, as well as the addition of \$8 million of endowed scholarships, the

establishment of the College's Institute for Ethical Leadership and Social Responsibility, and \$12 million for operational expenses.

President Jayson Boyers

President Jayson Boyers is a nationally regarded expert in the field of higher education and has been published in the *Huffington Post*, *Diverse* magazine, *Wall Street Journal Market Watch*, *Crain's Business*, and *Forbes*. He has also been covered nationally for his education strategies in the *Chronicle of Higher Education* and *Inside Higher Ed*.

Prior to joining the Rosemont College community in the summer of 2020, Dr. Boyers was the President of Cleary University in Howell, Michigan, a position he held from 2015 to 2020. Before Cleary University, Dr Boyers was the Vice President and Managing Director of the Division of Continuing Professional Studies for Champlain College in Vermont.

Board Governance

The general management and control of property and business affairs of Rosemont College is vested in the [Board of Trustees](#). The Board is composed of 18 members, as well as 9 Honorary Trustees, nominated by the Executive Committee of the Board and elected by the entire Board, up to one-fourth of whom are Sisters of the Holy Child Jesus. The President of the College is a member ex-officio. The board culture reflects the social values of respect, collaboration, and ethical leadership, which is influenced by the presence of the Sisters of SHCJ.

Office of Advancement and Alumni Relations

Rosemont has approximately 9,100 living alumni, over half of whom reside within an hour of campus. To help foster active affiliation with the College, Class Representatives keep in touch with their classmates after graduation and engage with the Rosemont College Alumni Association and their Board of Directors. Class Representatives help coordinate reunions, share the news of the College, and assist with fundraising for reunion gifts. Regional events for alumni are frequently planned.

Rosemont College provides several avenues for alumni and friends to support the College. Some of these include:

The Rosemont Experience Fund. *This fund supports the annual operations of the College that provide each student with the educational experience that is unique to Rosemont.*

Endowed Scholarships. *Regardless of a student's or their family's ability to afford a college education, Rosemont is committed to aiding students in need of financial support. Rosemont works diligently to explore all forms of financial assistance from private sources to federal or college-based programs. These scholarships are critical to the College's long-range plan for supporting academic merit, financial need, and cultural diversity throughout the Rosemont community. As the number of endowed scholarships increases, Rosemont is in a stronger position to compete nationally for the best and brightest students.*

The Vice President for Advancement

Reporting to a new and innovative President, the Vice President for Advancement is a key member of the cabinet, leading all engagement with the College's external constituents, including all fundraising activities for the College, and projecting a positive image of Rosemont to the public. The Vice President oversees development, alumni relations, non-credit programs, community relations, government relations, and all college-wide special events and serves as liaison to the Development Committee of the Board of Trustees.

Specifically, the next Vice President will engage in the following areas:

Fundraising: Oversee management of fundraising for the College, which includes a process to identify, cultivate, solicit, and steward chief prospects and donors. Personally solicit major prospects both independently and in concert with the president, trustees, and other volunteers. Maintain a dynamic portfolio of high net-worth individuals and secure major, capital, and planned gifts, as well as annual gifts and endowment support.

Strategic Planning: Oversee development and implementation of a comprehensive strategic plan for fundraising with the president and senior leadership team commensurate with the College's strategic goals.

Annual Plans and Budgets: Develop annual plans, strategies, and budgets for Alumni and Parent Relations, Annual Fund, Gift Planning, Comprehensive Campaigns, Major Gifts, Grants Development, Stewardship, and Advancement Services.

Advancement Team: Hire, train, inspire, and guide direct reports and the entire advancement team toward accountable, goal-oriented outcomes.

Community Advocate: Serve as an exemplary College advocate in the community, with local leaders, religious organizations, business and corporate partnerships, and others, and build relationships that closely link the community with the College.

Alumni Relations: Oversee all alumni activities, events, programs, and outreach.

Campus Events: Oversee all campus-wide special events, including but not limited to: Non-Credit Programs, Lecture Series, Family Weekend, Oktoberfest, Cap & Gown/Convocation, Commencement, etc.

Opportunities and Challenges

Some of the opportunities and challenges awaiting the next Vice President include:

- **Presidential collaboration:** The Vice President will collaborate closely with a new president and leverage immediate opportunities to introduce him to the larger Rosemont community. The Vice President will begin her tenure at the College during a highly visible time and will be afforded the

opportunity to leverage the President's visibility and make crucial connections with key donors and leadership upon arrival. President Boyers has been characterized as a true partner, a fast learner with professional insight and acumen, and one who is innovative, forthright, ambitious, and passionate about Rosemont's mission. The President is looking for the Vice President to work in close partnership and to provide ideas and insights.

- **Centennial (1921-2021) leadership:** The next Vice President will arrive at Rosemont as an exciting and extensive program of centennial celebration events begin. A year of planning will culminate in events that begin in September 2021 and extend through June 2022. The activity and momentum for donors to engage with the College will be a fruitful opportunity for the next Vice President to meet the Rosemont alumni community.

The Centennial Committee comprises more than 50 members of the College community, including alumni from 1952 to 2018, Rosemont's former presidents, members of the Sisters of the Holy Child Jesus, current and former Trustees, faculty/academic program directors, staff, students, and friends of the College.

- **Campaign vision setting, planning, and leadership:** The energy created by the Centennial celebration during the 2021-2022 academic year will lead seamlessly into Rosemont's next campaign which will commence during the 2022-2023 academic year. The next Vice President will lead the College's planning of this historical effort, working with the president and liaising with fundraising consultants to establish giving priorities and overall campaign strategy, planning, and execution.
- **Advancement Office structure and staffing:** The next Vice President will experience the benefit of an extremely seasoned staff that is well known by the alumni body and brings rich institutional knowledge to the good work that they do for Rosemont. Longevity is a hallmark in Advancement at Rosemont. Committed staff have been with the College for decades, in many cases. As a new Vice President comes in on the heels of a twenty-year veteran in the role, she will have the opportunity to rethink the administrative structure, introduce innovative practices, and ensure that current staff are appropriately mentored and find continued meaning in their roles.
- **Expansion of revenue generation:** The Vice President will develop plans and resources to strengthen the College's engagement and participation initiatives, volunteer structure, pipeline development, messaging and content strategies, and organizational infrastructure in preparation for the College's ongoing fundraising initiatives.
- **High-touch development and stewardship model:** The stewardship and alumni engagement efforts to date have provided donors and alumni with personalized engagement with the College. Maintaining this high-touch experience requires attention to detail, deep commitment to a relational approach, and strong standard operating procedures. To ensure the ongoing success of these forward-facing programs and practices, the Vice President will need to focus on an assessment of resource needs, as well as strong knowledge of best practices and areas for growth.
- **Expansion of alumni engagement:** The Vice President will expand Rosemont's current donor base by providing alumni, parents, and friends with opportunities to become actively involved in the College's future through focused communication, local and regional events, and volunteer opportunities.

Qualifications & Personal Characteristics

Rosemont College seeks a Vice President whose values and experiences align deeply with the mission of the College. The next Vice President will:

- Demonstrate an established record of fundraising;
- Be a mission-driven individual who understands and appreciates the important role the Society of the Holy Child Jesus and Catholic traditions play at the College and can articulate those values to the community;
- Be a strong relationship and team builder;
- Possess excellent oral and written communication skills;
- Be able to balance strategic and visionary leadership with a “roll up your sleeves” mindset;
- Possess the highest personal and professional integrity;
- Maintain a strong work ethic, high energy, and be action-oriented;
- Commit to supporting a diverse and inclusive community;
- Have outstanding communication and interpersonal skills, including an ability and commitment to listening, collaborating, and problem solving;
- Thrive in a small environment and take a hands-on approach as needed;
- Be available to work some evening and weekend events.

Evaluation of candidate materials will begin immediately and continue until a new vice president is named. The expected start date for this opportunity is late summer 2021. Inquiries, nominations, and letters of interest with a curriculum vitae may be sent in confidence to:



Ruth Shoemaker Wood, Partner
Erin Kalagher Meissner, Associate

Storbeck Search

RosemontVPAdvancement@storbecksearch.com

Rosemont College does not discriminate on the basis of race, color, national origin, sex, disability, religion, age, veteran status, gender identity or expression, or sexual orientation in its programs and activities as required by Title IX of the Educational Amendments Act of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and College policies.

Pursuant to Title IX of the Education Amendment of 1972, Rosemont College prohibits discrimination on the basis of sex (which includes but is not limited to the prohibition of sexual misconduct and relationship violence, including sexual assault and harassment) in all of its education programs and activities.

Rosemont College welcome applications from qualified applicants who enhance the diversity of the campus. If you have questions, please email the Human Resources department at: employment@rosemont.edu.