

# SEARCH PROFILE:

VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT  
EXECUTIVE DIRECTOR OF THE PURCHASE COLLEGE  
FOUNDATION AND CHARITABLE ENTITIES



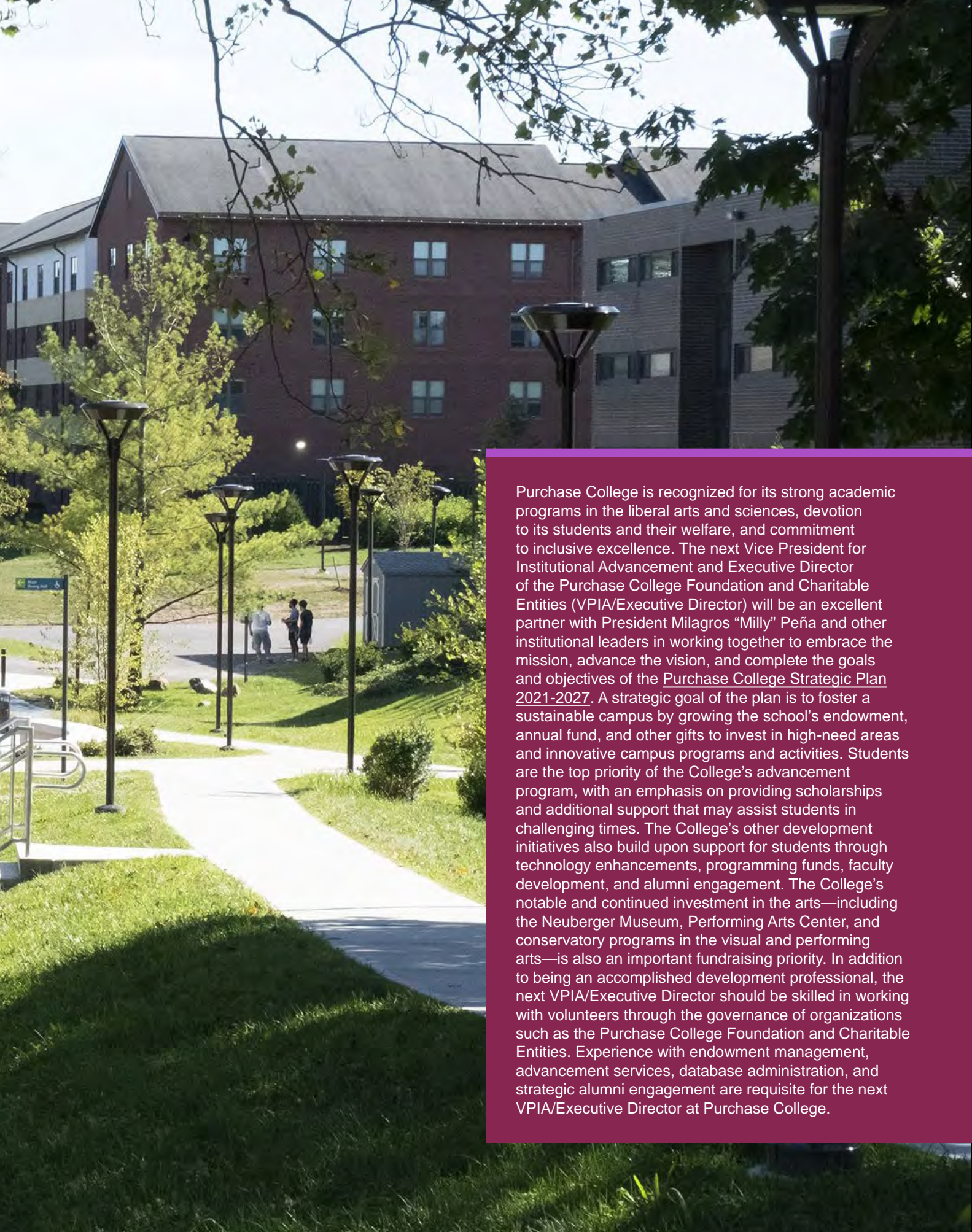
**Purchase College**

STATE UNIVERSITY OF NEW YORK

# TABLE OF CONTENTS

ABOUT SUNY AND PURCHASE COLLEGE	4
GOVERNANCE AND LEADERSHIP	12
THE WESTCHESTER COUNTY, NEW YORK REGION	15
THE POSITION	16
SUMMARY OF EXPECTATIONS	17
THE LEADERSHIP AGENDA	18
QUALIFICATIONS AND COMPENSATION	19
APPLICATIONS AND NOMINATIONS	21





Purchase College is recognized for its strong academic programs in the liberal arts and sciences, devotion to its students and their welfare, and commitment to inclusive excellence. The next Vice President for Institutional Advancement and Executive Director of the Purchase College Foundation and Charitable Entities (VPIA/Executive Director) will be an excellent partner with President Milagros “Milly” Peña and other institutional leaders in working together to embrace the mission, advance the vision, and complete the goals and objectives of the [Purchase College Strategic Plan 2021-2027](#). A strategic goal of the plan is to foster a sustainable campus by growing the school’s endowment, annual fund, and other gifts to invest in high-need areas and innovative campus programs and activities. Students are the top priority of the College’s advancement program, with an emphasis on providing scholarships and additional support that may assist students in challenging times. The College’s other development initiatives also build upon support for students through technology enhancements, programming funds, faculty development, and alumni engagement. The College’s notable and continued investment in the arts—including the Neuberger Museum, Performing Arts Center, and conservatory programs in the visual and performing arts—is also an important fundraising priority. In addition to being an accomplished development professional, the next VPIA/Executive Director should be skilled in working with volunteers through the governance of organizations such as the Purchase College Foundation and Charitable Entities. Experience with endowment management, advancement services, database administration, and strategic alumni engagement are requisite for the next VPIA/Executive Director at Purchase College.





## ABOUT SUNY AND PURCHASE COLLEGE

### STATE UNIVERSITY OF NEW YORK (SUNY)

SUNY is the largest comprehensive university system in the United States, educating nearly 460,000 students in more than 7,500 degree and certificate programs on 64 college and university campuses, and online through Open SUNY. SUNY students and faculty across the state make significant contributions to research and discovery, resulting in nearly \$1 billion of externally sponsored activity each year. There are 3 million SUNY alumni worldwide. Through the system's strategic plan, [The Power of SUNY 2020](#), SUNY expanded its "systemness" to ensure the entire University moves forward as a national leader and major driver of academic excellence and economic revitalization in New York State. As part of this strategic plan, the SUNY Board of Trustees enacted the SUNY Excels performance system to ensure transparency and continuous improvement toward excellence at every level: system, sector, campus, faculty, staff, and students. An integrated feature of the plan leverages and enhances system-wide assets and efforts to broaden access, ensure completion, provide enhanced experiential learning opportunities, and support the long-term success of its students. Chancellor John B. King, Jr. increasingly looks to the campus presidents, including Purchase College President Milagros (Milly) Peña, to work collaboratively with other SUNY colleges, administrators, faculty, staff, and surrounding communities to lower cost, enhance productivity, and elevate the importance of degree completion at each institution.

### DISTINCTIVENESS OF PURCHASE COLLEGE

Purchase College is a unique institution within the State University of New York's (SUNY) comprehensive system of higher education in which the performing and visual arts are paired with liberal arts programs in the humanities, natural and social sciences and film and new media. The College seeks a creative, visionary, inspirational leader and skilled administrator in the VPIA/ Executive Director committed to public higher education and to promoting not only the role of the arts but also the interconnectedness of the arts and liberal arts and sciences in education.

Purchase College is referred to as a "gem" of the SUNY system, and it combines excellent liberal arts and sciences programs with superb professional conservatory and studio programs in the performing and visual arts. Purchase seeks a VPIA/Executive Director to help fuel this multifaceted, powerfully student-centric institution.

This unusual balance between liberal arts, sciences, and conservatory education provides a distinctive educational context for nearly 3,300 students. The College is built upon a two-school academic structure: the School of Liberal Arts and Sciences and the School of the Arts. The College offers conservatory programs in theatre arts, music, dance, and art and design, as well as liberal arts programs in the humanities, natural and social sciences, and liberal studies. In addition to 47 undergraduate major degree programs, Purchase offers four highly selective graduate degree programs.



## ABOUT SUNY AND PURCHASE COLLEGE (CONT.)

### HISTORY

Founded by Governor Nelson Rockefeller in 1967 as the “cultural gem of the SUNY system,” it is one of the 13 comprehensive colleges in the SUNY system. The College accepted its first continuing education students in 1968, its first matriculated students as juniors in 1971, and held its first commencement in 1973. The College is accredited by the Middle States Commission on Higher Education.

Purchase College has long been fertile ground for artists, explorers, and intellectuals. Rockefeller envisioned a campus where conservatory training in the visual and performing arts would reside alongside programs in the liberal arts and sciences, based on the principle that arts and scholarship are indispensable to each other and to an enlightened society.

The choice of 500 acres of rural land was initially contested, and the location was criticized for its liminal proximity to New York City. Regardless, Rockefeller was intent on creating a landmark campus and invited the creative muscle to bring his dreams to fruition.

Rockefeller enlisted renowned architect Edward Larrabee Barnes, whose master plan for the campus was loosely based on Thomas Jefferson’s for the University of Virginia in Charlottesville. Barnes clustered the buildings in a village center surrounded by the vast open space he left preserved. He brought together a team of the era’s leading architects to design the individual buildings and chose the ubiquitous brown brick as a means to unify the disparate designs of Philip Johnson and John Burgee; Venturi and Rauch; Paul Rudolph; Gunnar Birkerts; Norman C. Fletcher; and Gwathmey, Henderson, and Siegel.

The Neuberger Museum of Art opened on campus in 1974, becoming a central feature of the College and a significant cultural institution in the region. The Performing Arts Center opened in 1977, becoming a prominent venue for performances by students and renowned artists. The College’s enrollment has continued to grow over time, and the institution is noted for its integration of technology and modern facilities to support its academic program offerings.

### MISSION

Purchase College, SUNY embraces its public mission by bringing together students in the liberal arts, sciences, and conservatory arts programs in a vibrant, creative community where in-depth knowledge grows from open-minded engagement, questioning boundaries, and inspiring possibility.

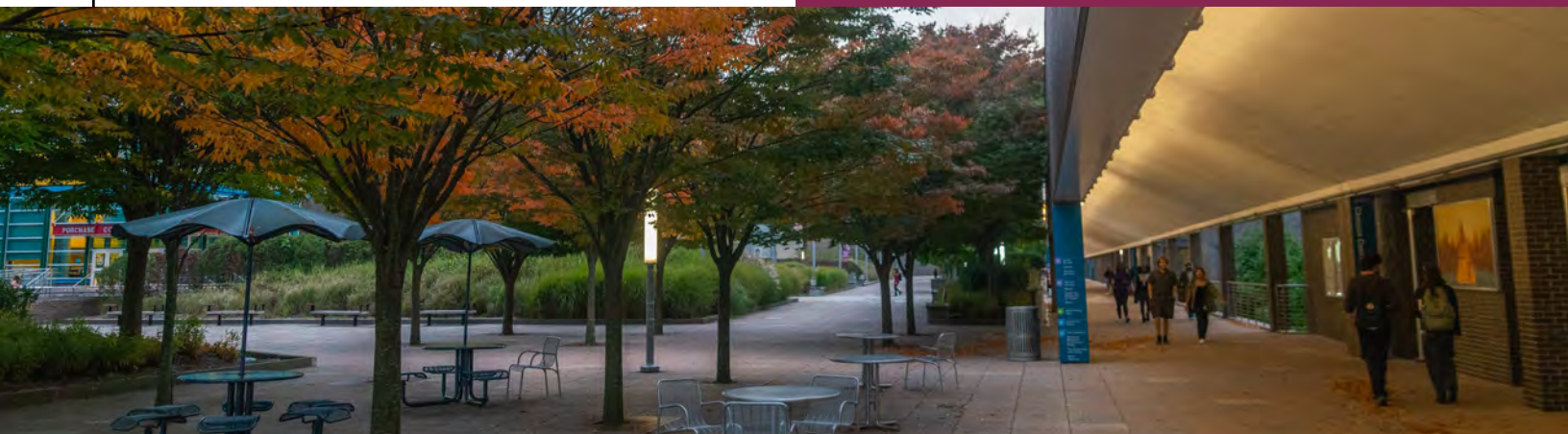
### VISION

Purchase College will be a model teaching institution where creativity, boldly applied across and within disciplines, serves as a critically needed response to the challenges of increasing complexity, by empowering future generations of artists, scholars, scientists, and activists to engage in and make their own meaningful contributions to society.

### VALUES

The Purchase College community values:

- Delivering an exceptional education to a diverse student body
- Artistic and scholarly achievement
- Personal and professional creativity, inquiry, and expressiveness
- Openness to emerging ideas that promote alternatives and variance
- Free and expressive speech
- Diversity, equity, and inclusion
- Respect for individuals’ liberties
- Lifelong learning
- Meaningful collaboration toward shared goals
- Civic engagement
- Sustainability (environmental, social justice, economic, health related, etc.)



## ABOUT SUNY AND PURCHASE COLLEGE (CONT.)

### FACTS, FIGURES, AND ACCOLADES

- In Fall 2023, Purchase College had an enrollment of 3,257 students (3,149 undergraduates and 77 graduates), of which 71% live on campus.
- New York residents comprised 82% of the student population. The remainder of the student body includes students from 40 other states and 24 foreign countries.
- The average GPA for the Fall 2023 incoming class was 89.5%. Of those students who submitted standardized test scores, 98% had a combined SAT score of 1,000 or higher.
- The Fall 2023 incoming class included 18.2% first-generation college students.
- Nearly 69% of students receive financial aid.
- The college prides itself on its diversity: 12% of students are African American, 25% Hispanic, and 4% Asian. Diversity efforts are supported by the Multicultural Center as well as many programs embedded in the student success unit.
- Purchase College is recognized as a Hispanic Serving Institution (HSI) and has received both a Title V and LISTO grant to support initiatives to promote the success of Hispanic students on campus.
- The average student-to-faculty ratio is 11:1. The average class size is 17. The college offers 47 undergraduate majors, 32 undergraduate minors, and graduate majors. BA, BFA, BS, MFA, MA, and MM degrees, as well as artist diplomas and performer certificates, may be earned at Purchase College.
- U.S. News & World Report places Purchase College on its list of Top Ten Public Liberal Arts Colleges for 2024 and among the best 139 National Liberal Arts Colleges in the nation.
- Purchase College is included in The Princeton Review's Best 389 Colleges for 2024. It is also included in The Princeton Review's Guide to Green Colleges.
- The College is identified among 300 others in the "best and most interesting colleges in the U.S., Canada, and U.K." in the 2024 edition of *The Fiske Guide to Colleges*.
- *The Hollywood Reporter* named the Purchase College Acting BFA program as one of the Top 25 in the world. The Hollywood Reporter also included Purchase in its round-up of top American film schools.
- Surveys conducted by the National Science Foundation reveal that Purchase ranks in the top ten among public liberal arts colleges for the percentage of graduates who earn doctorates in their fields.

The new VP/Executive Director has the opportunity to leverage these distinctive facts, achievements, and recognitions for the College as a powerful case for support in building a robust program of development and alumni relations that operates at the level of best practices to enfranchise both Purchase's natural constituencies and philanthropists dedicated to its mission. The College continues to embrace its institutional [Strategic Plan for 2021-2027](#) which provides structure and direction to focus the work of staff, board, volunteers, and academic and institutional leadership on programs and initiatives that will deliver success in both the short and long-term.





## ABOUT SUNY AND PURCHASE COLLEGE (CONT.)

### STRATEGIC PLAN

As an educational institution, first and foremost is the College's need to engage intellectually, creatively, and critically, and to better society and the globe through our endeavors. Purchase's approach immerses students in the dynamic energy that is created when different disciplines, perspectives, and deliveries engage open-ended lines of inquiry so as to foster elasticity in thinking and the multi-varied pursuit of knowledge, problem solving, intellectual and civic engagement, and the cultivation of empathy needed to meaningfully contribute to society and to our democracy.

In service to these values, the College is committed to creative education that:

- Expands the definition of student to include all who learn on our campus or as part of our community.
- Expands the parameters of learning beyond the classroom, lab, and studio, to include all college experiences and life after graduation.
- Fosters within students a conception of the world that our most pressing problems—as encapsulated by the United Nation's 17 SDGs—are complex, intertwined, and require a multitude of approaches to solutions.
- Engages each student in the pursuit of personal practices that further social transformation.
- Promotes institutional action that continually innovates to advance social and racial equity and justice.

The College has grouped its strategies into five broad focus areas:

- Empowering the creative student
- Transforming with creative, relevant, and meaningful programs
- Embracing inclusion for a creative campus
- Sustaining a creative future
- Expanding the creative community

More information about the College's strategic plan may be found at [www.purchase.edu/about/the-strategic-plan/](http://www.purchase.edu/about/the-strategic-plan/).

### COMMITMENT TO INCLUSIVE EXCELLENCE

Purchase College prides itself on creating an atmosphere of acceptance and open-mindedness. Maintaining such an environment requires guidance and leadership; advocacy and understanding; and adherence to the spirit, not just to the letter, of established laws.

The Office of Diversity and Compliance is the overarching entity that oversees four integral areas to ensure equity, inclusivity, and compliance for all members of the Purchase College community. The four reporting areas of the office are: Title IX, Diversity, Affirmative Action, and Accessibility.

The Office of Diversity and Compliance specializes in creating and implementing policies, procedures, and practices that align with the college's values and ideals to ensure fairness and compliance. The office provides support and resources for all to thrive academically, professionally, socially, and personally. Staff members educate and train the campus community to fully understand the compliance requirements and our overall expectations regarding diversity, Title IX, affirmative action, and the Americans with Disabilities Act.

The College embraces four words that begin with the letter A to express its commitment to each of these areas—Assurance, Acceptance, Access, and Adherence. These are words are lived by at Purchase to ensure equitable access, services, and resources to eliminate barriers to success; build community consensus and synergy; and promote an emotionally intelligent and engaging environment that considers and appreciates the unique composition, cultures, needs, talents, and abilities of the Purchase community.



## ABOUT SUNY AND PURCHASE COLLEGE (CONT.)

### ACADEMICS, SCHOOLS, AND CENTERS

The [School of the Arts](#) includes the [School of Art & Design](#), the conservatories of dance, music, and theatre arts, and the graduate programs. The College's flagship programs in the performing arts (acting, dance, music, and theatre design/technology) are internationally known. The visual arts programs (drawing, painting, graphic design, photography, printmaking/art of the book, and sculpture/3-D media) enjoy superb facilities and excellent technological support.

The [Conservatory of Dance](#) offers the Bachelor of Fine Arts. This program is only one of a handful of conservatories in the world where one can learn what it means to be a dance professional. The dance performance major offers concentrations in ballet, choreography, and dance production.

The [Conservatory of Music](#) offers six majors across genres leading to the Bachelor of Music degree.

The [Conservatory of Theatre Arts](#) offers the Bachelor of Fine Arts degree. The College's acting and theatre design/technology programs are widely recognized as leaders in preparing students for the rigors of professional work in theatre and the entertainment industry.

The [School of Liberal Arts and Sciences](#) offers programs in the humanities with depth and breadth through traditional majors (history, journalism, language and culture, literature, and philosophy) and programs that bridge the arts and the liberal arts, particularly those in the [School of Film and Media Studies](#), the arts management and entrepreneurship in the arts programs, as well as art history and creative writing. The School of Liberal Arts and Sciences enrolls the largest percentage of the College's students. Within the School of Liberal Arts and Sciences, the [School of Natural and Social Sciences](#) offers focused majors in anthropology, biochemistry, biology, chemistry, economics, environmental studies, mathematics/computer science, political science, psychology, and sociology. The school's faculty and courses are also strongly represented in the College's interdisciplinary programs, including the majors in media studies, new media, and gender studies.

The [Office for Global Education](#) is led by the dean for global strategy and international programs and oversees study abroad and the College's exchange programs.

The [Center for Engagement](#) also reports to the dean for global strategy and international programs. Of particular importance is the Global Scholars program. The Purchase College Global Scholars Program is a four-year co-curricular program designed to bring together like-minded students from across academic areas to develop skills in intercultural communication and create a forum for globally focused, interdisciplinary collaboration.

To complement and enrich its academic programs, Purchase provides an equally distinctive living, cultural, and recreational environment. The [Performing Arts Center](#) and [Neuberger Museum of Art](#) (described in detail later in this profile) contribute directly to the academic programs while providing members of the College and the wider community with a rich concentration of the arts. The gymnasium is available for sports and fitness activities and is used extensively by local schools and athletic leagues. The College's extensive grounds provide an attractive mixture of sports fields, forests, and architecturally distinctive buildings. The [Purchase Library](#) supports the teaching, learning, and research activities of the College's students, faculty, and staff. The [Teaching, Learning, and Technology Center](#) offers state-of-the-art, innovative technologies to enhance teaching and learning.

Purchase College is committed to applied learning and offers many opportunities for students to engage with local communities. It also offers several sites for study abroad programs in addition to those provided through the SUNY network. The recently created position of dean of global strategy and international programs will be working to expand these opportunities through internationally based strategic partnerships.





## ABOUT SUNY AND PURCHASE COLLEGE (CONT.)

### CHARITABLE ENTITIES

The [Neuberger Museum of Art](#) is a rare cultural asset for a college campus. Celebrated internationally for its commitment to the art of our time and for its excellent exhibitions and programs, the museum is housed in a spacious, contemporary facility designed by the world-renowned architect Philip Johnson.

The VPIA/Executive Director serves as an ex-officio member of the board for the museum. The development director for the Neuberger has a dotted-line relationship with the VPIA/Executive Director.

The museum's remarkable permanent collection, which comprises more than 7,000 objects, embraces 20th century American and European art, together with ancient and African art. Its collection of Modern American art includes master works by Milton Avery, Romare Bearden, Helen Frankenthaler, Willem de Kooning, Edward Hopper, Georgia O'Keeffe, Lee Krasner, Jackson Pollock, Mark Rothko, and George Segal, among others. Works in the constructivist tradition, including significant pieces by Ernst Ludwig Kirchner, Rufino Tamayo, and Amedeo Modigliani, extend the museum's 20th century holdings.

Nationally acclaimed exhibitions, educational services, public programs, lectures, family programs, art workshops, films, and concerts are presented throughout the year for the campus and community.

Each year the Museum's exhibitions present a wide variety of media, forms, ideas, concepts, and views in a balanced slate of thematic surveys, solo exhibitions,

and period/time-specific shows. Many students use the museum's resources in conjunction with classroom study or participate in the museum's training program as interns and aides in research, public information, installation, and education.

The [Performing Arts Center](#) houses four theatres, with performance spaces ranging in seating size from 200 to almost 1,400. Each of the theatres is designed and equipped for performances of the highest professional quality, allowing the Center to provide models of excellence for students in the study and performance of theatre, dance and music unsurpassed on any East Coast campus.

The Performing Arts Center is an invaluable laboratory and resource for students enrolled in the college's performing arts conservatories. The Center supplements the students' educational experience by offering lectures, discussions, open rehearsals, workshops, and master classes with professional artists and companies. Purchase College students not only benefit from exposure to internationally acclaimed artists, but also from the Center's sophisticated production support facilities, featuring state-of-the-art sound and lighting systems, paint, scene, costume and prop shops.

The Center also fulfills the public service mission of the college. From September to May, the Center presents an annual performance series, featuring world-class artists in music, dance, theatre, and family programming. The series reaches out to diverse audiences with eclectic tastes.



## ABOUT SUNY AND PURCHASE COLLEGE (CONT.)

### BROADVIEW

In 2011, the College received legislative approval from the State of New York through enabling legislation to house a “senior learning community”—a retirement community to serve as a partner with the college and a fulfillment of its commitment to lifelong learning. Purchase College’s intergenerational learning program bridges the gap between generations through a partnership with [Broadview, a residential learning community for adults 62 years and older](#), housed on our college campus. The project sponsor, Purchase Senior Learning Community Inc., is an independent, non-profit, 501(c)(3) set up by the college to develop the senior learning community. This ensured the Purchase College budget was not and continues not to be impacted by the construction of this exciting and innovative development.

Aptly named, [Broadview at Purchase College](#), the senior living community officially opened and welcomed its first resident in December 2023. In addition to opportunities for new programming for its residents, the purpose of this development was to create funding streams for scholarships and faculty hires. Legislation stipulated proceeds from the community be available for student scholarships and faculty support.

A 288-residence university-based community, that includes independent living, assisted living, as well as a dedicated memory care neighborhood, Broadview is the culmination of 13 years of planning. Twenty percent of the housing in the community will be below-market rate housing as defined by 80% of the median income in Westchester County.

A highlight of Broadview is the Learning Commons, a multipurpose performance, meeting and dining space bringing members of the college and retirement community together. Broadview provides Purchase College with opportunities to further its commitment to intergenerational, lifelong learning while providing opportunities for new programming, scholarship, and faculty support.

### STUDENTS AND STUDENT LIFE

The Office of Student Affairs and Enrollment Management oversees a wide array of programs and services (listed below) that support students from the first moment they engage with Purchase until they walk across the stage at commencement. Services include academic advising, admissions, athletics, career development, community standards and judicial affairs, counseling, dining, disability services, student financial, student health, student ombudsman, student success, testing, and wellness programming. The office also oversees the educational opportunity program, merit access program, learning center, and registrar.

The Office of Residential and Student Life (RSL) works as a cohesive team of full-time professionals and undergraduate student staff to provide new student orientation, coordinate student involvement, organize residential and commuter student life, offer housing, and facilitate the celebration of campus traditions. The campus also has a vibrant student government association, and students have the chance to join a wide range of clubs and organizations.

Student success is an institutional commitment. The college student success unit, housed in the student affairs and enrollment management division, merges the advising and testing, wellness, counseling, and accommodations centers to ensure that all students have the services and programs that they need to thrive. The Office of Student Success works closely with the Division of Academic Affairs and the Office of Community Engagement to identify at-risk students, create programming for effective engagement, and develop and expand programs aimed at improving retention.

As a public institution, Purchase College promotes lifelong learning for students of all ages, backgrounds, and incomes, and makes many of its resources available to the broader community. The College presents the visual and performing arts through exhibitions and performances at the Neuberger Museum of Art and The Performing Arts Center, as well as in other performance/exhibition spaces





## ABOUT SUNY AND PURCHASE COLLEGE (CONT.)

around the campus, and offers opportunities for intellectual growth through many free lecture series. The College also welcomes members of the community to its state-of-the-art daycare center, The Children's Center at Purchase. The College also provides a broad range of opportunities for senior citizens and community members, including an academic auditing program, a trained docent program at the Neuberger Museum of Art, opportunities for volunteering in the educational outreach program of The Performing Arts Center, and "friends" organizations associated with most academic units of the College.

Purchase celebrates creativity and diversity in a climate of intellectual and artistic freedom. The motto "Think Wide Open" defines and unifies its community of students, faculty and staff devoted to promoting innovation and individuality. The College seeks and supports students of exceptional talent and aptitude for apprentice relationships with artists, performers, scientists, and scholars making significant contributions in their fields both academically and professionally. Purchase students acquire the intellectual skills, general knowledge, and cultural appreciation that build the foundation for a productive career and meaningful life. Personal and intellectual confidence is further developed through a required senior project—a substantive creative endeavor, performance, or independent scholarly research project that culminates the Purchase academic experience. The College's programs and environment promote responsible engagement in a complex and dynamic society. As a public institution, Purchase College promotes lifelong learning for students of all ages, backgrounds, and incomes and extends the arts to the larger community through exhibitions and performances at its Neuberger Museum of Art and Performing Arts Center. As an educational institution, cultural and artistic center, community resource, and gateway to opportunity, Purchase is committed to enriching the lives of the public it serves.

### FINANCES

The College's annual operating budget is approximately \$77 million, including \$18.4 million of State of New York tax support and \$27.8 million comes from tuition and fees. The College also has additional support through research grants,

fundraising, and endowment spending. The College does not have an individual bond rating. Bonds are issued through the Dormitory Authority of the State of New York (DASNY). DASNY's bond rating is Aa3 (Moody's), A+ (Standard and Poor's), and A+ (Fitch). For other construction purposes, the State of New York bond ratings are Aa1 (Moody's), AA+ (Standard and Poor's), and AA+ (Fitch).

The Budget Planning and Assessment Committee (BPAC) of Purchase College functions as an advisory body to the president and chief financial officer of Purchase College for budgetary matters on behalf of the entire college community, providing an inclusive public forum for the development, discussion, and evaluation of budgetary issues and processes. The major responsibilities of the BPAC include fiscal review and prioritization of strategic planning goals, evaluation of short- and long-term financial commitments resulting from new or changing initiatives, discussion of general budgetary practices of the College, and better integration and understanding of cross-departmental budgetary practices on campus. The Vice President for Institutional Advancement is a non-voting member of the BPAC.

### ALUMNI

Purchase College's alumni include Oscar-winning actors, internationally recognized artists and musicians, cancer researchers, acclaimed authors and journalists, and principal dancers. The alumni population also includes MacArthur grant recipients and Pulitzer Prize winners. The College has more than 30,000 living addressable alumni.

The Purchase College Alumni Association (PCAA) cultivates fellowship among alumni and fosters mutually productive and rewarding relations between alumni and the College community. The PCAA is led by a board of 23 individuals, including the Executive Director of Strategic Engagement and Alumni Programs, who reports to the VPIA/Executive Director. The PCAA has three governing committees: Alumni Awards, Bylaws and Governance, and Nominating. In addition, the Purchase College Alumni Association manages four affinity groups: Black Alumni Network, Latinx Alumni Network, LGBTQ+ Alumni Network, and Women Leadership Network.





## GOVERNANCE AND LEADERSHIP

### SUNY BOARD OF TRUSTEES

All 64 campuses of SUNY function under the overall authority and responsibility of the University Board of Trustees, subject to the general guidelines of the Board of Regents of the State of New York. The Board of Trustees delegates administration of the University to Chancellor John B. King, Jr. and his staff, known as the System Administration, which implements University-wide academic, fiscal, personnel, and facilities policies. The System Administration serves as a liaison between the campuses and such State offices as the Division of the Budget, the Governor’s Office of Employee Relations, the Department of Civil Service, and the Office of the State Comptroller.



### CHANCELLOR JOHN B. KING, JR.

John B. King, Jr. is the 15th Chancellor of the State University of New York (SUNY), the largest comprehensive system of public higher education in the United States. As Chancellor, King and the SUNY Board of Trustees have established four pillars to guide SUNY’s progress: student

success; research and scholarship; diversity, equity, and inclusion; and economic development and upward mobility. Under Chancellor King’s leadership, SUNY has seen its largest operating aid increase in more than 20 years, including double-digit percentage increases for every state-operated campus and dedicated recurring annual funding for expanding mental health services, services for students with disabilities, paid internships, and research, as well as addressing food insecurity. In Fall 2023, the System saw its first overall enrollment increase in a decade and hired approximately 700 faculty members across all disciplines at SUNY’s State-operated campuses.

Before being appointed SUNY Chancellor, King served as president of The Education Trust, a national civil rights nonprofit, and professor of the practice at the University of Maryland College Park. Prior to this, Chancellor King served in President Barack Obama’s cabinet as the 10th U.S. Secretary of Education. Upon tapping him to lead the U.S. Department of Education, President Obama called Chancellor King “an exceptionally talented educator,” citing his commitment to “preparing every child for success,” and his lifelong dedication to public education as a teacher, principal, and leader of schools and school systems.

His service in Washington, D.C. followed Chancellor King’s tenure as New York State’s first African American and first Puerto Rican Education Commissioner, a role in which he oversaw all elementary and secondary schools, as well as public, independent, and proprietary colleges and universities, professional licensure, libraries, museums, and numerous other educational institutions.

Chancellor King holds a Bachelor of Arts with a major in government from Harvard University, a Juris Doctor degree from Yale Law School, as well as both a Master of Arts with a major in the teaching of social studies and a Doctor of Education from Teachers College at Columbia University.

### PRESIDENT MILAGROS “MILLY” PEÑA AND CABINET

Dr. Milagros (Milly) Peña (she/her/hers) was named as the sixth president of Purchase College in May 2020.

With encouragement from her family and mentors, President Peña was the first in her family not only to graduate from college but to receive a high school diploma, having grown up in Manhattan as the daughter of Dominican immigrants who did not have the opportunity to finish





## GOVERNANCE AND LEADERSHIP (CONT.)

grade school. She has a deep and personal understanding of the power and importance of education as well as the arts, as they shaped her education and academic career. It is also why she has aggressively pursued and promoted cross-disciplinary scholarship, advanced diversity and inclusion, and stressed the importance of higher education institutions as community pillars.

Prior to joining Purchase College, President Peña served as dean of the College of Humanities, Arts, and Social Sciences and professor of sociology and ethnic studies at the University of California Riverside (2015-20). Before joining UC Riverside, President Peña spent 16 years at the University of Florida, where she served as faculty, the director of the Center for Women's Studies and Gender Research, and ultimately serving as the associate dean of the College of Liberal Arts and Sciences. She received her doctorate and master's degree with majors in sociology from the State University of New York at Stony Brook. President Peña also earned a Master of Divinity degree from Union Theological Seminary in New York and a Bachelor of Arts from Iona College.

Her first book, *Theologies and Liberation in Peru: The Role of Ideas in Social Movements*, was published with Temple University Press in 1995. President Peña also is the author of *Latina Activists Across Borders: Grassroots Women's Organizing in Mexico and Texas* (Duke University Press, 2007), supported by a Fulbright-Hays/Garcia Robles Research Award. The book was awarded the 2008 Distinguished Book Award by the Latino/a section of the American Sociological Association.

She is also the author or co-author of three additional books and over forty journal articles, book chapters, and reports. President Peña also is involved in several collaborative research projects with Edwin I. Hernández with the research appearing published in *Emerging Voices, Urgent Choices: Latino-a Leadership Development from*

*the Pew to the Plaza* (Brill Academic Publishing, 2006).

Other research projects include the Chicago Latino Congregations Study. The results of the research appear in a number of articles and reports including: "Second-Generation Latin@ Faith Institutions and Identity Formations," Milagros Peña and Edwin I. Hernández (authors), which appeared in *Sustaining Faith Traditions: Race, Ethnicity, and Religion among the Latino and Asian American Second Generation*, edited by Carolyn Chen and Russell Jeung, published by New York University Press; and another article titled "Latino Congregations and Youth Educational Expectations," Esmeralda Sanchez, Nicholas Vargas, Rebecca Burwell, Jessica Hamar Martinez, Milagros Peña, and Edwin I. Hernández (authors) published in the journal *Sociology of Religion* (May 2016).

President Peña is currently working on a book tentatively titled "Weaving the Fabric of Latinx Religion within U.S. Society: A Chicago Story" with Ariana Monique Salazar and Edwin I. Hernández. President Peña is past chair of the American Sociological Association's Latino/a Section and previously served on the Executive Councils of the Association for the Sociology of Religion, Society for the Scientific Study of Religion, and the American Sociological Association's Religion Section.

President Peña is joined by a leadership team of eight cabinet members, including the Vice President for Institutional Advancement. The other cabinet members are the Provost and Vice President for Academic Affairs, Vice President for Student Affairs and Enrollment Management, Chief Human Resources Officer, Sr. Director of Intergenerational Learning and Program Planning, Government Relations Liaison, Vice President for Administration, Chief Diversity Officer/Title IX and Affirmative Action Officer, and Chief of New York State University Police at Purchase College.



## GOVERNANCE AND LEADERSHIP (CONT.)

### CAMPUS GOVERNANCE

At the college level, the Purchase College Council serves as an oversight and advisory body to the campus and to Purchase's president and senior officers. In accordance with New York State Education Law, The Council comprises ten members: nine who are appointed to seven-year terms by the governor of the State of New York, and one student member elected in alternating years from among the campus' undergraduate and graduate students. President Peña also serves as a member of the College Council.

The Purchase College Senate and its standing committees function as the representative decision-making bodies of the college, embracing processes of shared governance, whereby faculty, staff, administrative, and student representatives formally and openly communicate, share responsibility, and take cooperative action on matters of importance to the college.

### THE PURCHASE COLLEGE FOUNDATION

[The Purchase College Foundation, Inc.](#) is a 501(c)(3) not-for-profit organization (Federal Tax ID# 23-7066616) whose mission is to secure, invest, and manage private support for the benefit of Purchase College in perpetuity. To this end, the Foundation fosters partnerships with alumni, donors, and community members to maximize and attract

philanthropic investments in support of the College's vision of ensuring future generations of artists, scholars, and scientists as leaders and contributors to society. Private contributions from alumni, parents, and friends of the College enrich the quality of academic life at Purchase by enhancing the teaching, learning, and discovery that takes place on campus.

The Foundation was established in December 1969 to promote literature, history, visual and performing arts, science, and other departments of education at Purchase College, SUNY. Today, the Foundation focuses its priorities on student success, including scholarships and the unique student experiences that can be found only at Purchase; the institution's faculty, student activities, research, and programs supported by The Purchase Fund; and the College's world-renowned Neuberger Museum of Art and The Performing Arts Center. Every donation is an investment in the future of the College's students and the cultural enhancement of the community.

The Foundation has 19 active trustees, five emeriti trustees, and six standing committees: Executive, Nominating and Governance, Alumni Engagement and Development, Investment, Finance, and Audit. The Vice President for Institutional Advancement serves as the Executive Director of the Foundation and as an ex-officio trustee. The College President also serves as ex-officio trustee.







## THE WESTCHESTER COUNTY, NEW YORK REGION

Purchase College is located in suburban Westchester County on a beautiful 500-acre campus, 25 miles north of New York City. It is located in the hamlet of Purchase in the Town/Village of Harrison, seven miles from White Plains, the Westchester County seat. The city is known for its community charm, comfortable neighborhoods, cultural centers, and educational institutions. Purchase, located in southeastern New York, is considered part of the New York City metropolitan area. In addition to being the home of Purchase College, the region is also home to several other higher education institutions, including Manhattanville College.

The region is served by the Metro-North Railroad, which offers commuter rail service to Manhattan and other areas. Purchase is located off of Interstate 287 and the Hutchinson River Parkway, both of which provide access to New York City and other parts of Westchester County.

The college's academic buildings, designed in the 1970s by leading architects, are clustered around a mall modeled on the University of Virginia campus, with easy access to surrounding dormitories and apartments, its cultural buildings, and to a state-of-the-art athletic complex.

PepsiCo and Mastercard both have headquarters in Purchase. In addition to the College's Neuberger Museum of Art and The Performing Arts Center, the Donald M. Kendall Sculpture Gardens at the PepsiCo headquarters are another notable cultural space in the community. The region is also close to several nature preserves and county parks, which offer picnicking, hiking, and other outdoor recreational activities.

For more information, please visit [www.visitwestchesterny.com/](http://www.visitwestchesterny.com/).





## THE POSITION

### **Role of the Vice President for Institutional Advancement and Executive Director of the Purchase College Foundation**

Staffed by nine professionals in the major fundraising and alumni relations areas, the Office of Institutional Advancement provides an array of programs and volunteer and donor engagement opportunities, support, and information for more than 30,000 alumni worldwide. Alumni are viewed as an invaluable resource and the College's greatest ambassadors. The Office oversees fundraising efforts to support key initiatives at the College, including its academic units, as well as events and programs that help alumni reconnect with each other and their alma mater. The Executive Director of Alumni Engagement reports to the VPIA/Executive Director and provides oversight for the Alumni Association and the Alumni Board.

The VPIA/Executive Director will serve as the College's chief advancement officer and will initiate, direct, and implement a plan for the College's and Foundation's fundraising objectives as well as supporting those of the Neuberger Museum and The Performing Arts Center. The individual will orchestrate all the elements of a successful development and alumni relations office. Given that Purchase College is a public institution closely linked to the economic health of the State of New York, the Office

of Institutional Advancement must strategically approach deployment of resources.

The VPIA/Executive Director is responsible for the day-to-day management and operations of the Purchase College Foundation, in accordance with the by-laws of the Foundation. The VPIA/Executive Director works closely with the Purchase Foundation's Board of Trustees to provide the College with the required vision and direction for a full-scale integrated advancement program, bringing strong, creative, energetic, and strategic leadership.

The VPIA/Executive Director will draw on their experience and connections in the academic, art, and philanthropic worlds to expand Purchase's base of support and increase its visibility. The VPIA/Executive Director, as the College's chief development officer, will work closely with President Peña and the Purchase College Foundation to develop initiatives for effective promotion of the College and secure philanthropic support in strategic areas of institutional need. This position offers the opportunity to reinvigorate and build engagement and philanthropic efforts for Purchase College. The VPIA/Executive Director will work with the leadership and the Foundation Board to motivate a small but talented staff to create and implement a comprehensive development plan to increase and sustain private support for the College.



## SUMMARY OF EXPECTATIONS

The successful candidate will be a creative, experienced professional who will work with faculty, directors, staff, administration, board members, donors, and alumni in advancing a public liberal arts college with a strong arts identity. The VPIA/Executive Director will manage the Purchase College Foundation, the 501(c)(3) entity that acts as a fiduciary agent to accept private contributions on behalf of Purchase College. Trustees of the Purchase College Foundation are charged with actively raising funds for the College. This is an exciting opportunity for a leader who understands the importance of increasing the visibility of a college already recognized as a premier public academic institution.

The VPIA/Executive Director will be responsible for all aspects of institutional advancement, including relationships with alumni, community leaders, parents, corporations and foundations in the New York metropolitan area and beyond. This individual must be a capable manager who will lead a committed, talented staff.

Purchase College's VPIA/Executive Director will above all be a builder. Possessing a track record as a leader and manager of change, the VPIA/Executive Director will demonstrate a successful track record of moving one or more advancement programs forward aggressively to the level of best practices.

To this end, a strong track record for planning strategically and operationally and for executing those plans well is required. A personal history of eight to ten years of progressively responsible leadership and management

of a program of similar or greater complexity is required. As would be expected, candidates with a history of innovation and entrepreneurship within higher education specifically or the nonprofit sector generally will be at a particular advantage.

As the institution's lead strategist for alumni relations and development, the VPIA/Executive Director will ideally demonstrate a successful personal track record as a major and principal gift fundraiser. At the same time, professionals who bring an understanding and experience to the full spectrum of an advancement program, from advancement services and alumni relations to annual funds, major/principal gifts, and planned giving will be highly advantaged. Experience at the leadership level of a capital or comprehensive campaign of significant size and scope is preferred. A successful track record as a builder and inspiring leader of highly productive teams will be an advantage.

The superior communication relationship-building skills that typify the outstanding development and alumni relations professional are required, and it is of particular importance that Purchase's new VPIA/Executive Director demonstrate a successful history as an active and compelling connector to internal and external audiences. Candidates with demonstrable track records of working in close concert with directors and faculty (or their functional equivalents in other sectors) are particularly sought, as are professionals with successful histories developing relationships with and managing highly placed board members and other volunteers.







## THE LEADERSHIP AGENDA

**The leadership agenda items are listed here in no order of priority.**

**Articulate a vision and strategy for advancement that is aligned with college priorities and strategic plan**

The VPIA/Executive Director will create and articulate a clear vision and strategy for advancement. This vision and strategy will be driven by and aligned with the College's strategic plan and its priorities in all academic areas, student scholarship and well-being, and professional support for faculty and staff.

With the arrival of a new VPIA/Executive Director, the College is presented with the opportunity to plan thoughtfully for the foreseeable future. In doing so, the VPIA/Executive Director will have the opportunity to review every aspect of the program—from structure to policies and procedures, resource allocation to technology, and processes to personnel.

Purchase aspires to be a state-of-the-art program that is productive across the donor pyramid and in the longest term. Guided by best practices, the VPIA/Executive Director will create and execute a plan to build the program over several years to a state of high productivity through the development of cradle-to-grave relationships with alumni and community members resulting in sustained philanthropic commitments to Purchase. With the understanding that accomplishing this objective will require additional investment on the part of the College and Foundation Board, the VPIA/Executive Director will articulate a business plan matching the fullest and best use of current human and other programmatic resources, judicious investment over time in additional resources, and the anticipated return on those investments.

**Build a culture of philanthropy across campus and beyond**

Until recently, Purchase College has met its strategic goals and objectives primarily through excellent management, sound financial planning and tuition revenue; philanthropy played a less prominent role in advancing the institution. To realize the aspirations towards excellence articulated by President Peña, the College must increase philanthropic revenue and build, internally and externally, a strong culture of advancement. The VPIA/Executive Director will play a key role in nurturing an advancement culture throughout the College. The individual will work with cabinet members, directors, faculty, board members, and the development teams of the Neuberger Museum and The Performing Arts Center to engage Purchase's external partners – alumni, parents, corporations, community leaders, and foundations – in building a philanthropic culture.

Part of this responsibility is increasing Purchase's brand recognition within the philanthropic community in the region. The profile of Purchase's students and the impact the College is having on them and their families are compelling cases for philanthropic support but are too little understood in what is one of the world's most philanthropic communities. The VPIA/Executive Director will incorporate into the strategic vision for the College and the advancement program a plan for significant outreach to this community that builds a strong and recognized case for investment in Purchase's people and programs.



## THE LEADERSHIP AGENDA (CONT.)

### **Enhance the performance of the advancement team and catalyze integration and cooperation across the College and community**

The VPIA/Executive Director will set to work immediately to build relationships with the leaders of academic units across the College with the expressed intent of finding and cultivating synergies and increasing both efficiency and effectiveness. It is also the case that Purchase's faculty have historically built and maintained strong interpersonal relationships with alumni spanning many years. To strengthen the advancement effort, the Office of Institutional Advancement will lead the campus community in working towards common goals.

The VPIA/Executive Director and the staff will create and execute a protocol for connecting with faculty and utilizing their knowledge and access to engage with prospects. Accomplishing this will require directors and other leaders of academic units to become more engaged and active in the development and alumni relations program as well.

### **Strengthen giving**

The VPIA/Executive Director will take the lead in cultivating relationships with the Purchase College Foundation's trustees, developing relationships with new donors, and soliciting principal and major gifts. The VPIA/Executive Director will lead the development team to maintain and strengthen relations with current donors and alumni while encouraging staff to identify, cultivate and solicit other individuals and institutions capable of making major gifts. The VPIA/Executive Director will provide appropriate stewardship and recognition of current donors and board members to expand the base and strengthen the loyalty of donors.

Within the Office of Institutional Advancement, the Vice President will lead the advancement team, mentor staff members, and set annual goals and objectives for performance to ensure the highest level of return on investment of resources and optimal fundraising results.

## QUALIFICATIONS AND COMPENSATION

### **REQUIRED EDUCATION AND EXPERIENCE**

- Bachelor's degree from an accredited institution
- Minimum of 8-10 years of progressively responsible experience in fundraising, alumni relations, or other areas of institutional advancement
- Demonstrated experience in leading and managing a team, with strong leadership skills and the ability to inspire and motivate others
- Non-profit finance and administrative skills and experience related to the role of Executive Director of the Foundation and Vice President for Institutional Advancement as a member of the President's cabinet
- Demonstrated success and experience with organizational giving, including grantsmanship, foundation relations, and corporate partnerships and sponsorships
- Excellent interpersonal, communication, and relationship-building skills
- Ability to work effectively with diverse groups and stakeholders
- The central assets of outstanding leaders, including unimpeachable integrity, intelligence, intellectual curiosity, great judgment, creativity, high energy, diplomacy, courage of conviction, tolerance for institutional ambiguity, and a sense of humor



## QUALIFICATIONS AND COMPENSATION (CONT.)

### PREFERRED CAPABILITIES

- Advanced degree from an accredited institution
- Proven track record of successful fundraising campaigns and major gift solicitations
- Experience in developing and implementing strategic plans for fundraising, alumni relations, and communications and marketing
- Significant experience working in higher education and a deep understanding of the nature of academic enterprise

### SKILLS AND COMPETENCIES

- **Communication Skills:** Excellent verbal and written communication skills, with the ability to effectively articulate the institution's mission, values, and goals to diverse audiences
- **Interpersonal Skills:** Strong relationship-building skills, with the ability to work collaboratively with internal and external stakeholders
- **Strategic Thinking:** Strong strategic thinking and planning abilities, with a forward-thinking approach to advancement initiatives
- **Commitment to Diversity, Equity, and Inclusion:** Sincere willingness to support DEI initiatives in employment as well as supporting fundraising initiatives
- **Problem-Solving Skills:** Ability to identify challenges and develop innovative solutions to achieve advancement goals
- **Financial Acumen:** Understanding of budgeting, financial planning, and resource management within the context of fundraising and development activities
- **Technical Proficiency:** Familiarity with donor management software, CRM systems, and other relevant technology used in advancement operations

### PERSONAL ATTRIBUTES

- **Integrity and Professionalism:** High level of integrity, ethical standards, and professionalism in all interactions
- **Commitment to Mission:** Strong personal resonance with Purchase's mission, vision, and values, including especially its commitment to first-generation students and its diverse student body
- **Innovative Mindset:** Creative and innovative approach to advancement strategies and initiatives
- **Resilience and Adaptability:** Ability to navigate complex challenges and adapt to changing circumstances

### COMPENSATION AND BENEFITS

- Purchase College provides a robust set of benefits to employees
- Health, dental, and vision benefits are available after a 28-day waiting period
- Purchase College is a qualifying government employer allowing eligible employees to participate in the Public Service Loan Forgiveness program
- Employees have access to the NAEYC-accredited, on-campus childcare at The Children's Center
- Employees also have discounted access to the world-class Performing Arts Center, free admission to the Neuberger Museum of Art, and free access to the athletic facilities
- More information regarding other benefits, such as generous paid time off, tuition assistance, and retirement systems can be found on SUNY's Benefit Summaries website (<https://www.suny.edu/benefits/benefit-summaries/>)
- Other benefits include business-casual dress and an opportunity to telecommute. For detailed information on some of the College's employee benefits, visit the College's Human Resources/Benefits website

The salary range for the position is \$200,000 to \$225,000, and the selected candidate's salary will be competitive and commensurate with education and experience.







## APPLICATIONS AND NOMINATIONS

This search is assisted by Academic Search and a College search committee.

Applications should consist of:

1. A detailed cover letter addressing the expectations of the position;
2. A current curriculum vitae (CV); and
3. A list of five professional references with contact information and a note explaining the working relationship of each to the applicant.

References will not be contacted without the explicit permission of the candidate. All documents should be in PDF format.

Applications can be submitted to the [SUNY Purchase application portal](#). The position is open until filled, but only applications received by October 25, 2024, can be assured full consideration for the opportunity. Prospective candidates may arrange a confidential discussion about this opportunity with Lisa A. Ryan, Senior Consultant, at [lisa.ryan@academicsearch.org](mailto:lisa.ryan@academicsearch.org) or Tara S. Singer, Senior Consultant, at [tara.singer@academicsearch.org](mailto:tara.singer@academicsearch.org).

Purchase College is committed to fostering a diverse community of outstanding faculty, staff, and students,

as well as ensuring equal educational opportunity, employment, and access to service, programs, and activities, without regard to an individual's race, color, national origin, religion, creed, age, disability, sex, gender identity, sexual orientation, familial status, pregnancy, predisposing genetic characteristics, military status, domestic violence victim status, or criminal conviction.

Employees, students, applicants, or other members of the Purchase community (including vendors, visitors, and guests) may not be subjected to harassment that is prohibited by law or treated adversely or retaliated against based upon a protected characteristic.

Purchase College complies with all applicable federal and state laws and regulations prohibiting discrimination and harassment. These laws include the Americans with Disabilities Act (ADA), Section 504 of the Rehabilitation Act of 1973, Title IX of the Education Amendments of 1972, Title VII of the Civil Rights Act of 1964 as Amended by the Equal Employment Opportunity Act of 1972, and the New York State Human Rights Law. These laws prohibit discrimination and harassment, including sexual harassment and sexual violence.

*Purchase College SUNY is an AA/EEO employer.  
Women and minorities are encouraged to apply.*

# ABOUT ACADEMIC SEARCH

Academic Search is assisting Purchase College in this work. For more than four decades, Academic Search has offered executive search services to higher education institutions, associations, and related organizations. Academic Search was founded by higher education leaders on the principle that we provide the most value to partner institutions by combining best practices with our deep knowledge and experience. Our mission today is to enhance institutional capacity by providing outstanding executive recruitment services, executive coaching, and transition support, in partnership with our parent organization, the American Academic Leadership Institute.

