SEARCH PROFILE:
ASSOCIATE VICE PRESIDENT FOR ADVANCEMENT

LOCK HAVEN UNIVERSITY
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE OPPORTUNITY</td>
<td>3</td>
</tr>
<tr>
<td>ABOUT LOCK HAVEN UNIVERSITY</td>
<td>4</td>
</tr>
<tr>
<td>LOCK HAVEN AND CENTRAL PENNSYLVANIA</td>
<td>4</td>
</tr>
<tr>
<td>ATHLETICS AND STUDENTS</td>
<td>5</td>
</tr>
<tr>
<td>PASSHE INTEGRATION AND SYSTEM REDESIGN</td>
<td>5</td>
</tr>
<tr>
<td>LOCK HAVEN UNIVERSITY FOUNDATION</td>
<td>6</td>
</tr>
<tr>
<td>LEADERSHIP AGENDA FOR THE ASSOCIATE VICE PRESIDENT FOR ADVANCEMENT</td>
<td>7</td>
</tr>
<tr>
<td>REQUIRED QUALIFICATIONS</td>
<td>9</td>
</tr>
<tr>
<td>PREFERRED QUALIFICATIONS</td>
<td>9</td>
</tr>
<tr>
<td>APPLICATION AND NOMINATION PROCESSES</td>
<td>10</td>
</tr>
</tbody>
</table>

SEARCH PROFILE: Associate Vice President for Advancement
THE OPPORTUNITY

Lock Haven University (LHU), located in Lock Haven, Pennsylvania, seeks an innovative, collaborative, and accomplished leader committed to excellence and equity to serve as Associate Vice President for Advancement (AVP). This is an outstanding opportunity for a talented and highly successful fundraiser to join the larger team of advancement leadership within the integrated universities of Lock Haven, Bloomsburg, and Mansfield, as well as lead the advancement efforts of Lock Haven University specifically. University Advancement plays a critical role in engaging volunteers and generating resources to meet University goals. The Associate Vice President will be selected by Vice President of Advancement, Erik Evans, and is expected to take office during the summer of 2022.

With a rich history and tradition of support from alumni and friends, Lock Haven University has maintained a strong sense of community across the region and beyond. The Associate Vice President will be responsible and accountable for the supervision of major gifts, annual giving, planned giving, alumni engagement, career development functions, and work in partnership with the Lock Haven University Foundation (LHUF) on strategic objectives toward generating support for the University. The AVP will build, maintain, and strengthen relationships among LHU constituencies to achieve priorities for the University’s growth. While overseeing systems and operations for advancement, the AVP will provide leadership for a growing team of development professionals and provide opportunities for mentorship and overall growth. Most importantly, the AVP will manage a prospect pool of high-level major and principal gift prospects and take the lead on the development and execution of fundraising campaigns. Decisions on strategies, niche campaigns, specific activities and processes, and on how to implement individual alumni/development programs at LHU will be made by the AVP for Advancement.
ABOVE LOCK HAVEN UNIVERSITY

Lock Haven University is located in central Pennsylvania and was founded in 1870 as the Central State Normal School. LHU is a member of Pennsylvania’s State System of Higher Education (PASSHE). LHU has 34,000 living alumni across the country, working in a wide variety of professions.

LHU has a long history of excellence in training Pennsylvania’s educators. While the university still offers some of the best teacher preparation in the state, it is also among the best in the sciences, business, and humanities. The University’s Fall 2021 enrollment was 2,920 total students (2,466 are undergraduate students and 454 graduate students). Pennsylvania residents comprise 93% of LHU’s enrollment. The university also has a campus in Clearfield, PA, which currently enrolls 173 students.

Lock Haven University is committed to providing a broad and diverse academic student experience by enriching the academic, social, cultural, and personal experience of each student as it strives to instill enthusiasm for life-long learning while maintaining the core principles of the institution. The University’s Center for Global Engagement affords opportunities through programs in 20 countries. During 2018-19, 74 LHU students studied abroad and 30 international students enriched the climate on campus.

Each link below will take you to a webpage to provide insight around other important factors of the University.

- President, Dr. Bashar Hanna
- Lock Haven University Foundation
- Mission & Vision Statement
- Integration Insights

The University employs 462 full-time employees, including 192 full-time faculty, of whom 90% hold earned doctorate degrees and 16% represent the ethnic minorities. Courses are taught by faculty members, not graduate students or teaching assistants. Technology includes virtualized computer labs and wireless access in classrooms. Classrooms at each campus are outfitted with state-of-the-art academic technology for the purpose of synchronous delivery of classes to multiple campuses.

LOCK HAVEN AND CENTRAL PENNSYLVANIA

Lock Haven University’s main campus is located on the west branch of the Susquehanna River in the scenic mountains of central Pennsylvania. Just minutes off Interstate 80, campus is nestled in the historic town of Lock Haven, where tree-lined streets and beautiful Victorian homes border campus, and restaurants and shops are just a few blocks away. With a population of just under 10,000, Lock Haven is a small town connected to State College and Williamsport by four-lane highways. Options for living rurally in the mountains, along the Pine Creek Valley, or along the Susquehanna River are as abundant as small town or more urban options.

Overall, Lock Haven is a city of service providers, professionals, and sales and office workers. Many people living in Lock Haven work in office and administrative support (15.11%), food service (10.35%), and teaching (7.76%). The people who call Lock Haven home describe themselves as belonging to a variety of racial and ethnic groups. The greatest number of Lock Haven residents report their race to be white, followed by black or African American.

Important ancestries of people in Lock Haven include German, Irish, Italian, English, and Polish.

LHU’s Clearfield branch campus is located between exits 120 and 123 off of Interstate 80 in the beautiful town of Clearfield.
ATHLETICS AND STUDENT LIFE

Students at Lock Haven University may choose to participate in 21 intercollegiate athletics programs including NCAA Division I women’s field hockey and men’s wrestling. All other sports compete at the NCAA Division II level and within the Pennsylvania State Athletic Conference. LHU recently added women’s tennis, women’s wrestling and women’s golf. Visit GoLHU.com to learn more about LHU’s athletics programs.

Lock Haven’s mascot is Talon, the Bald Eagle. School colors are crimson and white. Students participate in over 100 intramural sports, clubs, and activities, including theatre, jazz and marching band, student government, cheerleading, dance, student newspaper, ROTC, and more. The University offers tutorial services and staffs writing and math centers with peer tutors.

Students can choose to live in three university-owned on-campus residence halls (traditional and suite style living) or an apartment complex owned by the Lock Haven University Foundation (LHUF). On-campus dining is available to students on LHU’s main campus at Bentley Dining Hall with a variety of dining options including buffet style, food court style, Chick-Fil-A, Starbucks, and Nanobites (deli style) at LHU’s East Campus.

PASSHE INTEGRATION AND SYSTEM REDESIGN

As part of the ongoing system redesign plans within the Pennsylvania State System of Higher Education (PASSHE), Lock Haven University will enter into a partnership with Bloomsburg and Mansfield Universities that will build on their existing strengths, create greater efficiencies, and expand affordable, high-quality educational opportunities for students throughout The Commonwealth. As such, all eyes are on PASSHE as it draws on lessons learned from more focused efforts in other states to fundamentally transform its education and business models—allowing it to sustainably drive economic development and social mobility through the 21st century. PASSHE Redesign began in 2017-18, with Phase 2 taking place in 2018-19, and is now rapidly moving forward in Phase 3 (integration).

University integrations in western and northeastern Pennsylvania were unanimously approved by the PASSHE Board of Governors on July 14, 2021. Integration allows three universities in the eastern and north central regions of the state to capitalize on existing strengths at all institutions, achieving more together than any one of them could do alone. It will allow the power of three institutions to invest in new areas, to serve new students, to grow enrollment which drives regional economic development, to expand program breadth, to retool and strengthen supports for all students, and to reduce administrative cost and investing the savings in student success.

The purpose of the integration of Lock Haven University with Bloomsburg and Mansfield Universities is to increase opportunities for students while ensuring the longevity of the institutions in their local communities. Each university will maintain separate foundations and alumni associations and will retain their athletics teams, school colors, and mascots.
Lock Haven University Foundation’s mission is to generate and manage resources for the benefit of Lock Haven University and its students. Lock Haven University Foundation (LHUF) has been in existence since 1967 and administers over 400 individually named scholarships. During the fiscal year 2020-2021, over $1.1 million in private support was raised for LHU and 511 scholarship awards in excess of $710,000 were provided to LHU students. At the fiscal year ended June 30, 2021, LHUF’s endowment was over $16 million and overall foundation net assets totaled more than $30 million.

The Durrwachter Alumni Conference Center is home to Alumni Relations, Development, Marketing and Communications, and Admissions. In addition to providing a beautiful venue for major alumni events, such as alumni reunions and Homecoming, the facility is available to the university community as well as local businesses, organizations, and private individuals.
LEADERSHIP AGENDA FOR THE ASSOCIATE VICE PRESIDENT FOR ADVANCEMENT

The AVP for Advancement at LHU will provide strategic leadership to a team of 15 in the areas of Development (fundraising) and Alumni Relations/Career Development (in partnership with the AVP for Alumni & Professional Engagement). The AVP also oversees the relationship with the LHU Foundation, including institutional oversight of the development staff (coaching), board of directors, and LHUF’s contract for services with LHU. The division includes career development and professional engagement as a pathway to strengthening relationships with alumni and employer partners to expand opportunities for students and graduates and maintain partnerships that support the University.

The AVP will develop budgets and allocate resources necessary and appropriate to accomplish advancement goals, approve and monitor expenditures for LHU Advancement departments and evaluate efficiency and apply cost saving measures. Constantly looking to generate additional financial resources, the AVP will manage a personal portfolio of major and principal gift prospects, cultivating, soliciting, and stewarding major donors involving key LHU faculty and staff influencers.

The AVP will have the opportunity to develop and lead a comprehensive fundraising program designed to increase strategic private support in collaboration with the LHU Foundation, including annual, major and planned gifts, corporate and foundation support, and all fundraising campaigns. This will include achieving established metrics based on best practices and recruiting, training, and supervising volunteers in support of fundraising efforts.

The AVP will focus efforts on advancing the institution to achieve its strategic fundraising priorities during this transition of integration. The AVP will help drive a university-wide effort to implement the strategic vision for the future of Lock Haven University steering the development, alumni, and career functions of the University. Opportunities for resource development can be enhanced through athletics, health professions, corporate partnerships, academic programmatic relations, and other areas to be stewarded.
The AVP will collaborate with the University’s Marketing and Communications department to develop strategic communication materials in support of the division’s goals, as well as providing leadership and direction for university special events, particularly for the public events that celebrate donors and alumni, or that welcome the community to the campus.

A top priority for LHU’s AVP will be to build on the successes and relationships of the Advancement division while envisioning a bold future for fundraising. Collaborating with the LHU Leadership Team, professionals in Advancement and the LHU Foundation, the Associate Vice President will bring knowledge, energy, and patience in serving as the campus strategy officer for fundraising. The AVP will work with the senior leadership team to further the implementation of the university integration process, assuring the Lock Haven University donor base that their continued support of LHU will be necessary and appreciated.

Other important priorities for the AVP include:

- Elevate the profile of LHU and engage community partners with a commitment to the University and the region.
- Become a visible and trusted change agent.
- Lead specific strategic imperatives developed in concert with the other campus leaders as well as the Vice President for Advancement.
- Continually and systematically identify opportunities to optimize engagement.
- Use data to inform and grow annual and major gift giving.

- Ensuring LHUF goals, policies, strategies, and activities are in accordance with university goals and strategies.
- Providing staff development and coaching for LHUF employees, keeping the LHUF Board of Directors apprised of successes and concerns.
- Planning, coordinating and carrying out all LHU Advancement short- and long-term goals and programs, and develop policies, procedures, and budgets in support of those goals.
- Working in partnership with the AVP for Alumni and Professional Engagement, oversee and advise Alumni Relations and Career Development functions to include affinity groups, coordinating alumni events, alumni awards, alumni panels, alumni mentoring, vendor programs, advancement of the Lock Haven University Alumni Association, as well as alumni and employer engagement, experimental learning opportunities (High Impact Experiences (HIPs), and mentoring.
- Recruit, develop, and retain highly qualified staff and supervise, support, advise, and evaluate the performance of the team.
REQUIRED QUALIFICATIONS

The new Associate Vice President for Advancement shall demonstrate the following required credentials:

- Bachelor’s degree.
- A minimum of 5 years of success in fundraising including progressive responsibilities managing annual giving, major gifts, and planned giving.
- A successful track record of fundraising solicitation and managing fundraising campaigns.
- Seven years of progressively responsible experience in higher education or related professional experience.
- Demonstrated success developing a team and managing and directing volunteers.
- Knowledge of the functions of alumni relations, donor stewardship, prospect research, and advancement services.
- Ability to build and cultivate effective relationships that lead to increased resources and opportunities for LHU faculty and students.
- Demonstrated ability to develop, implement, and manage innovative programs consistent with the university strategic plan.
- Ability to work collaboratively with internal and external partners to accomplish shared goals.
- Proven leadership with ability to recruit, retain, develop, and mentor staff, and take corrective action when necessary.
- A reflective attitude and ability to analyze and assess progress/outcomes.
- Ability to analyze, interrupt and synthesize data to develop and deliver reports, presentations, and proposals.
- Strong writing, public speaking, and interpersonal communication skills.
- Consistent, unwavering appreciation for personal and professional ethics.

PREFERRED QUALIFICATIONS

The new Associate Vice President for Advancement may additionally possess some of the following preferred credentials:

- Experience working with/engaging alumni in support of career-related and professional opportunities for students.
- Experience working with institutional foundations.
- Demonstrated ability to work with diverse populations.
- Strong attention to detail in maintaining accurate records needed for successful audits and reports.
- A record of visioning and implementing fundraising campaigns.
- Experience using prospect management software.
- Proficiency in planned giving strategies and implementation.
- Experience using best practices in fundraising at regional public universities.
- Experience leading a team of professional and administrative staff.
APPLICATION AND NOMINATION PROCESSES

Lock Haven University has enlisted the support of Academic Search for this search. Those who are considering applying are encouraged to schedule a confidential conversation with the senior consultant for this search, Ms. Kate Nolde, at kate.nolde@academicsearch.org.

Applications should consist of the following documents, to be submitted electronically in a PDF format:

- Detailed letter of interest addressing the leadership agenda and qualifications as outlined in this profile;
- Full resume with relevant administrative responsibilities and accomplishments;
- List of five professional references, including names, phone numbers, and email addresses, noting the candidate’s relationship for each reference. References will not be contacted until later in the search process and only with the candidate’s permission.

Application materials, nominations, and expressions of interest should be submitted to LockHavenAVP@academicsearch.org. Nominations should include the nominee’s full name, position, institution/organization, and email address.

Applications will be reviewed until the position is filled. Finalists for the position will participate in campus interviews that will include a public presentation. A background check (including identity, degree verification, and criminal records check) must be completed satisfactorily before any candidate can be offered this position.

The State System and its universities are committed to cultivating diverse, equitable, and inclusive environments that allow all members of the State System community to thrive. Lock Haven University is profoundly dedicated to cultural diversity and supports the integration of diverse and international perspectives within the working and learning environment. LHU is an equal opportunity/affirmative action employer and encourages applications from people of color, women, veterans, and persons with disabilities. To learn more about diversity at LHU and in our community, visit our website at http://lockhaven.edu/hr/socialreality.html.
ABOUT ACADEMIC SEARCH

Academic Search is assisting Lock Haven University 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. For more information, visit www.academicsearch.org.

Committed to IDENTIFYING AND DEVELOPING LEADERS by providing the highest level of EXECUTIVE SEARCH to our higher education partners.