SEARCH PROFILE:

VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT AND EXECUTIVE DIRECTOR OF THE SOUTHEAST MISSOURI STATE UNIVERSITY FOUNDATION
TABLE OF 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 SOUTHEAST MISSOURI STATE UNIVERSITY</td>
<td>4</td>
</tr>
<tr>
<td>ATHLETICS</td>
<td>6</td>
</tr>
<tr>
<td>THE SOUTHEAST MISSOURI STATE UNIVERSITY FOUNDATION</td>
<td>6</td>
</tr>
<tr>
<td>CAPE GIRARDEAU AND SOUTHEAST MISSOURI</td>
<td>7</td>
</tr>
<tr>
<td>LEADERSHIP AGENDA FOR THE VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT AND EXECUTIVE DIRECTOR OF THE SOUTHEAST MISSOURI STATE UNIVERSITY FOUNDATION</td>
<td>8</td>
</tr>
<tr>
<td>REQUIRED QUALIFICATIONS</td>
<td>10</td>
</tr>
<tr>
<td>PREFERRED QUALIFICATIONS</td>
<td>10</td>
</tr>
<tr>
<td>APPLICATION AND NOMINATION PROCESSES</td>
<td>11</td>
</tr>
</tbody>
</table>
Southeast Missouri State University (SEMO) in Cape Girardeau, Missouri, seeks an experienced development professional and collaborative leader to serve as the University’s next Vice President for University Advancement and Executive Director of the University Foundation (VPUA).

This is an outstanding opportunity for a talented and highly successful fundraiser to join the President Dr. Carlos Vargas, Executive Staff, and University Advancement, and the Southeast Missouri State Foundation team to lead the development and alumni efforts of Southeast Missouri State University. University Advancement plays a critical role in engaging volunteers and generating resources (private and human) to meet University goals. The Vice President will be selected by the President and is expected to take office over the summer of 2022.

With a rich history and tradition of support from alumni and friends, Southeast Missouri State has maintained a strong sense of community across the region and beyond. The Vice President will be responsible and accountable for the supervision of major gifts, annual giving, planned giving, and alumni engagement, and work in partnership with the Southeast Missouri State Foundation on strategic objectives toward generating support for the University. This new VPUA will build, maintain, and strengthen relationships among Southeast constituencies to achieve priorities for the University’s growth. While overseeing systems and operations for advancement, the VPUA will provide leadership for a growing team of development professionals and provide opportunities for mentorship and overall growth. In addition to managing a prospect pool of high-level major and principal gift prospects, the Vice President will prepare President Vargas for successful relationship building resulting in high-end giving and support for the campaign and the University. Decisions on strategies, programs, niche campaigns, specific activities and processes, and on how to implement individual programs at Southeast will be major initiatives for the Vice President.
ABOUT SOUTHEAST MISSOURI STATE UNIVERSITY

Founded in 1873 as a teacher’s college, Southeast Missouri State University has grown into a comprehensive master’s-level university that provides student centered education with a foundation of liberal arts and sciences, experiential and service-learning opportunities, cutting-edge technology, and exceptional instruction that prepares students for civic responsibility and professional careers.

Southeast Missouri State University is located on the Mississippi River in Cape Girardeau, which is the largest city between St. Louis and Memphis. The University’s main campus of over 328 acres includes the more than 100-year-old landmark building, Academic Hall, situated on a hill overlooking the city and the river. A second campus, located on a river bluff south of Cape Girardeau's historic downtown area, was opened in 2007 and houses the University’s Earl and Margie Holland College of Arts and Media. The River Campus includes the Rosemary Berkel and Harry L. Crisp II Regional Museum and three state-of-the-art performance venues – the 950-seat Donald C. Bedell Performance Hall, the 205-seat Robert and Gertrude Shuck Recital Hall, and the 200-seat Wendy Kurka Rust Flexible Theatre. The University has developed the David M. Barton Agriculture Research Center, a 252-acre demonstration farm west of Cape Girardeau. In addition, the University has three regional campuses south of Cape Girardeau -- Sikeston, Kennett, and Poplar Bluff. [https://semo.edu/about/campuses/index.html](https://semo.edu/about/campuses/index.html).

The University offers more than 170 degree programs, including 129 undergraduate majors and options, 33 master’s and specialist’s degree programs, and 11 certificate programs to nearly 10,000 students. Named among U.S. News’ Best 2022 Regional Universities in the Midwest, Southeast Missouri State University has been accredited by the Higher Learning Commission since 1915 and has 35 academic programs holding program-specific accreditations and certifications from 30 accrediting agencies. Notably, Industry professionals train the cybersecurity team to help defend against the latest cyber threats. Approximately 30 healthcare programs provide a pipeline to feed a growing and stable healthcare industry with qualified professionals. P-12 educators from around the country look to SEMO

MISSION STATEMENT
Southeast Missouri State University provides student-centered education and experiential learning with a foundation of liberal arts and sciences, embracing a tradition of access, exceptional teaching, and commitment to student success that significantly contributes to the development of the region and beyond.

VISION
Southeast Missouri State University strives to be one of the nation’s most academically competitive regional comprehensive universities, recognized for excellence in education, research, engagement, and creativity.

STRATEGIC ACTION PLAN
The University embarked on a strategic action plan process in March 2021 to position Southeast for continued success over the next 3 plus years. The 2022-2025 Strategic Action Plan focuses on the following three outcomes: 1) educate students to succeed and make positive impacts in their communities, 2) stabilize Southeast’s enrollment and graduate a diverse community of learners, and 3) enhance stewardship of Southeast’s resources and promote a culture of belonging, respect, and continuous improvement.

VALUES
Student Success
Southeast Missouri State University values student-centered education and experiential learning through engaged and adaptive modes in and beyond the classroom in a safe, friendly, supportive environment that offers academic and career achievement for our students.

Excellence
Southeast Missouri State University values sustained commitment to quality teaching, service, research, and creative activities integrated into impactful academic and cocurricular programs that offer students a transformative educational experience.

Access and Diversity
Southeast Missouri State University values access to high quality, affordable education with a broadly representative student body, faculty, and staff that respects and celebrates a diverse learning community in a global society.

Community
Southeast Missouri State University values an engaged campus learning community committed through shared purposes and service, sustained by respect, accountability, and adaptability; and strengthened through collaborative partnerships that extend the expertise and accomplishments of faculty, staff, students, and alumni beyond the campus.
for the cooperative program it has with Apple that integrates technology in classrooms. The Jeanine Larson Dobbins Conservatory of Theatre and Dance is a top 30 national program, located on its River Campus — Missouri’s only campus dedicated to art, dance, music, and theatre.

Southeast Missouri State University employs 969 full- and part-time employees who work to provide student-centered, quality academics with abundant hands-on learning opportunities. Additionally, the University was recently recognized by Forbes as one of the top ten employers in Missouri. There is an environment at Southeast that fosters a welcoming, inclusive and supportive environment for our faculty and staff to be able to serve our students, alumni and the community.

The University mission is focused on being student-centered and experiential learning, supporting a tradition of access and commitment to student success. Over the past 15 years, this has taken shape at the River Campus in the form of Missouri’s only campus dedicated to accredited programs in art, dance, music, and theatre. Additionally, the undergraduate program in cybersecurity, started in 2011, is one of only four such programs nationally to have received Accreditation Board for Engineering and Technology, Inc. (ABET) accreditation as of November 2018. Additionally, Southeast has been designated as a National Center of Academic Excellence in Cyber Defense Education (CAE-CDE) through 2024 by the National Security Agency and the U.S. Department of Homeland Security, one of only three four-year institutions in Missouri to hold this designation and one of just 250 nationally. Thus, the University’s request for special statewide designation in the arts and cybersecurity was a natural next step, and approval of such designation occurred during the 2020 legislative session.

Southeast maintains a considerable array of locations and collaborations in the community, including the River Campus, Catapult Creative House, Rust Center for Media, International Village, College of Education EDvolution Center, Center for Cybersecurity CyberRange, Heather MacDonald Greene Multimedia Center, and the Show Me Center. Each coordinates distinctive experiential learning, entrepreneurial, and cultural experiences for students with opportunities for contributing to socio-economic growth in the greater community.

Current enrollment data can be found at: [2021-2022 enrollment factbook](#).
ATHLETICS

Students at Southeast Missouri State may choose to participate in 15 NCAA Division I athletic programs, 18 Greek Organizations as well as more than 200 different social and special interest organizations. Southeast Athletics is a member of the Ohio Valley Conference, and is the reigning Commissioner’s Cup Champion. The students, faculty, staff, alumni, and regional residents cheer on the Redhawks throughout each season of its sports, which includes nine women’s and six men’s teams. The GPA average for the student athlete at Southeast was 3.53 last spring.

THE SOUTHEAST MISSOURI STATE UNIVERSITY FOUNDATION

The University Foundation, since its inception in 1983, collects and manages resources that allow Southeast to enhance the quality and extend the range of services provided to its students and the region. The Foundation recognizes special opportunities for Southeast and engages in fundraising activities to enable the University to capitalize on them. The Foundation recognizes donors who provide strength for the continually improving growth, visibility, and excellence of the University. The Board of Directors oversees the work of the Southeast Missouri University Foundation. Membership includes many Southeast alumni, regional business leaders, and supporters of the University. Each year, new members are elected to this dedicated group of volunteers. Board members come from the southeast Missouri region, St. Louis area, across the country, and around the world.

The Southeast Missouri State University Alumni Association include approximately 75,000+ alumni and offers events around the country.
CAPE GIRARDEAU AND SOUTHEAST MISSOURI

Southeast Missouri State's main campus is located in beautiful Cape Girardeau, Missouri, along the shores of the Mississippi River and about 100 miles south of Saint Louis. It is the largest city between St. Louis, Missouri, and Memphis, Tennessee, entertains visitors from across the world. With more than 250 years of rich history and heritage, the story of Cape Girardeau is a tapestry woven with the river, life, hospitality, art, and discovery. Perched on the western bank of the Mississippi River, Cape Girardeau is a town touched by the likes of Mark Twain, Lewis and Clark, and Ulysses S. Grant.

Southeast Missouri has a small, hometown feeling paired with top-notch education, quality healthcare, churches, and locally owned restaurants and shopping. Living in Southeast Missouri gives residents the opportunity to experience an exciting and leisurely lifestyle, and the comfort of never meeting a stranger.

In addition to the comfortable everyday lifestyle in Cape Girardeau and Jackson, both towns are rich in their diverse heritage, with a strong sense of hometown pride. From long-standing traditions like the SEMO District Fair and high school and college sporting events, to new and exciting events like Shipyard and Oktoberfest, there is always something fun and engaging happening. For those who enjoy the outdoors, we have some of the most beautiful parks, hiking trails and award-winning golf courses in Missouri.

Southeast Missouri offers some of the most affordable living options in the market today. Whether you're looking for a property with a beautiful landscape, a new build in one of our great school districts, or a charming home right in the heart of these historical towns, there is truly something for everyone. Rolling hills, state parks, farmland, forests, and small rivers and lakes dot the scenery across the region, making it a beautiful destination for outdoor entertainment.
The VP for University Advancement at Southeast will provide strategic and transformative leadership to a team of 18 university advancement professionals and focus efforts on advancing the institution toward the completion of its comprehensive campaign which is currently in the quiet phase. The VPUA will bring energy and passion to the division while assuring the organizational structure, resources, and staffing levels for the campaign are in line with the timing of its public phase, as well as ensuring best practices regarding campaign volunteers and leadership, and recommendations regarding the timing and size of lead gifts. The Vice President will work extensively to enhance fundraising outcomes for the University, elevate the profile of Southeast, and engage community partners—sharing the strategic vision and the importance of this University in the region. While encouraging continued support for student scholarship, the new Vice President will help to build a culture of support for initiatives that enhance facilities and other aspects of programming and infrastructure in support of the university mission. Most importantly, the new VP will take the lead on the execution of the current fundraising campaign which is in the silent phase, and has a major initiative around building a new athletic stadium for the campus.
LEADERSHIP AGENDA FOR THE NEXT VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT AND EXECUTIVE DIRECTOR OF THE SOUTHEAST MISSOURI STATE UNIVERSITY FOUNDATION (CONT.)

A trusted advisor to the President, key partner on the President’s Cabinet and Executive Leadership Team, and Executive Director of the University’s Foundation, the VPUA will serve as an effective change agent on all strategy matters. To be successful, the VPUA will collaborate with constituencies across campus and lead specific strategic imperatives. Working closely with the President, the University Foundation Board of Directors, and other key stakeholders on fundraising efforts, the VPUA will oversee strategy development for fundraising activities—including annual campaigns, major and leadership gift solicitations, capital campaigns, alumni relations, and other related initiatives. Key to this role is successful stewardship and development of donor relations through identifying, cultivating, and soliciting major and leadership gifts, as well as connecting regularly with existing and prospective donors.

The VPUA will collaborate with University Marketing and Communications to develop strategic communication materials in support of strategic goals, as well as providing leadership and direction to University Special Events, particularly for the public events that celebrate donors and alumni or that welcome the community to the campus. The next VPUA will also serve as the Executive Director of the Southeast Missouri State Foundation including coordination of board meetings and board committee meetings. The VPUA will ensure the fiscal integrity of the Foundation. Critical among the ethical responsibilities of this role are oversight of annual external audits of the foundation and communication of audit findings with the board and the community.

A top priority for the next Vice President will be to build on the successes and relationships of the University Advancement division while envisioning a bold future for fundraising. Collaborating with the Executive Staff, professionals in University Advancement and Alumni Relations, and the Foundation Board and staff, the next Vice President will bring knowledge, energy, and patience in serving as the chief strategy officer for fundraising.

In addition, the priorities for the next VPUA will include the following:

- Elevate the profile of Southeast Missouri State University and engage community partners, with a commitment to the university and the region.
- Become a visible and trusted change agent.
- Lead specific fundraising strategic imperatives developed in concert with the President.
- Continually and systematically identify opportunities to optimize engagement.
- Use data to inform and grow annual and large gift giving; and
- Ensure the fiscal integrity of the Foundation to benefit Southeast.
 REQUIRED QUALIFICATIONS

The new Vice President for University Advancement and Executive Director of the Southeast Missouri State University Foundation shall demonstrate the following required credentials:

• Master’s degree.
• Significant fundraising experience in an area such as alumni development, fundraising, prospect research, or business development.
• A progressive record of successful higher education or non-profit fundraising leadership.
• A proven track record of closing major and principle gifts.
• A successful record of engaging key stakeholders—such as alumni, foundations, employees, community partners, and external leaders—in fundraising efforts.
• Demonstrated experience in maintaining the fiscal integrity of a large non-profit organization.
• A record of tangible contributions to advancing diversity, equity, and inclusion that speak to the needs of a diverse alumni, staff, and student body.
• Demonstrated understanding of the mission of an institution of higher education.
• Strong writing, public speaking, and interpersonal communication skills.

 PREFERRED QUALIFICATIONS

The new Vice President for University Advancement and Executive Director of the Southeast Missouri State University Foundation may additionally possess some of the following preferred credentials:

• Significant, progressive fundraising experience in higher education or with a nonprofit organization.
• Successful track record in soliciting and closing six- and seven-figure major gifts.
• Strong attention to detail in maintaining accurate records needed for successful audits and reports.
• Experience using prospect management software.
• Proficiency in planned giving strategies and implementation.
• A record of visioning and implementing fundraising campaigns.
• A high degree of energy, strong business acumen, and the agility to develop an entrepreneurial, performance-based team culture within an advancement division.
• Experience with best practices in fundraising at regional public universities; and
• Experience leading a team of professional and administrative staff.
Southeast Missouri State University has enlisted the support of Academic Search in 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 .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 SEMOVPUA@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.

Southeast Missouri State University is an Equal Opportunity/Affirmative Action Employer.
ABOUT ACADEMIC SEARCH

Academic Search is assisting Southeast Missouri State 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.