

SEARCH PROSPECTUS:

Vice President for Institutional Advancement



Est. 1868

BLOOMFIELD
COLLEGE

TABLE OF CONTENTS

The Search	3
Bloomfield College	4
Location	4
Academic Offerings	5
Global Programs and Professional Studies	5
Rankings and National Recognition	6
Accreditation	6
Enrollment and Student Profile	7
Faculty	8
Capital Investments and Facilities	8
Athletics	8
Alumni	8
Finances and Institutional Advancement	9
President's Council	9
The Leadership Opportunity	10
Nominations and Application Process	12



THE SEARCH

The President and Board of Trustees of Bloomfield College invite applications and nominations for the position of Vice President for Institutional Advancement (VPIA). Under the leadership of its new President Dr. Marcheta P. Evans, Bloomfield College is at a critical inflection point in its history. President Evans seeks a partner who can articulate, with passion, the unique mission of Bloomfield College to internal and external communities. The successful candidate will be a seasoned fundraising professional who values the importance of providing educational opportunities to a diverse student population, many of whom

are first-generation, low-income students. The VPIA will bring a strong record of success leading major fundraising campaigns, building community partnerships, and developing innovative programs to support institutional initiatives. Joining with the President, the new VPIA will have the unique opportunity to develop a comprehensive strategic plan for the advancement division. This is an exciting opportunity for a mission-driven professional who thrives in a dynamic and hands-on leadership environment within an institution that makes a difference in the lives of students and the community.

THE COLLEGE

Beginning as the German Theological School founded by the Presbytery of Newark in 1868, Bloomfield College has evolved into one of New Jersey's leading private colleges. Strategically located in the New Jersey-New York metropolitan region, the College offers academic programs at both the undergraduate and graduate levels, attracting commuter and residential students to its tree-lined, urban 12-acre campus.

The mission of Bloomfield College is: *To prepare students to attain academic, personal and professional excellence in a multicultural and global society.* Programs of study are rooted in the liberal

arts and professional training and assist students in obtaining the skills, knowledge, and values that they need to become empowered individuals engaged in renewing themselves, their relationships, their workplaces, and their communities. Recognized as one of the most diverse national liberal arts colleges in the United States, the College offers the lowest tuition rate of the private four-year institutions in New Jersey. Quality instruction, a commitment to student service, and improved facilities and grounds are among the attributes that have attracted prospective student interest and enhanced the campus environment.

LOCATION

The College is located in northern New Jersey—just 15 miles from New York City—in the historic town of Bloomfield. Multiple NJ Transit lines stop within walking distance of the vibrant campus, making for an easy commute between the College, New York City, and other population and opportunity centers. Northern New Jersey itself is a cultural epicenter for entertainment, businesses, and employers that offers internship and career opportunities.

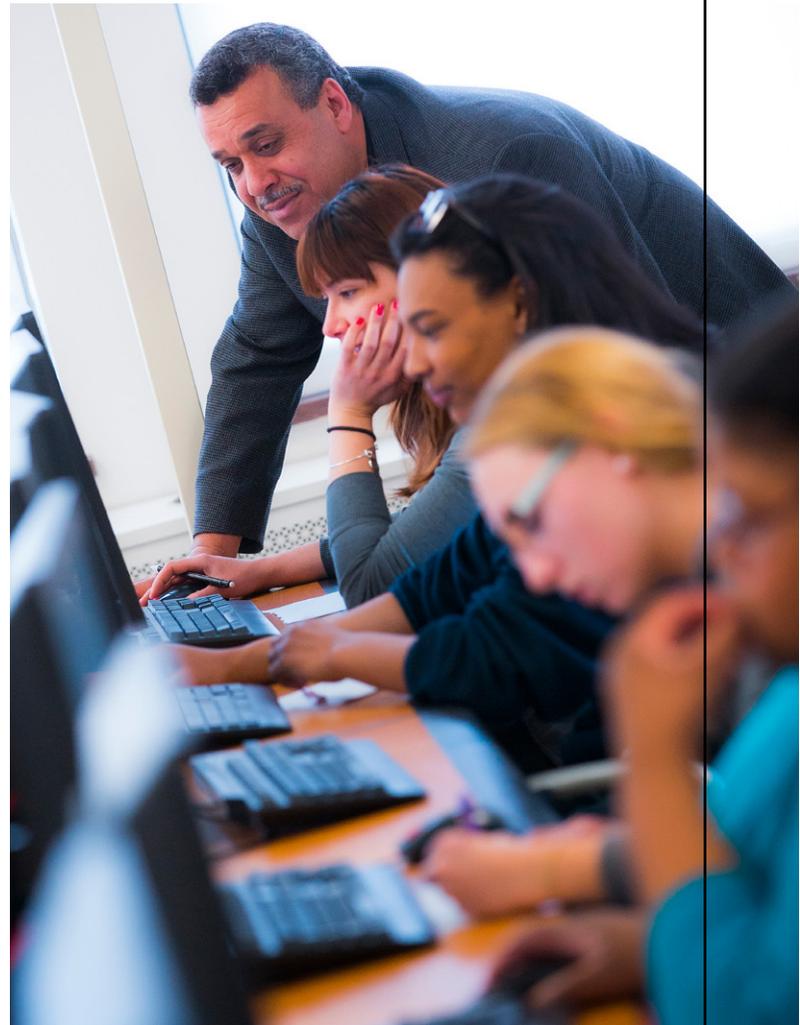
In addition, the downtown area of Bloomfield is undergoing dramatic transformation, with the construction of several new residential housing developments and the opening of new retail establishments. The College's Franklin Street Residence Hall is part of Bloomfield's downtown revitalization.



ACADEMIC OFFERINGS

Bloomfield College offers academic programs leading to both bachelor's and master's degrees in the liberal arts and professional fields. The College currently offers more than 40 majors or concentrations, including student-designed majors when approved. The College's academic programs are organized into seven divisions: Business; Creative Arts and Technology; Education; Humanities; Natural Science and Mathematics; Social and Behavioral Sciences; and Nursing. Graduate programs are offered in teacher education, early childhood education, special education, fine arts, computer science and accounting. The most popular majors include psychology, sociology, nursing, creative arts and technology, and business. Programs are designed to help students think critically and quantitatively, speak effectively, write clearly, and develop aesthetic appreciation.

The College is a "workforce-ready" institution, building on a liberal arts core and offering programs in nursing, education, business, computer science, criminal justice, graphic design, animation, game development, and network engineering, as well as in science, mathematics, social sciences, and the humanities. Bloomfield has designed its curriculum to provide graduates with a sound liberal arts grounding coupled with the skills and knowledge that they will need to enter the workforce and develop in their careers.



GLOBAL PROGRAMS AND PROFESSIONAL STUDIES

Under the auspices of the Office of International Training and Professional Studies (ITPS), Bloomfield College offers international and adult students the opportunity to pursue short-term non-credit courses of study.

ITPS also offers international students the opportunity to study at the College for short-term summer sessions. Partnerships have been established with universities and colleges in 30 countries, including South Korea, China, Japan and Romania. Global programs have included IT internships and project management, ESL

programs, hospital internships for international nursing students, and teaching practicums for professional teachers.

Corporate training and certificate programs provide working adults with opportunities for career advancement, while international students participate in semester and summer programs that include ESL, credit and non-credit courses.

RANKINGS AND NATIONAL RECOGNITION

Bloomfield College is nationally recognized as a Minority Serving Institution of higher education (MSI). Under this designation, the College is the only four-year college or university in the state, and one of the few in the nation, to qualify under federal grant guidelines as both a Predominantly Black Institution (PBI) and a Hispanic Serving Institution (HSI). Widely published national reports rank Bloomfield College as 20th out of 2,200 institutions in percent of 5th quintile socioeconomic students who moved to at least the 3rd quintile within 10 years of graduation. In that category, the College ranked first in New Jersey. In addition, the College is one of only two colleges or universities in the state to be recognized by the Gates Foundation as a “Beating the Odds” institution, where students significantly outperform expectations based on various measurements.

According to a recent study published in *The New York Times*, Bloomfield College holds the highest success rate among all New Jersey liberal arts colleges and universities in moving students forward in economic standing.

U.S. News & World Report recently ranked Bloomfield College as the 15th most diverse National Liberal Arts College in the United States. In addition, *The Princeton Review* recently ranked the College’s game design program, which is part of the Creative Arts and Technology Division, #1 in New Jersey and #35 nationally on the undergraduate schools list.

ACCREDITATION

Bloomfield College is chartered by the State of New Jersey and accredited by the Middle States Commission on Higher Education. The College successfully completed its last 10-year accreditation from Middle States in 2012 and is up for reaccreditation in 2022. Academic programs are approved by the New Jersey Commission on Higher Education.

Bloomfield College is historically affiliated to the Presbyterian Church, USA, through the Synod of the Northeast, and is a member of the Association of Presbyterian Colleges and Universities.





ENROLLMENT AND STUDENT PROFILE

One of the strengths of Bloomfield College is the rich diversity of its students. The College's commitment to serving students from diverse socio-economic backgrounds is central to its mission. For Fall 2019, total enrollment stands at 1,628 students, with 92% as full-time undergraduates; 51% of the College's students are African American and 29% are Hispanic. More than half of the College's students identify themselves as first generation and are the first in their families to enroll in college.

The College enrolls students from all 21 counties of New Jersey, with 58% of students matriculating from Essex, Hudson, and Passaic counties. Additionally, Bloomfield College enrolls students from 21 states and 33 countries, further reflecting the College's commitment to diversity and inclusion.

The traditional undergraduate student acceptance rate for Bloomfield College in Fall 2019 was 71%.

The College's students have high financial need; the median family income for traditional undergraduate students in the Fall of 2019 was \$32,308. For the 2019 - 2020 Academic Year, 73.5% of students receive Federal Pell Grants and 66.2% received New Jersey Tuition Aid Grants.

The College has articulation agreements with 11 community colleges such as Passaic County Community College, County College of Morris, Union County College and Essex Community College.

For the Fall 2013 entering cohort, Bloomfield College's total graduation rate (which expands the time horizon reviewed beyond six years and includes graduation from other institutions) was 46%. As for many colleges, retention remains an area of concern, standing at 64% from first to second year for Fall 2019.

FACULTY

The College has 65 full-time faculty positions; currently, there are 61 full-time faculty members, 41 of whom are tenured. The faculty is unionized. The College has 141 adjunct faculty. The average class size is 16, while the student-to-teacher ratio is 14:1.

Excellence in teaching and dedication to student success are at the heart of the faculty's commitment to the College's mission, as is the expectation of continuous improvement and service to the College.



CAPITAL INVESTMENTS AND FACILITIES

Since 1999, the College has made significant additions and improvements to campus facilities, including:

- The Center for Technology and Creativity, which offers state-of-the-art technology that supports academic programs in animation, game design, digital video, and music technology (2016)
- Talbott Hall, renovated in 2014 to provide a new student center with meeting and dining facilities
- Franklin Street Residence Hall, built in 2014, is an 80,000-square-foot residence hall that accommodates 234 students
- 23 Park Residence Hall, completed in 2016, which offers housing for 53 students
- Additional facility investments include construction of the Learning Resource Center (2009) and renovations to the Liberty Street Residence Hall

ATHLETICS

The Bloomfield College Bears compete in the Central Atlantic Collegiate Conference and offer NCAA Division II intercollegiate athletics. Men's sports are baseball, basketball, cross country, soccer, tennis, and track and field; women's

sports are basketball, bowling, cross country, soccer, softball, track and field, and volleyball. The department employs 27 full- and part-time staff and coaches. Bloomfield College currently offers scholarships for 12 intercollegiate sports.

ALUMNI

Of the more than 11,100 Bloomfield College alumni, approximately 8,300 live in New Jersey and are employed in a wide variety of industries both locally and nationally. Local employment opportunities for Bloomfield College graduates

include a robust mix of businesses, government agencies, and community organizations. The annual alumni participation rate averages 7-7.5% and 23% of alumni have made a gift to the college post-graduation.

FINANCES AND INSTITUTIONAL ADVANCEMENT

Bloomfield College's current operating budget is \$42 million. The College's endowment currently stands in excess of \$14 million. In addition, the College has a reserve fund of \$12 million. The student discount rate is 42.5%. Between 2004-2018, Bloomfield College completed more than \$90 million in capital improvements.

Like many other colleges, recent declines in enrollment have given rise to financial challenges for the College, which have necessitated operational and staff reductions over the past several years. Given the College's heavy dependence on traditional full-time undergraduate enrollment, the need to expand academic programs to attract non-traditional adult, online, and graduate students is critical. In addition, improving student retention represents a robust opportunity for improving both enrollment and financial stability.

The College Comprehensive Capital Campaign began on March 20, 2014 and concluded on June 30, 2019 with \$14,497,392 raised in cash, pledges, and planned gifts. Approximately \$5.39 million is still to be collected in pledge balances and planned gifts following the conclusion of the campaign. The College's Sesquicentennial Gala, held in December 2018, raised \$736,608 in cash and pledges. Total net cash received totaled \$516,090 and outstanding pledges total \$131,901.

In addition to increasing enrollment and diversifying academic programs, the need to generate revenue from fundraising, partnerships, and other grants is critical to the financial health of the College. The new VPIA will be expected to move quickly to address these needs.

PRESIDENT'S COUNCIL

The President's Council consists of six Vice Presidents in the following areas:

- Academic Affairs
- Student Affairs and Community Relations
- Finance and Administration
- Global Programs and Professional Studies
- Enrollment Management
- Institutional Advancement

The Council is a highly engaged and collegial group with a strong combination of expertise and experience. Collectively, all Council members are fully committed to the College's mission and are eager for new leadership to drive a strategic planning process to meet short-term financial needs and enhance long-term growth.





THE LEADERSHIP OPPORTUNITY

The next VPIA will be an entrepreneurial leader who will be able to advance recognition and support for the College while embracing the rich heritage and values of the institution. The VPIA will provide the strategic and operational leadership for all aspects of advancement, alumni relations, and institutional communications.

Bloomfield College's primary challenges are those facing many small private colleges today: the need for more abundant resources, given the institution's dependence on tuition; for funding to expand facilities, especially to build a new student center and expand student sport facilities; to become better known beyond the immediate region; and to enroll and retain talented students from a broader geographic range.

The new VPIA must increase fundraising and partnerships to support the College's mission and be a steward of the College's finances and investment performance from both strategic and operational perspectives. With a small endowment of \$14.2 million and limited financial reserves, the College's endowment will need the immediate and focused attention of the President, Vice President for Institutional Advancement, and the Board of Trustees.

The new VPIA must be willing to be a hands-on leader who can build and develop a strong team and be directly involved in day-to-day operations. Currently, there are four full-time professional staff members and an office manager (10-month employee).

The VPIA will also have the opportunity to collaborate with a committed and dedicated Board of Trustees who understand the need to develop a robust and successful office of advancement. The Board expects a new VPIA to provide direction and leadership to maximize the talents, resources and expertise of Board members and increase fundraising, community partnerships, and engagement with the campus community.

The VPIA must serve as an external interpreter and enthusiastic spokesperson for the College, its academic mission, and programs; engage the community in Bloomfield; and seek relationships and partnerships with government, industry, corporations, and foundations and other philanthropic entities. The VPIA must be adept at sustaining and building relationships with the local community and identifying new sources for fundraising beyond the traditional alumni community.

THE LEADERSHIP OPPORTUNITY (cont.)

In addition, the new VPIA will:

- develop a strategic and operational plan with clearly defined metrics for institutional advancement;
- work closely with internal stakeholders and departments to coordinate fundraising initiatives, activities, and community relationships;
- partner with the President to promote a culture of philanthropy within the College community;
- engage the Board of Trustees in a diverse portfolio of advancement efforts;
- bring expertise in social media and be an advocate for utilizing technology to improve both communications and fundraising;
- work closely with a small but dedicated staff to execute both short- and long-term priorities to maximize results with limited resources;
- engage local organizations to provide financial support to the College; and
- expand opportunities for collaboration with academic and student programs, offer internships and career opportunities for students, and enhance community-college relations.

Qualifications

The next VPIA at Bloomfield College should possess a bachelor's degree and at least 10 years of experience in philanthropy, institutional advancement, and/or fundraising. S/he must have an established record of successful leadership in complex institutions or organizations and the capacity to inspire others to embrace change. The successful candidate must be a dynamic leader with demonstrated expertise in strategic planning and institutional advancement combined with an established record of success in building strong teams and fostering institutional engagement.

Candidates from outside of higher duration with comparable experience in the non-profit or business sectors are encouraged to apply.

Leadership and Personal Qualities

The next Vice President for Institutional Advancement of Bloomfield will:

- be an experienced fundraiser with demonstrated success in and enthusiasm for soliciting financial support from alumni, foundations, and the broader community;
- have extensive experience with alumni programs, fundraising marketing, and communications;
- be committed to and skilled in data-based planning and decision making;
- possess excellent communication and public speaking skills;
- excel as a passionate, energetic, and articulate advocate for access to higher education and diversity;
- demonstrate expertise in all forms of media relations, including a sophisticated understating of institutional branding, digital media and platforms, social media, and the impact of technology on fundraising/alumni activities;
- be a leader who understands the complexities of institutional change and possesses the interpersonal skills to act decisively in a thoughtful and purposeful manner;
- be a collaborative administrator with established expertise in strategic planning and the ability to develop and execute initiatives across all aspects of the College: academic and student affairs, finance, advancement, and enrollment management;
- be an effective steward of institutional resources who can lead an institution through difficult financial constraints, develop new resources, and create growth and opportunity;
- have experience working in government relations and grants; knowledge of the New York/New Jersey political and philanthropic landscape would be beneficial;
- be willing to make a deep personal commitment to Bloomfield College, who is "in it for the long run," and will continue to expand the College's footprint within the local community, the state, and in higher education nationally; and
- possess good humor and humility, fostering open communication across the community



NOMINATION AND APPLICATION PROCESS

Academic Search is assisting Bloomfield College in this search. Nominators and prospective candidates may arrange a confidential conversation about this opportunity with one of the senior consultants leading this search: **Maya Kirkhope** at Maya.Kirkhope@academicsearch.org or (703) 380-9195 and **Cynthia M. Patterson** at Cynthia.Patterson@academicsearch.org or (561) 901-9272.

To apply, a candidate should submit:

1) a letter of intent addressing how the candidate's experiences match the position requirements, 2) a current CV/resume, and 3) contact information for at least five professional references, including email addresses and a brief description of the candidate's working relationship with each. References will not be contacted without the prior knowledge and approval of the candidate and at a later stage in the search.

Please send materials as an email attachment in Word (3 separate documents) to BloomfieldVP@academicsearch.org. For full consideration by the search committee, applicant materials should be submitted by Wednesday, December 11, 2019. Additional information about the institution can be found at www.bloomfield.edu.

By Bloomfield College's policy and search committee affirmation, all information from and about candidates will be kept in strict confidence.

Bloomfield College is an equal opportunity employer.

ABOUT ACADEMIC SEARCH

Academic Search, Inc. is assisting Bloomfield College in this work. For more than four decades, Academic Search has offered executive search services exclusively to institutions of higher education. Academic Search was founded on the principle of strengthening higher education leadership through professional search services. We are the only search firm in the nation with a formal relationship to a premier leadership development program. As the subsidiary of the American Academic Leadership Institute (AALI), Academic Search provides substantial financial support to a number of leadership identification, development, and support programs across all sectors of public and private higher education. For more information, visit <http://www.academicsearch.org/>.



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