

# Vice President

FOR ADVANCEMENT  
AND UNIVERSITY  
RELATIONS

INTELLECTUAL  
LEADERSHIP  
INNOVATIVE  
PASSIONATE  
ENGAGED  
GENUINE



UNIVERSITY OF  
MARY WASHINGTON

*where great minds get to work*



**The University of Mary Washington invites applications and nominations for the position of Vice President for Advancement and University Relations.** The Vice President reports directly to the University's new President, Dr. Troy Paino, and is responsible for planning, coordinating, and leading the fundraising, university relations, and alumni programs for the University. The Vice President is responsible for the identification, cultivation, and solicitation of resources from individuals, corporations, and foundations in the continuing development of private support for the institution. The Vice President is also responsible for advancing the distinctive brand identity of the University and increasing the public visibility and stature of the institution among prospective students, in the media, and with key public constituencies.

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## About the University of Mary Washington

Founded in 1908 and named for the mother of our country's founding father, the University of Mary Washington has built a rich history of traditions and accomplished academic excellence. The University has evolved from its beginnings as a state normal school for women to one of the nation's premier, selective, coeducational, public liberal arts and sciences universities today.

From 1944 to 1972, UMW was the women's college of the University of Virginia. Phi Beta Kappa established a Mary Washington chapter in 1971. Following coeducation in the early 1970s, it was reorganized as an independent college with its own governing board. After adding a limited number of graduate and professional programs and establishing more than one campus, the institution was renamed the University of Mary Washington by the General Assembly of Virginia in 2004.



The University continued to evolve with the formation of two new colleges in 2010, when the College of Business and the College of Education were established to combine existing graduate and undergraduate programs in those disciplines. These new colleges joined the College of Arts and Sciences in fulfilling the University's mission of providing rigorous undergraduate and graduate programs.

A distinguished institution with a strong liberal arts and sciences focus at its core, the University of Mary Washington has a student enrollment of approximately 4,000 undergraduate students and 400 graduate students. Students come from 40 states and many foreign countries. Approximately 30 percent of the students self-identify as diverse in race or ethnicity. In the fall of 2016, the University enrolled a record entering class of both first-year and transfer students. UMW is known for its small, highly interactive classes, with an average undergraduate class size of 22 students. As a member of the Council of Public Liberal Arts Colleges (COPLAC), UMW truly believes in providing a premier, public liberal arts education to its students in a residential environment. Sixty percent of students live on campus. UMW's annual budget is approximately \$111 million, with about 26% coming from the state.



**The Stafford Campus is this region's premier venue for educational programs and professional conferences and meetings.**

**The Fredericksburg Campus**, UMW's primary campus, is located in the historic city of Fredericksburg, VA, within 50 miles of both Washington, DC, and Richmond, VA. The location provides students with unique internships, research excursions, and cultural and recreational opportunities.

**The Stafford Campus**, located seven miles from the Fredericksburg campus, is the region's premier venue for educational programs and professional conferences and meetings. The facility hosts upwards of 150 professional events each year in addition to being the home for academic classes and professional development programs for educators and business professionals.

**The Dahlgren Campus Center for Education and Research** is located 45 minutes east of Fredericksburg, adjacent to a large Naval facility. It is a multi-institution, post-graduate center in King George, VA. UMW-Dahlgren delivers science- and engineering-focused academic courses taught locally and via distance learning from Virginia's public universities





## Mary Washington First Campaign

UMW recently completed a successful \$50 million capital campaign which builds upon the institution's margin of excellence to further advance UMW as a premier public liberal arts and sciences university. Funds raised throughout the campaign will help ensure that motivated, high-ability students continue to have a superb, one-of-a-kind academic experience through which they can develop their individual skills as well as their abiding values.

## UMW Foundation

Established in 1975, the University of Mary Washington Foundation is a non-stock, nonprofit corporation chartered by the Commonwealth of Virginia. Its purpose is to accept, manage, and administer private resources supporting the mission and priorities of the University, and to provide opportunities for students with a margin of institutional excellence unavailable solely with state funds.

Through the past years, private gifts to the Foundation have supported scholarships, academic programs, student activities, campus

buildings, campus enhancements, and special events for Mary Washington alumni.

Eagle Village is owned and managed by the UMW Foundation. No student fees or state funds were used in the purchase or development of the property. The UMW Foundation has a large portfolio of holdings. Its current \$150 million in real estate assets includes Eagle Village and the UMW Apartments on William Street, residential housing, office space, and hundreds of acres of undeveloped land in the region.

The endowment for the University is approximately \$45 million.

## Mary Washington First Milestones:

116 new Washington Society members added

106 new scholarships created

Alumni giving represented 62% of total giving

Planned giving represented 45% of total giving

Endowment giving represented 52% of total

Campaign Cabinet gifts \$5 million +  
Exceeded goal by \$1.5 million, ahead of schedule

Legacy Giving \$8,006,577; 15.5% of gifts and pledges

## The President

Dr. Troy D. Paino took office as the tenth president of the University of Mary Washington, effective July 1, 2016. A personable, student-focused leader, Paino is deeply committed to Mary Washington's public liberal arts and sciences mission of providing academic excellence and social uplift in equal measure.

Paino earned doctorate and master's degrees in American studies from Michigan State University. He holds a juris doctorate from Indiana University and a bachelor's degree in history and philosophy from Evangel University.

His teaching and scholarly interests include American higher education, 20th-century cultural and social history and American legal history. He has written extensively on the history of American sports and published his book, *The Social History of the United States: 1960s*, in 2008.

Dr. Paino is a member of the Association of American Colleges and Universities (AAC&U) President's Trust for Liberal Education and America's Promise (LEAP). He is president of the Council of Public Liberal Arts Colleges (COPLAC).

Prior to coming to UMW, Paino served for six years as president of Truman State University in Kirksville, Missouri. Previously, he was Truman State's provost and vice president for academic affairs, and he also served as dean of Winona State University's College of Liberal Arts.



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## The Division of Advancement and University Relations

**The primary mission of the Division of Advancement and University Relations** is to strengthen the University of Mary Washington's visibility and engagement with its extended constituencies and communities in Virginia, the region, the nation, and the globe. The functions of the Division are described in the following paragraphs. Overseeing a team of approximately 50 people, the Vice President for Advancement and University Relations is a member of the President's Cabinet and the components of the division interact on a continuing basis with virtually every aspect of the university community to help them fulfill their distinctive missions and responsibilities.

## The Office of University Advancement

**The mission of the Advancement Office** is to assist in the identification of fundraising objectives for the institution and, once approved by the President and the Board of Visitors, to develop communications and fundraising strategies to articulate these needs to various constituency groups of the University to maximize financial support for the institution.

**The Office of University Advancement** at Mary Washington brings together the offices of Alumni Relations and University Development to encourage alumni, parents, and friends to celebrate



their connections to UMW. The Office of Alumni Relations has undergone an extensive reorganization over the past five years and a wide ranging revamping of its programs and services to alumni. For example, a recent transformative initiative tied to UMW's strategic plan created a series of 17 regional networks across the nation. The local leadership of many of these networks is bringing new energy, engagement, and programming to the extended alumni community. On the Advancement front, the University of Mary Washington is fortunate to benefit from personal financial investments by committed alumni, parents, friends, and businesses. Their sustained and significant support ensures the continued success of the University and its students.

## The Office of University Relations

**The mission of the University Relations Office** is to promote the UMW brand and to champion the University through all means of communication.

**The Office of University Relations** coordinates the institution's external relations and communications programs, utilizing the mass and social media, the Internet, publications, special events, and other forms of communication with regional, state, and national outlets to support the

University's mission and goals. The Office is comprised of the following components: University Marketing, Publications, Digital Communications, Media and Public Relations, Design Services, and Editorial Services. By communicating Mary Washington's distinctive identity within the Virginia system of higher education, with its emphasis on a broad liberal arts education and high-quality instruction, the office performs a marketing function supporting such areas as student recruitment, faculty recruitment and retention, fundraising, alumni relations, community relations, and governmental support.





# The Position of Vice President

## Qualifications, Competencies, and Skills Required

The Vice President must understand the nature and purpose of advancement and university relations in higher education and must demonstrate the following: strong management skills; excellent communications skills; advanced knowledge of fundraising principles and practices; experience cultivating, soliciting, and closing six-figure and higher gifts; superior strategic and tactical communication skills and instincts; knowledge of website technology and new media usage in communications; understanding of the special needs of a multicultural environment; and an ability to lead, mentor, and train staff to superior performance. The Vice President should embrace the unique nature of the University of Mary Washington, including the historical significance of the institution. A passion for liberal arts education is essential, as well as a strong desire to ensure continued academic excellence in a student-centric environment. The Vice President should have, at a minimum, an earned bachelor's degree and significant experience as a successful leader with an ability to develop a broad and innovative vision for the Office of Advancement and University Relations.

## Other critical skills and experience for this position include:

- Expertise in, and a proven history of, gaining support and financial commitment of others.
- Knowledge of alternative, creative, and entrepreneurial fundraising programs, methods, and techniques.
- Extensive knowledge and understanding of public affairs, public relations, and crisis communications issues and trends.
- Ability to work effectively with a wide range of constituencies in a diverse community.
- Knowledge of communication principles and marketing techniques.
- Skill in examining and re-engineering operations and procedures, formulating policy, and developing and implementing fundraising strategies and procedures.
- Ability to hire, develop, and lead staff and inspire a collaborative and supportive work environment.
- Skill in budget preparation and fiscal management.
- Experience in volunteer management.

## Preferred Experience

Experience in researching and developing capital campaigns; proven experience spearheading a capital campaign; a successful track record in the area of alumni relations; extensive experience in communications/public relations.



## Core/Major Responsibilities

- Plan and direct all philanthropic initiatives for the University, including annual and major gifts, corporate, foundation, private endowment development, grants, analysis and alumni giving.
- Develop, implement, and maintain strategies and programs to enhance the visibility, brand, and reputation of the University.
- Promote an inclusive, respectful, and welcoming environment within the Office of Advancement and University Relations.
- Develop and implement comprehensive fundraising goals, objectives, and plans for the University.
- Establish and implement effective plans for promoting capital needs, endowments, and other long-range funding activities.
- Maintain effective communication strategies with a variety of internal and external audiences.
- Establish and implement short-term and long-term departmental goals and objectives; evaluate program effectiveness and institute changes required for continuous improvement.
- Serve as a key member of the President's cabinet and as an ambassador of the University.
- Promote university priorities and image to internal and external constituents. Serve as a visible leader to promote institutional goals and objectives. Maintain current knowledge of university-wide priorities.



**Nominations and inquiries of interest may be sent in confidence to the University's executive recruitment consultant:**

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