

**VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT  
&  
EXECUTIVE DIRECTOR OF THE  
PURCHASE COLLEGE FOUNDATION**

**THE OPPORTUNITY**

Purchase College is the cultural and educational gem of the State University of New York (SUNY) network of 64 universities and colleges. With 4,200 students and situated on 550 acres in Westchester County, the college has highly renowned professional conservatory programs in the visual and performing arts along with distinguished liberal arts and sciences programs.

Purchase College is seeking a visionary and collaborative Vice President for Institutional Advancement & Executive Director of the Purchase College Foundation (VPIA). The ideal candidate will serve to further energize and expand Purchase's base of philanthropic support during a period of transitional leadership.



The VPIA will report to the College's Interim President, serve as a member of the President's Cabinet, be accountable to the Purchase College Foundation Board of Trustees, and have oversight of the Alumni Association.

In collaboration with the Purchase College Cabinet, Foundation, and key stakeholders, the VPIA will have primary responsibility for fundraising success. The successful candidate will manage and cultivate key institutional relationships, engage alumni, implement annual and special campaigns, and further the culture of philanthropy. The ideal candidate will be collaborative, strategic, creative, and engaging among all Purchase College constituencies.

The VPIA will provide daily oversight of policies and procedures applicable to institutional advancement and the Purchase College Foundation. They will possess the management and leadership acumen to leverage the team members' existing capacity and strengthen performance, and effectively manage and build a comprehensive operation, while maintaining best practices, camaraderie, shared accountability, and clearly defined goals.

Purchase College has retained [Freeman Philanthropic Services, LLC](http://www.glfreeman.com) to assist on this important recruitment.

## ABOUT PURCHASE COLLEGE

Purchase College, SUNY is one of 13 comprehensive colleges in the State University of New York (SUNY) system. Founded by Governor Nelson Rockefeller in 1967 as “the cultural gem of the SUNY system,” Purchase College offers a unique education that combines programs in the liberal arts and sciences with conservatory programs in the arts that emphasize inquiry, mastery of skills, and creativity.

With just over 4,000 undergraduate students, an acceptance rate of 44%, and a student-teacher ratio of 14:1, Purchase was named a Top Ten Public Liberal Arts College in the nation in the 2019 edition of U.S. News & World Report's *Best Colleges*. Kiplinger's Personal Finance included Purchase College in their 2018 list of *Top 100 Best Values in Public Colleges*.



Purchase College comprises three schools: the School for Liberal Arts and Sciences (LAS), the School of the Arts (SOA), and the School of Continuing Education. Purchase offers 47 undergraduate majors, 32 undergraduate minors, and four graduate programs, as well as artist diplomas and performers certificates. Fifty-six percent of students study in LAS programs while 38% are in SOA. Another 6% are undecided. Twenty percent of the student body are first-generation.

Purchase celebrates individuality, diversity, and creativity as it encourages students to Think Wide Open. The campus fosters a culture of collaboration, academic rigor, and acceptance with a focus on student engagement as the key to success. Purchase encourages experiential learning as it promotes a global and civic minded approach to study. The senior project remains a cornerstone of the Purchase experience, while students learn to apply unconventional approaches to problem-solving and to think across conventional boundaries. Our students are intense, passionate, and curious, known for their scrappy DIY aesthetic and freedom to be themselves.

## SCHOOL OF THE ARTS

The School of the Arts houses the college's School of Art+Design, Conservatories of Dance, Music, and Theatre Arts, and the Arts Management and Entrepreneurship programs.

### School of Art+Design

The School of Art+Design offers programs in graphic design, painting and drawing, photography, printmaking, and sculpture as well as interdisciplinary visual arts and graduate degrees. The Richard and Dolly Maass Gallery presents work from emerging artists, students, faculty, and alumni. The School of Art+Design hosts an annual Visiting Artist Lecture Series that brings artists, art historians, curators, and critics to campus for lectures and discussions with students and the broader Purchase community. Alumni include Gregory Crewdson, Fred Wilson, and Katherine Bradford.

### Conservatory of Dance

The Conservatory of Dance is one of the most highly regarded conservatories of dance in the United States and emphasizes professional training in both performance and choreography for serious artists. Students may select a concentration in ballet, dance composition, or dance production. The Dance Building was the first facility constructed solely for the study and performance of dance in the country. Notable alumni include Doug Varone, Kyle Abraham, Tiffany Rea Fisher, and Terese Capucilli.

### **Conservatory of Music**

The Conservatory of Music offers undergraduate and graduate programs. Undergraduates may select from programs in classical, jazz, or music and technology. Enrollment in the conservatory is limited to 400 undergraduate and graduate students. Notable alumni include Regina Spektor, Dan Deacon, Cyrille Aimee, and Mitski.

### **Conservatory of Theatre Arts**

The Conservatory of Theatre Arts confers three undergraduate degrees: acting, theatre design/technology, and theatre and performance. The conservatory is among the top theatre schools in the nation, according to the Princeton Review. Enrollment totals about 400 students and alumni include actors Edie Falco, Stanley Tucci, Parker Posey, and Wesley Snipes. Many theatre design/tech alumni have won Tony, Drama Desk and other awards including lighting designer Kenneth Posner and scenic designer David Gallo.

## **SCHOOL OF LIBERAL ARTS AND SCIENCES**

Students can choose from 23 separate majors or they can design an interdisciplinary major from several courses of study.

The annual Durst Lecture Series, supported by an endowment from the Durst family, brings in celebrated writers to the campus. Past lecturers include authors Tim O'Brien, Hettie Jones, Claudia Rankine, Zadie Smith, and Kevin Young.

Notable LAS alumni include filmmakers Hal Hartley and Chris Wedge, journalist Adam Nagourney, environmentalist Carl Safina, critic Manohla Dargis, anthropologist David Graeber, and activist Adotei Akwei.

### **School of Film and Media Studies**

The School of Film and Media Studies offers undergraduate programs in cinema studies; media studies; new media, playwriting and screenwriting, and film as well as a graduate program in media arts and culture.

### **School of Humanities**

The School of Humanities offers undergraduate programs in art history; creative writing; history; journalism; language and culture; Latin American studies; literature; and philosophy. It also offers minors in several languages and in interdisciplinary programs such as Jewish studies, global black studies, and philosophy and the arts. The MA in art history can be combined with an MFA in visual arts for a dual degree.

### **School of Natural and Social Sciences**

The School of Natural and Social Sciences houses undergraduate programs in anthropology; biochemistry; biology; chemistry; economics; environmental studies; gender studies; mathematics/computer science; political science; psychology; and sociology. The school also presents an annual Natural and Social Sciences Symposium, which exhibits original research conducted by students; and a lecture series funded by Con Edison.

### **School of Liberal Studies**

The School of Liberal Studies offers three degree completion programs in liberal studies, liberal studies: legal studies, and communication.

## **SCHOOL OF CONTINUING EDUCATION**

The School of Continuing Education allows community residents and students to take both credit and noncredit courses at the college. Several professional certificate programs and summer youth and precollege programs in the arts show the college's commitment to lifelong learning.

## NEUBERGER MUSEUM OF ART

The college is also home to the Neuberger Museum of Art, which is among the ten largest museums in New York and the eighth-largest university museum in the nation. The museum opened in 1974 and the permanent collection now holds more than 7,000 works of modern, contemporary and African art. The Museum presents a full schedule of exhibitions, lectures, films, and multimedia events. The collection features works from 20th-century masters and midcareer and emerging artists, and is well known for its permanent exhibition of African art.

Before the Museum opened in 1974, the Friends of the Neuberger Museum of Art was formed to advance the Museum's service to the residents of the region. The Friends, a separately incorporated campus-related foundation, is a membership organization open to the public. The Board of Directors, which includes citizens from the region and representatives from SUNY at Purchase College, works closely with the VPIA and oversees the Friends, which, through its programs, supports the educational and cultural mission of the Museum.

## THE PERFORMING ARTS CENTER

The Performing Arts Center, a part of the Purchase College Foundation but has its own Advisory Council, is the major professional, non-profit arts presenter in the region. A four-theatre complex that presents a full season of professional performing arts, it also provides the space for conservatory productions each semester. The Center presents a broad range of performances that engage, challenge, and educate as well as entertain, offering music, dance, theatre, family programming, comedy, and film.

## PURCHASE COLLEGE LEADERSHIP

Purchase College's academic and administrative leadership provides structure and unity and forms the bedrock for an inclusive community that champions academic rigor and unbridled creativity.

More detail on the Cabinet and other leadership is available at:  
<https://www.purchase.edu/about/presidents-welcome/college-leadership/>

## PURCHASE COLLEGE FOUNDATION BOARD OF TRUSTEES

The Board of Trustees is composed of 22 dedicated and engaged leaders committed to Purchase College and its mission, vision, and continued growth. The Board is comprised of alumni and community leaders who are accomplished in their fields, many of whom sit on the boards of leading corporations, international organizations, and not-for-profits. The Board includes six standing committees: Finance, Audit, Investment, Governance, Resource Development, and Student Success.

For a complete list of the Board of Trustees, please see:  
<https://www.purchase.edu/give-to-purchase/board-of-trustees/>

## IMPORTANT AND REPORTING RELATIONSHIPS

The VPIA will report to the Interim President, serve as a member of the President's Cabinet (Interim President, Provost, and Chief Financial Officer/Vice President for Operations), be accountable to the Purchase College Foundation Board of Trustees (22 members, 6 standing committees), and have oversight of the Alumni Association (22 member Board of Trustees). The VPIA serves on Advisory Counsel for the Performing Arts Center and the Friends of the Neuberger Board and is a voting member of both.

The VPIA will work collegially with the other members of the Purchase College Cabinet to collaborate across the campus and with internal and external constituencies. The successful candidate will have five direct reports and oversee a staff of ten.

## KEY OPPORTUNITIES AND CHALLENGES

Purchase College seeks an experienced, energetic, and collaborative fundraising leader with both the capacity and the demonstrated track record to respond effectively and successfully to the following key opportunities and challenges:

- Guided by the college's mission, priorities, and vision for the future, provide inspirational and effective fundraising leadership through teamwork, collaboration, and dedication;
- Build strong collaborative relationships with college leadership, faculty, staff, colleagues, volunteers, alumni, and other community members and, in doing so, further the culture of philanthropy across the institution;
- Work closely with the Foundation Board of Trustees, Provost, Deans, faculty, alumni, and friends to provide meaningful and valuable engagement opportunities;
- Strategically manage, refine, and expand the college's fundraising outreach to achieve maximum positive visibility among its alumni and other constituents and to increase awareness, action, and funding; this will include the creation of effective cases for support that highlight the college's excellence, achievements, and strategic plans;
- Deepen and broaden relationships with alumni and donors; further the loyalty and engagement of Purchase College's diverse community to encourage higher levels of support and involvement;
- Identify and help recruit Trustees to serve on the Purchase College Foundation Board;
- Provide leadership to strengthen relationships and increase support by identifying, cultivating and soliciting prospects and donors for annual, capital, and endowment gifts;
- Establish and implement strategic alliances and partnerships that advance the college;
- Provide professionally seasoned management to college fundraising and alumni relations: guide, motivate and mentor its staff members, while maintaining best practices, camaraderie, shared accountability, and clearly defined goals;
- Lead the evolution of college fundraising into a more inventive, effective, and prolific enterprise.

## IDEAL QUALITIES AND EXPERIENCE

The ideal candidate will possess the following experience and attributes:

- Proven record of success in securing major gifts from alumni, corporations, individuals and foundations, and implementing a range of fundraising activities, including special events, proposal submissions, and individual solicitations;
- Excellent interpersonal and communications skills coupled with the ability to supervise and motivate staff and facilitate the involvement of volunteers;
- Excellent writer with a track record of grant-winning proposals, compelling cases for support and solicitation materials;
- Ability to understand development-specific technology to assess and improve systems and processes to further advancement goals;
- Creative and innovative approach to fundraising, while demonstrating leadership, agility, transparency, and diplomacy;



- Ability to engage diverse constituents in a manner that generates excitement, shared purpose, meaningful action, and long-term relationships;
- Inspirational management skills with the demonstrated ability to motivate, mentor, and leverage a team's existing capacity to strengthen performance and deepen dedication;
- Flexibility and patience, and the ability to adapt to changing priorities as decisions and processes evolve over time;
- Tenacity, fortitude, courage, sense of humor, and a results-oriented approach to leading the advancement program.

## COMPENSATION AND BENEFITS

The compensation and benefits package will be competitive and commensurate with the selected candidate's background and experience.

## CONFIDENTIAL INQUIRIES AND HOW TO APPLY

Purchase College has retained [Freeman Philanthropic Services, LLC](#) to assist on this recruitment. FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions.

Please send all confidential inquiries, applications, and nominations directly to FPS via email at [PurchaseVPIA@glfreeman.com](mailto:PurchaseVPIA@glfreeman.com).

All applications must include (1) an up-to-date resume and (2) a letter of intent (addressed to Gail L. Freeman, President, FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in his/her career. Additional materials and information will be requested during the search and interview process.

*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 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.*