The Opportunity:

Lois L. Lindauer Searches is proud to partner with Franklin & Marshall College (F&M), a highly selective four-year residential liberal arts college in Lancaster, Pennsylvania, in its search for its Assistant Vice President of Alumni Relations and Annual Giving.

Reporting to the Vice President for College Advancement, the Assistant Vice President of Alumni Relations and Annual Giving is a member of the senior leadership team in the College Advancement division and is responsible for planning, directing, integrating, and managing all aspects of Franklin and Marshall College’s alumni engagement and annual giving efforts. The Assistant Vice President will have regular contact with members of the College leadership team, members of the
Board of Trustees, the Alumni Association Board of Directors, and other key F&M alumni and friends, and serves as an ex-officio member of the Executive Committee of the Alumni Association Board of Directors.

Franklin & Marshall College

Franklin & Marshall, founded in 1787, is a highly selective, private liberal arts college that prides its academic quality and strong campus community centered on small classes and faculty-student research. The College community is fully committed to helping students develop their greatness — including their intellectual, creative, and leadership talents — so that they may live fulfilling lives and contribute meaningfully to their occupations, their communities, and their world.

The College enrolls 2,400 undergraduate students from throughout the U.S. and around the world. Franklin & Marshall students are active undergraduate researchers and scholars. Each of them is a lifelong member of a College House, a distinct hub of academic, co-curricular, and social engagement in a residential setting. College Houses are guided by faculty dons and administrative prefects and are key to student engagement and learning outside the classroom. F&M students are highly engaged in clubs and organizations and in community projects. Their 27 varsity athletic teams, the Diplomats, compete in the NCAA Division III Centennial Conference for most sports, and the Eastern Intercollegiate Wrestling Association, the Middle Atlantic Rowing Conference, and the College Squash Association.

Faculty at Franklin & Marshall are dedicated to undergraduate teaching and research in an environment that emphasizes interdisciplinary collaboration. With nearly 200 tenured and tenure-track and 79 visiting and adjunct faculty, nearly all of whom have terminal degrees in their field of expertise, the College has a history of strength in the sciences, and in the study of government and business. With the development of a new, 35,000 square foot visual arts center now underway, the arts will expand their importance in the curriculum as well.

Franklin & Marshall’s approximately 26,000 living alumni have led lives and pursued careers of distinction in all walks of life, from business, medicine, and law to education, the arts, and nonprofit administration. Franklin & Marshall’s alumni base includes renowned individuals who have made their mark in politics and public policy, in the professions, and in the world.
Prominent alumni include:

- Wanda Pompey Austin, Ph.D., ‘75, Retired President & CEO, The Aerospace Corporation
- Stanley Brand ’70, Senior Counsel, Akin Gump, LLP and Vice President, Minor League Baseball
- Denis Cortese, M.D. ‘66, Emeritus President and CEO of the Mayo Clinic
- Kenneth M. Duberstein ’65, former Chief of Staff to President Ronald Reagan and CEO of The Duberstein Group, Inc.
- Patricia E. Harris ’77, CEO, Bloomberg Philanthropies and former First Deputy Mayor of the City of New York
- James Lapine ’71, Pulitzer and Tony Award-winning theatrical producer and Director
- Kenneth Mehlman ’88, former chairman of the Republican Party, campaign manager for President George H.W. Bush, and current Global Head of Public Affairs, KKR
- Richard Plepler ’80, President & CEO, Home Box Office (HBO)
- Mary L. Schapiro ’77, former Chairperson of the U.S. Securities and Exchange Commission
- Treat Williams ’73, Broadway, film, and television actor

The Alumni Association of Franklin & Marshall College fosters lifelong connections between F&M alumni and their alma mater. Affinity groups have been formed based on academic major, professional career, club or activities, and geography. The number and size of these many different groups have been growing, driven by a tremendous spirit of volunteerism and dedication to the College. The Alumni Association is governed by a 32-member board, whose President and past President serve on the College’s Board of Trustees.

Franklin & Marshall College occupies a 100-acre residential and academic campus, possesses a 100-acre athletics campus, and has acquired an additional 27 acres of land on a former industrial site adjacent to the main campus. The College has experienced extensive expansion and modernization of facilities over the past eight years, including a new 100,000-square-foot interdisciplinary life sciences and philosophy center, a new center for the study of business, government and public policy, a new residential college house, conversion of four existing residence halls into college houses, and creation of several facilities that support the academic mission of the institution, including a writers house, a center for Jewish life, and an international center. Long-term plans include construction of a multi-purpose stadium to
replace an existing football stadium, continued improvements to college houses, and conversion of a parking lot at the center of campus into an academic quadrangle.

**Mission:**

Franklin & Marshall College is a residential college dedicated to excellence in undergraduate liberal education. Its aims are to inspire in young people of high promise and diverse backgrounds a genuine and enduring love for learning, to teach them to read, write, and think critically, to instill in them the capacity for both independent and collaborative action, and to educate them to explore and understand the natural, social, and cultural worlds in which they live. In so doing, the College seeks to foster in its students qualities of intellect, creativity, and character, that they may live fulfilling lives and contribute meaningfully to their occupations, their communities, and their world.

**Leadership**

Franklin & Marshall College President Daniel R. Porterfield, Ph.D., prioritizes enhancing academic excellence, promoting student access and success, strengthening resources for holistic student development, and helping young graduates thrive in life after college. A scholar of English, he teaches literature courses dealing with human rights, education, and social justice.

Since becoming President on March 1, 2011, Porterfield has led F&M in the development of *Claiming Our Future*, a visionary strategic plan for the College, launched an innovative approach to students’ personal and professional success through a new Office of Student and Post-Graduate Development, and formulated a distinctive student talent strategy building upon a significant expansion of F&M’s financial aid program. This work, and more, has resulted in greater visibility and public leadership for F&M, record application numbers, and an increase in the academic profile, diversity, and selectivity of incoming classes.

Under Porterfield’s leadership, F&M has expanded partnerships with successful K-12 educators and college access networks including the Posse Foundation, KIPP, Achievement First, Uncommon Schools, the College Advising Corps, and the Cristo Rey Network. In 2016, Porterfield was named one of the “Sixteen Most
Innovative People in Higher Education” by Washington Monthly and one of eleven “Champions of Change for College Opportunity” by the White House.

Porterfield is a frequent contributor to the national dialogue on issues like the value of the liberal arts, college opportunity, and the impact of technology on higher education. His pieces have been featured in The Chronicle of Higher Education, the Washington Post, and the Philadelphia Inquirer, and he writes regularly for Forbes and The Huffington Post. In 2014, he was the only liberal arts college president invited to speak at two White House summits and a White House Science, Technology, Engineering, and Math (STEM) education workshop held in Boulder, Colorado.

Porterfield serves as a trustee of the College Board and on the board of the Lenfest Foundation, and chairs the board of the Lenfest College Scholarship Foundation, which provides application assistance and financial aid to talented students from across rural Pennsylvania. He also advises Teach For America, the College Advising Corps, and the Leadership Enterprise for a Diverse America (LEDA), and is a member of the Association of American Colleges and Universities’ Liberal Education and America’s Promise (LEAP) Presidents’ Trust, an advocacy group for the liberal arts.

Prior to his appointment at Franklin & Marshall, Porterfield served as senior vice president for strategic development for his alma mater, Georgetown University, in Washington, D.C. In this role, he led Georgetown’s institutional positioning, communications, government relations, community relations, and intercollegiate athletics, and spearheaded the University’s relationship with the D.C. public schools. He founded a number of longstanding Georgetown programs for immigrant children, D.C. students, and at-risk youth.

Before coming to Georgetown in 1997, Porterfield served for four years as a senior aide to U.S. Health and Human Services Secretary Donna E. Shalala. Porterfield was awarded a Rhodes Scholarship and a Mellon Fellowship in the Humanities. He earned his Ph.D. at The City University of New York Graduate Center.

A native of Baltimore, Porterfield is married to Karen A. Herrling, an attorney who leads efforts on behalf of vulnerable populations in Pennsylvania. They have three children.

Matthew Eynon joined Franklin & Marshall College as Vice President for College Advancement in the fall of 2012. Since arriving almost five years ago, Eynon has overseen a significant realignment and expansion in staffing, the development and launch of the College’s current comprehensive campaign, and record-setting levels of overall giving to the College. Prior to joining the
F&M senior administration, Eynon was the associate vice president for capital giving at Boston College. In announcing Eynon’s appointment, F&M President Dan Porterfield cited his broad experience in advancement, fundraising, communications, and engagement strategies.

"Matthew’s advancement expertise, strategic vision, and record of leadership in higher education make him ideally suited to lead Franklin & Marshall’s team," Porterfield said. "He brings to F&M a lifelong commitment to the liberal arts and a record of building strong relationships with a wide range of constituencies, especially alumni. I look forward to Matthew joining our community at such an exciting and dynamic time in F&M history."

Eynon, a native of Danbury, Conn., was a member of the senior leadership team charged with advancement strategy in Boston College’s recent $1.5B capital campaign. He managed a team of 28 major and principal gift staff members and cooperatively managed Boston College’s overall donor prospect pool.

Before his service as associate vice president for capital giving role, Eynon served as associate vice president for annual giving at Boston College, overseeing a 30 percent increase in alumni donors and 100 percent increase in giving by young alumni. He developed a new system for major gift metrics; collaborated with alumni relations and communications staff members on alumni-engagement activities; and implemented a broad-based annual fund marketing program for more than 200,000 alumni, parents, and past parents.

At F&M, Eynon is responsible for the College’s overall advancement program, fundraising initiatives, comprehensive campaign, alumni and parent relations, and corporate and foundation relations. A graduate of Dickinson College, Eynon is excited to a part of one of the nation’s leading liberal arts colleges.

Prior to his positions at Boston College, Eynon served as assistant vice president for advancement at Suffolk University in Boston, where he was responsible for the leadership of the development team during a $75M campaign and partnered with trustees and institutional leaders on key aspects of the institution’s development program. Earlier in his career, Eynon served in several leadership roles at the University of Massachusetts Lowell, culminating in his appointment as the institution’s chief advancement officer in 2002. Total private support for the University exceeded $58M under his leadership, while the total endowment increased by 75 percent.

In addition to his work in higher education, Eynon has experience as an entrepreneur and business owner. In the mid-1990s he was vice president and co-founder of The Pyrenees Group LLC, a golf product marketing company based in Lancaster and Acton, Mass., and he previously was a regional sales manager and account executive at Moguls Ski & Sun Tours in Bryn Mawr. He credits both experiences for shaping a perspective about innovation that helps him in higher education advancement.
Giving to Franklin & Marshall

As President Porterfield states, “exceptional institutions like F&M are able to achieve remarkable things when they have the backing of an engaged and generous group of alumni, parents, and friends.”

Franklin and Marshall’s last comprehensive campaign concluded in 2002, raising $139M. In a project-specific campaign ending in 2007, the College raised $50M for its new Barshinger Life Sciences & Philosophy Building. As of June 2016, the College’s total endowment is $340M. F&M is currently in the third year of the pre-public leadership phase of its campaign, having crossed the $100M mark in total commitments, the campaign seeks to realize $200M by its conclusion in FY22.

In fiscal year 2016, Franklin & Marshall’s generous donors set a single year fundraising record by committing more than $31.2M in outright gifts and pledges. For the 2016 fiscal year, $15.4M was received in cash, and of that total, $4.3M was received in support of the F&M Fund. Alumni giving accounted for $6.1M of the overall total with 29% of alumni making a gift to the College.

Additionally in FY16, the College celebrated the largest gift ever received from an F&M graduate — Trustee Benjamin Winter ’67 and his wife Susan’s $10M gift will create a new visual arts center on the campus. Total bequest and trust gifts for the year amounted to more than $2.7M. The College also passed the $15M level in commitments to the Shadek Stadium project, a new multi-purpose athletic stadium slated to open in the fall 2017.

Franklin & Marshall College Alumni Association

The mission of the Franklin & Marshall College Alumni Association is to advance the welfare of the College and its alumni by engaging alumni in the life of their alma mater; fostering and strengthening the connections between and among alumni, students, and the rest of the college community; and inspiring in alumni and students a life-long sense of loyalty toward, pride in, and support of the College.

The Alumni Association is governed by a 32-member Board of Directors who meet on campus three times annually. The Board of Directors of the Alumni Association, described as a “tremendous asset” to the Alumni Relations and Advancement efforts, support two scholarships, and host a Senior Class Reception each commencement weekend for graduates — the college’s newest alumni.
In recent years, the Board has made important financial contributions from the association’s resources to key strategic initiatives. These include a gift of $125,000 to support the renovation of Distler Hall, and in 2006 a $25,000 gift to the campaign for the Barshinger Life Sciences and Philosophy building. The Alumni Association board members have continued to demonstrate their commitment to the college’s advancement efforts with 100% participation in annual giving.

The most recent strategic plan created by the Alumni Association Board includes the following goals:

1. Build and sustain alumni communities;
2. Cultivate and maximize the potential of F&M volunteer corps;
3. Create lasting F&M pride for alumni through all stages of their lives;
4. Cultivate and sustain a spirit of philanthropy; and
5. Connect with students to improve their F&M experience and develop them as future engaged alumni.

There is a solid foundation with affinity engagement through Athletics, Hillel, and Greek life, and within specific academic departments. There is room for growth with other groups, including the newly created College House system.

Franklin & Marshall boasts 25 regional alumni chapters, with six signature “Heritage” chapters located in Philadelphia, New York City, Washington D.C., Boston, Central Pennsylvania, and Baltimore. These chapters deliver high quality programs aimed at increasing alumni engagement. There is opportunity for expansion and growth within the 19 “Horizon” chapters around the world. On campus alumni events, such as Reunion Weekend and Homecoming Weekend have grown in recent years. Homecoming and Family Weekend merged in recent years and now have a robust combined event with over 3,500 attendees in 2016.

**Opportunities and Challenges:**

Previously, Franklin & Marshall’s Alumni Relations and Annual Giving departments functioned separately, with staff members partnering on projects as necessary. In 2013, Vice President Eynon merged the two programs and progress has been significant in the alignment of alumni engagement and alumni giving. The Assistant Vice President of Alumni Relations and Annual Giving will oversee the ongoing development of
these two dedicated teams with the goal of seamless integration to maximize alumni engagement while increasing support for the annual fund.

With 50% of F&M alumni giving in the past five years, the focus for the new Assistant Vice President will be to create meaningful and substantive engagement opportunities while using strategic planning and a careful analysis of giving data to renew recent donors and secure new donors. Continued and sustained participation is a priority of the current leadership and the Assistant Vice President is charged with overseeing programs that support this priority. The incoming Assistant Vice President of Alumni Relations and Annual Giving will have the opportunity to create and lead an expanded, cohesive team to accomplish this goal.

As the College moves into the public phase of the comprehensive campaign, the Assistant Vice President will be charged with expanding and sustaining a culture of volunteer engagement to support the campaign’s goals. Indeed, one measure of the campaign’s progress and success will be the creation of a broad approach to volunteer leadership. The new Franklin & Marshall Fund National Steering Committee, chaired by Trustee Ray Sanseverino ’68, affords the new Assistant Vice President with the opportunity to develop strong structures for volunteer impact and involvement.

**Position Overview – Assistant Vice President of Alumni Relations and Annual Giving**

The Assistant Vice President of Alumni Relations and Annual Giving is responsible for the development, management, and integration of programs that engage alumni and donors in creative and relevant ways as resources for the College and for each other, and which converts such important engagement with the College into consistent philanthropic support.

As a member of the Advancement senior leadership team, the Assistant Vice President will play a pivotal role in accelerating growth in alumni and annual giving and creating and leading a unified, new strategy and outreach effort to create and sustain commitment and engagement among F&M’s alumni and friends from various generations in the College’s history.

As a leader and team-builder, the Assistant Vice President will be responsible for developing, implementing, and overseeing F&M’s alumni engagement and annual giving strategy to enhance the College’s connection to its alumni and external constituents, regionally, nationally, and internationally. In conjunction with College leadership and other key stakeholders, the Assistant Vice President will be tasked with building a program
based in best practices in the field and utilizing a market informed approach to alumni relations and annual giving segmentation and messaging.

**Primary Responsibilities:**

- The Assistant Vice President of Alumni Relations and Annual Giving designs, leads, and directs the development of annual goals and objectives, operating plans and budgets, staffing, and volunteer management plans for the Alumni Relations and Annual Giving programs.
- The Assistant Vice President, in collaboration with the Director of Alumni Relations and the Director of Annual Giving, will oversee the execution of a robust direct marketing program for the College that will leverage the integration of alumni relations and annual giving programming.
- The Assistant Vice President will be a motivating manager to a team of eighteen dedicated alumni relations and annual giving professionals and will work hard to maintain a keen focus on the best outcomes of integration in alumni relations and annual giving.
- Of particular importance will be effective collaborations across advancement units and units outside advancement, especially with marketing and communications, an area of recent growth and an area of opportunity.
- The Assistant Vice President will be encouraged to leverage new ideas and research outside higher education to enhance and improve F&M’s alumni relations and annual giving programs.
- A core responsibility of the Assistant Vice President will be the responsibility to leverage alumni engagement programming into F&M’s strategy for annual giving and overall development goals, especially the impact of broad engagement on the planning and execution of capital campaigns.
- The Assistant Vice President works closely and collaboratively with other program directors in College Advancement, as well as with programs in other offices of the College, notably the Office of the President, Office of the Provost, Admissions, Communications, Athletics, the Dean of Students Office, and the Office of Student and Post-Graduate Development to ensure the integration of alumni into campus programs.
- The Assistant Vice President of Alumni Relations and Annual Giving is also responsible for the strategic direction and implementation of the Franklin & Marshall Fund’s efforts to dramatically increase unrestricted and restricted annual support for the College, especially to increase the number of alumni donors to Franklin & Marshall College.
- The Assistant Vice President manages all functions of alumni relations, including working with an elected Alumni Association Board of Directors to craft and execute its annual plan; planning and running special events designed for alumni; and implementing services and activities that engage alumni and encourage participation in the life of the College.
• The Assistant Vice President is also the primary contact and staff support for the Board of Directors of the Alumni Association, who are active and strategic partners with the College in developing programs to assist in achieving program goals.

• The Assistant Vice President serves as an ex-officio member of the Executive Committee of the Alumni Association Board of Directors.

• Plan, direct, and execute alumni engagement programs in concert with the Alumni Board of Directors and members of the Development team (e.g., reunions, special events, the regional club network, student-alumni relations, career networking efforts) to help meet the College’s and Alumni Association’s fundraising and alumni relations goals.

• Traditional programs such as Reunions and Homecoming/Family Weekend, Regional Chapters and Programs, Affinity Groups, and the activities of the Alumni Association Board of Executive Directors, as well as reunion giving, the senior class campaign, and athletic annual giving efforts will be sustained and supported at the highest levels.

• The Assistant Vice President will develop a marketing and strategic communications plan for engaging a broad array of alumni and parents in key activities at the College through the incorporation of social media and social media marketing — and leverage such media to advance annual fund goals, where appropriate and impactful.

• The Assistant Vice President will develop operating plans for each program and with each staff member and will oversee and report on program assessment on a regular basis. The Assistant Vice President will also conduct annual performance reviews for each staff member and work with his/her directors on their performance review processes.

• Initiate, coordinate, and manage activities of the Alumni Association’s Board of Directors and other volunteers.

• Work with College departments to recruit, organize, and deploy volunteers to advance the College’s mission and vision.

• Serve as the contact person for alumni, parents, and others interested in information, services, and programs related to alumni.

• With the Associate Vice President for College Advancement, the Assistant Vice President will coordinate College Advancement collaborations with the Office of Communications, especially in regard to direct mail and marketing, email communications, and newsletters.

• The Assistant Vice President will work closely with other areas of Advancement in closely coordinating the activities of a comprehensive campaign.

• The ideal candidate will demonstrate initiative and must be strategic, well-organized, and goal-oriented, with an enthusiastic and positive personality, strong interpersonal skills, the ability to manage complex projects, and a collaborative work-style.
**Benefits:**

This position offers an excellent benefits and compensation package. For more information, please consult: http://www.fandm.edu/humanresources/benefits

**Location**

Franklin & Marshall is located in Lancaster, Pennsylvania, a diverse and vibrant city of 56,000 and the cultural and commercial center of a metropolitan area of 500,000. Lancaster enjoys easy access to Philadelphia, Baltimore, New York, and Washington, D.C. and is served by two regional airports and Amtrak passenger rail. The city is also home to a campus of Millersville University, as well as the Pennsylvania College of Art & Design. Several corporations call Lancaster home, including Armstrong World Industries and Fulton Financial Corporation. Residents have access to a wide variety of restaurants, shops, museums, and art galleries, as well as high quality healthcare through several area medical centers. According to the Gallup-Healthways Well-Being Index, Lancaster in 2011 was the top U.S. metropolitan statistical area for overall wellbeing of its residents.

Franklin & Marshall plays an active role in Lancaster life, particularly through membership in the James Street Improvement District, a partnership of the City of Lancaster, Lancaster General Health, the College, and several small businesses, as well as through community-based learning and other outreach.

For more information:
http://www.downtownlancaster.com/
http://padutchcountry.com/index.asp

**Background Checks:**

Prior to submitting your resume for this position, please read it over for accuracy. LLLS does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**Application Deadline:**

Review of applications will begin immediately and continue until the successful candidate has been selected.
To learn more, call
Megan Abbett, Search Director at
617-262-1102
or send nominations or cover letter and resume to
mabbett@LLLSSearches.com.
All inquiries will be held in confidence.

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