The Opportunity:

LOIS L. LINDAUER SEARCHES is proud to partner with the University of Bridgeport in its search for the Vice President for University Relations. The University of Bridgeport offers career-oriented undergraduate, graduate, and professional degrees and programs for people seeking personal and professional growth. It promotes academic excellence, personal responsibility, and commitment to service. Distinctive curricula in an international, culturally diverse, supportive learning environment prepare graduates for life and leadership in an increasingly interconnected world. The University is independent and non-sectarian.

The University of Bridgeport seeks a highly skilled Vice President for University Relations. Reporting to the President, the Vice President for University Relations will provide leadership, planning, management, and coordination for all development, alumni relations, publishing, and marketing functions across the University. This is a rare and exciting opportunity to have an impact in an institution experiencing great momentum. The ideal candidate will be collaborative, innovative, and highly motivated.
The University of Bridgeport (UB) was founded in 1927 as the Junior College of Connecticut – the first junior college chartered by any legislature in the northeastern states. In the words of its founders, the college’s purpose was to develop in students “a point of view and a habit of mind that promotes clear thinking and sound judgment in later professional and business experience.” Although UB has changed in many ways since then, its commitment to student preparation and community service remains central to its mission.

The Junior College of Connecticut became the University of Bridgeport in 1947, when the governor of Connecticut chartered the institution as a four-year university with authority to grant the baccalaureate degree. By that time, the former estate of famed circus owner P.T. Barnum at Bridgeport’s picturesque Seaside Park had been purchased. Growth in students, faculty, programs, and buildings was rapid. Strong growth continued throughout the 1960s and ‘70s.

In January 1979, the University was licensed to offer the doctoral degree in Educational Leadership (Ed.D.). In 1991 the College of Chiropractic was established, thereby becoming the first affiliation of a chiropractic school with a university in the United States. Significant financial support from the Professors World Peace Academy (PWPA), a nonprofit organization of academicians dedicated to world peace through education, enabled the University of Bridgeport to continue its programs in the aftermath of a major labor dispute. In 1996 the University established the College of Naturopathic Medicine, which grants the Doctor of Naturopathic Medicine (N.D.). In fall 2006, the University began enrolling students in a Ph.D. program in Computer Science and Engineering.

The University maintains its primary commitments and holds fast to its values. Academic programs are offered through thirteen schools, colleges, and institutes. Concern for student development and support
A career-oriented focus in academic programs is complemented at the undergraduate level with a state-of-the-art core curriculum that helps students secure competencies for lifelong learning and knowledge about our world. The graduate, professional, and health sciences programs offer career-oriented master’s and doctoral degrees.

Co-operative education opportunities, accelerated learning (through the University’s IDEAL Program), commitment to teaching and a strong tradition of “students first” are a few of the reasons over 5,300 students are enrolled at the University.

For the third consecutive year, the University of Bridgeport’s (UB) online degree programs have been named among the top in the nation, according to U.S. News and World Report’s “2015 Best Online Education Programs.”

The University’s information technology program, which includes a master’s degree in computer science and technology management, was ranked 13th in the nation. Its online bachelor’s general studies program was ranked in the top 100, and its online engineering track was ranked in the top 50.

A pioneer in distance-learning, UB was the first university in Connecticut to offer online classes in 1997, when it launched e-courses in human nutrition. Today, more than 600 distance learning students are enrolled in over 250 online classes in eight online degree programs in a variety of fields, from the health sciences to business and engineering.

At the same time, UB has launched the Global Learning Initiative (GLI) to enhance its expanding distance-learning curricula. The campaign includes the addition of cutting-edge resource materials, technology upgrades, and professional training for faculty.

Today, UB has over 5,500 students and about 68,000 alumni.
Leadership

Neil Albert Salonen
President

Neil Albert Salonen was named ninth President of the University of Bridgeport on January 1, 2000. During his administration, enrollment has grown over 250%, the operating budget has tripled and over $80M worth of renovations have been completed. His professional career in managing nonprofit organizations spans over 40 years, most notably, as President of the International Cultural Foundation since 1973, organizing international conferences focusing on academic, scientific, and cultural exchanges, and Vice-Chair of the Professors World Peace Academy (1980 - present.)

As a specialist in the politics of Northeast Asia, he visited China, Korea, and Japan over 40 times, and had an opportunity to meet with administrators, faculty, and students at universities in Tokyo, Beijing, and several other major cities in the region. He also served as political advisor to a delegation of American gymnastic coaches during their exchange visit hosted by the Chinese Olympic Committee.

Although his career has been mostly in organizational management, President Salonen is a political scientist by training. He studied engineering at Cornell University, but later graduated in Political Science from the University of the State of New York and did graduate work in international relations at the George Washington University in Washington, D.C.

President Salonen is a past Chair of the Board of the Connecticut Conference of Independent Colleges and also serves as a member of the Executive Committee of the Bridgeport Regional Business Council. He is a Board member of the Connecticut Campus Compact, an organization that promotes public and community service that develops students’ citizenship skills; he is also the immediate past Chair of the Bridgeport Public Education Fund Board of Directors.

Nationally, President Salonen has served as a past member of the American Council on Education’s Commission on Adult Learning, the Presidents’ Leadership Group of the Higher Education Center for Alcohol and Other Drug Prevention. He is currently the Chair of the East Coast Conference (ECC), formerly known as the New York Collegiate Athletic Conference (NYCAC), and has served on the NAICU Committee on Accountability. He and his wife are very active in local civic affairs; he was one of three Co-Chairs of the
incoming Mayor’s Transition Task Force, December 2015 – February 2016. They have two adult children and three grandchildren.

**University Relations Overview**

Every gift to UB is an investment in the mission of the University. Each year, the gifts from alumni, parents, community members, faculty, and staff are put to work making improvements to campus, attracting and retaining top-rate faculty, enhancing classroom and learning spaces, and providing students with a variety of activities to participate in outside of the classroom. The development operation raises approximately $1-3M annually from over 1,000 alumni and friends. Of their 68,000 alumni, they have valid information for 40,000 graduates. Their goal is to increase philanthropic participation and giving from friends, parents, and alumni. The office of university relations consists of a team of eight in development, alumni relations, and marketing.

**Position Overview – Vice President for University Relations**

Reporting directly to the President, the Vice President for University Relations (VPUR) is responsible for developing and implementing all of the University’s internal and external development, alumni relations, publishing, and advancement marketing initiatives and overseeing a team of eight. S/He reports to the President of the University and is a member of the President’s Cabinet.

**Expectations:**

**ENHANCING THE UNIVERSITY OF BRIDGEPORT’S PHILANTHROPIC CULTURE**

The University of Bridgeport has a committed and active community of alumni and friends. The Vice President will have the opportunity to improve the communication of the University’s philanthropic reliance to its closest supporters – alumni, parents, and friends – and translate those relationships to more significant
giving. Additionally, the Vice President will lead a more systematic communication, identification, cultivation, and recognition process for new potential sources of support, building a sustainable pipeline for future donors. The Vice President will be expected to increase the overall fundraising capabilities of the institution, to strengthen the culture of philanthropy at all levels of the institution, and to add to the annual gift income and long-term endowment available to support the University’s priorities.

**STRATEGIC GOAL-SETTING AND IMPLEMENTATION**

The University needs to improve its financial base to continue to thrive and provide world-class learning opportunities for its students. The Vice President will work closely with the President and the Board to carefully create goals and implement plans for the development, alumni relations, and marketing divisions to meet broader, agreed-upon institutional priorities. Specifically, the Vice President will need to lead a university relations planning process that meets current institutional priorities.

**BUILDING AND DEVELOPING A STRONG TEAM**

The President has committed additional resources to bolster the university relations division. Given the proposed staffing increases, the Vice President will need to create within the department a structure and system that promotes state of the art research, pipeline-oriented relationship building, and data-driven decision making. The Vice President will work to develop a strong team environment with a clearly shared vision and measurable goals. The Vice President will be a creative leader of staff and resources, further strengthening a growing and committed staff.

**Duties and Responsibilities:**

- Responsible for the development and implementation of annual strategic and operating advancement plans of all aspects of the University’s comprehensive development program including, but not limited to: campaigns in support of university priorities and initiatives; annual giving; planned giving; major gifts; corporation, foundation, and public sector giving; capital gifts; major fundraising events; and grants. The VPUR will execute plans that incorporate quantifiable metrics and targets for measuring program effectiveness.
- Responsible for all alumni relations strategic initiatives including cultivation, volunteer recruitment, reunions, events, recognitions, and stewardship.
- As VPUR, creates and implements a tactical donor marketing program inclusive of print, media, digital, publishing, and social media venues.
- Collaborates with Admissions regarding branding and recruitment marketing efforts.
• Plans, manages, and evaluates the effectiveness of all programs and staff to ensure performance aligned with established annual and multi-year goals. Provides guidance and mentoring to enhance the staff’s effectiveness, skills, and professional development.
• Sets the vision and strategic direction for programs seeking to involve alumni and friends in advancing the University’s priorities, as well as to strengthen alumni relations.
• Develops and monitors annual budget for division and ensures adherence to spending guidelines.
• Advances the core principles of the University’s mission, vision, and strategic priorities; provides leadership and opportunity in this area for all of university relations, setting a high standard of performance for both self and staff.
• Assists the University President and Cabinet in building and nurturing long-term relationships that yield significant support from major donors.
• Participates as a member of the President’s Cabinet in establishing and monitoring university policy and management matters.

**Qualifications:**

The Vice President will be a high-energy leader with a proven record of success as a senior university relations professional. Key qualifications include:

• Master’s degree in an appropriate discipline strongly preferred. Bachelor’s degree required;
• Demonstrated success leading, building, and expanding staff and programs within a sophisticated university operation;
• Superb skills in major gift cultivation and solicitation;
• Solid experience leading an alumni relations operation;
• Noteworthy experience in marketing practices as related to development;
• Superb familiarity working with Deans, faculty, board members, and key community leaders;
• Ability to work effectively in a dynamic, collegial environment; and
• An ability to embrace the culture and values of the University of Bridgeport and relate to its many constituencies.

In addition to the professional qualifications that are required for this position, the Vice President for University Relations should have:

• Excellent communication skills with internal and external audiences;
• Ability to engage the many constituencies of the University (faculty, students, staff, other administrators, alumni, parents, trustees, community members, and parents) in garnering financial support for the University;
• Deep understanding of the current best practices in higher education development, alumni relations, and marketing, including the use of social media and technology;
• An open, creative leadership style;
• Demonstrated commitment to issues of diversity and equity;
• Experience in hiring, leading, training, and nurturing staff, faculty, and volunteers in building support for an institution; and
• The highest degree of personal integrity and ethical standards.

The University of Bridgeport values campus multiculturalism as demonstrated by the diversity of its faculty, staff, student body, and constantly evolving curriculum. The successful candidate must have the ability to work effectively with faculty, students, and staff from diverse backgrounds. The University of Bridgeport is an Equal Opportunity Employer that encourages diversity in its workplace.

**Benefits:**

This position offers an excellent benefits and compensation package.

**Location**

**Bridgeport, CT:**

The University of Bridgeport’s 50-acre campus on the beautiful seashore of Bridgeport, Connecticut is located on the northeast coast of the United States, a region known for the variation and beauty of its seasonal changes.

Situated in the heart of the New York City metro area, Bridgeport offers endless options for entertainment, culture, relaxation, rejuvenation, and discovery. New York City is just one hour away. Boston is three hours away, and Washington, D.C., is six hours away.
Bridgeport is renowned for its public park system, which has led to its official nickname as "The Park City".

Bridgeport also has a number of venues for live theater and music events, ranging from intimate performing spaces to a stadium hosting rock concerts: Downtown Cabaret Theatre – cabaret, children's theater, concerts; Playhouse on the Green – (228 seats) theater with plays and varied musical events; Klein Memorial Auditorium – (1,400 seats) home to the Greater Bridgeport Symphony, touring shows and concerts; Webster Bank Arena – Sporting events venue, but also hosts large concerts.

Bridgeport has a number of museums, ranging from the science-oriented to fine arts and historical, as well as the state's largest zoo: The Discovery Museum and Planetarium emphasizes exhibits on science, with the state's only Challenger Center, affiliated with the national space program. Housatonic Museum of Art, located at Housatonic Community College, has the largest collection of art of any two-year college in the nation. The Barnum Museum celebrates the showman, circuses, and Bridgeport history. Beardsley Zoo is the only such center in Connecticut.

**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.

To learn more, call
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