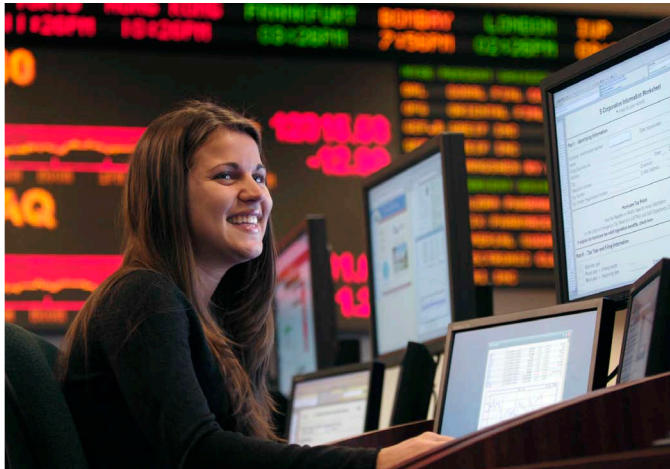




VICE PRESIDENT FOR UNIVERSITY RELATIONS



THE OPPORTUNITY

The Vice President for University Relations will build on a successful fund raising record and be a key player in advancing the President's exciting agenda for the future of the institution. This position is a great opportunity for an experienced advancement officer to take the Division of University Relations to its next level of excellence.





THE UNIVERSITY

Indiana University of Pennsylvania (IUP), founded in 1875, is the only doctoral institution within the 14 institutions comprising the Pennsylvania State System of Higher Education (PASSHE). Carnegie classifies the University as DRU. IUP enrolls over 14,000 students, with the main campus in Indiana, PA and two nearby regional campuses. *The Chronicle of Higher Education* has featured the University's new student housing program as being the largest in the United States. It accommodates over 4,000 students and has transformed the campus with state-of-the-art facilities. The main campus consists of 350 acres with 75 major buildings and 11 athletic fields.

IUP is widely recognized by such rankings as *The Princeton Review's Best Colleges*, *The New York Times*, *Money Magazine*, and *U.S. News & World Report*. The University has a distinguished faculty of nearly 775 members, many of whom have received Fulbright and other distinguished awards. There are 145 undergraduate programs, 61 master's degrees, and 10 doctoral programs. IUP is accredited by the Middle States Association Commission on Higher Education and has specialized accreditation in 13 programs. The institution is organized into the following academic units: Eberly College of Business and Information Technology, College of Education and Educational Technology, College of Fine Arts, College of Health and Human Services, College of Humanities and Social Sciences, College of Natural Sciences and Mathematics, School of Graduate Studies and Research, and the School of Continuing Education.

Appointed by the governor of Pennsylvania, a Board of Governors oversees the PASSHE system. Each University has its own Council of Trustees that is responsible for financial oversight and insuring compliance of university policies with state law. IUP's president is the chief executive officer and reports directly to the system chancellor. Seven different labor unions represent IUP employees. All union contract negotiations take place at the Chancellor's Office level, but implementation is the responsibility of the local campus.



BACKGROUND

Dr. Tony Atwater is in the beginning of his fifth year as president of the University. He previously served as provost/vice president for Academic Affairs at Youngstown State University in Ohio. Dr. Atwater holds the Ph.D. degree in mass media research from Michigan State University.

President Atwater has assembled an excellent executive team. President Atwater has instituted a five-year strategic plan for guiding IUP's further evolution and advancements. The Plan is entitled "Advancing a Legacy of Academic Excellence". His personal administrative agenda known as APIE underscored the importance of the role of development and the chief development officer in realizing IUP's bright future.

A – Advancing academic excellence

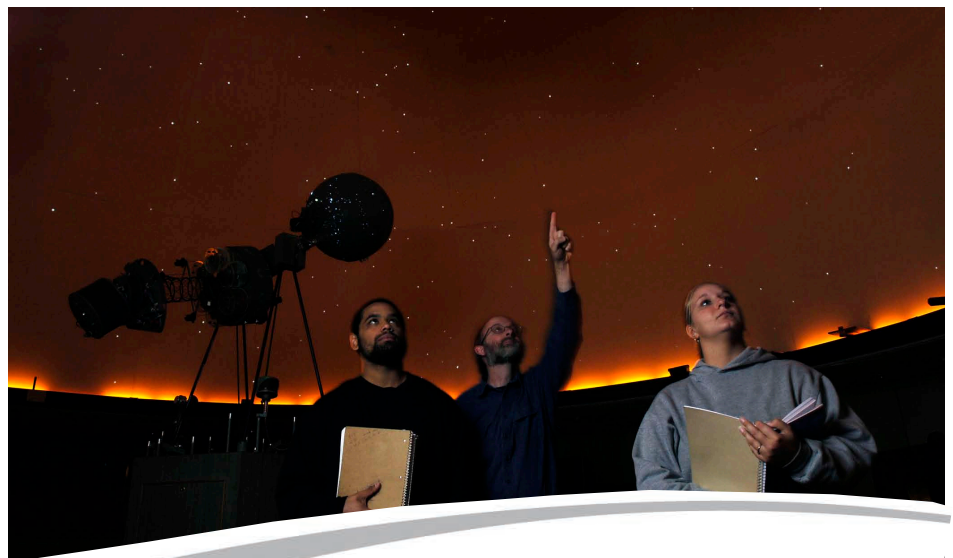
P – Partnerships that advance the university and the region

I – Institutional advancement serving the marketing and resourcing of IUP

E – Enrollment management to sustain the quality and fiscal strength of IUP

The University has recently enjoyed success in the establishment of a new university branding logo and mascot "The Crimson Hawks" and a new, contemporary comprehensive web design. The University has won national awards over the last five years for excellence in its marketing and media publications and productions. IUP's slogan "Beyond Expectations" captures the spirit and commitment to student success and academic excellence. An expedited search process will be undertaken to identify this individual, given the University's immediate need for continuity in leadership and securing the immediate development and advancement missions and initiatives currently underway at the university. The successful candidate will have the opportunity to help achieve a "legacy" in the continuing evolution of an excellent university.

IUP is served by strong and highly professional Foundation Alumni Association Boards. The University and the Foundation for IUP have assumed a significant stewardship and leadership responsibility in building the largest student-replacement housing project in America and in launching the construction of a \$53.49 million regional convention center to support the University's future growth and the economic development of the region.



BACKGROUND *(continued)*

In 2008, there was a ground-breaking ceremony for the future construction of the Kovalchick Convention and Athletic Complex and an adjoining hotel to be completed in 2011. The Kovalchick family donated \$2 million to the convention center and several other million gifts have been realized as well. The fund raising project has been part of a \$32 million comprehensive campaign, including five multimillion dollar gifts to the campaign. Dr. Robert O. Davies, Vice President for University Relations has led the campaign and has helped to increase annual giving from \$3.2 million to more than \$7 million on an annual basis. On July 1, 2009 he will become President of Eastern Oregon University. Lynn Iams Barger, Associate Vice President, will serve as acting vice president.

Reporting to the vice president are the seven divisional directors. The divisional directors/offices are as follows: Associate Director of Student Housing; Associate Vice President for Development/Fundraising; Director Alumni Relations; Arts and Entertainment Manager; Associate Vice President for Communications/Marketing and Community Relations; Assistant Director of the Foundation for IUP/Director for Advancement Services; and University Events.

CHALLENGES

Major challenges for the next Vice President for University Relations are:

- Working with the president in identifying major donors and cultivating them for IUP;
- Preparing for, and implementing, the University's capital campaign;
- Directing the University's Foundation; facilitating growth and development of its investment portfolios and increasing the size of IUP's endowment;
- Enhancing planned giving by stressing the importance of endowed professorships and student scholarships;
- Assisting the President in promoting and developing University corporate and community partnerships; giving priority attention to excellent town/gown relationships;



CHALLENGES *(continued)*

- Marketing the University to donors, alumni, future students, athletic supporters, and the community;
- Being a team player with the president and his cabinet; giving input to University strategic planning and budgeting;
- Providing strong leadership to divisional directors and staff; delegating and holding personnel accountable; demonstrating financial acumen and good management practices;
- Promoting best practices in University Relations; being a leader in regional and national associations, particularly CASE; encouraging staff development.

The Vice President for University Relations reports directly to the President. The President and the University seek a new vice president who is a conscientious, entrepreneurial and confident development leader to undertake and successfully guide the completion of the many exciting projects underway and other university communication, development and outreach initiatives.

QUALIFICATIONS

Specific job duties include the following:

- Has served as a senior development officer for three-years or more (a chief advancement officer is an added plus);
- Possesses capital campaign experience at the level of \$20 million or more;
- Demonstrates a strong track record in securing major gifts from individuals, corporations, and foundations;
- Has directed at least two of the University Relations offices listed in this profile;
- Holds the bachelor's degree or higher;
- Demonstrates strong people skills; motivates others in public communication, marketing, fundraising, community outreach, and student recruitment;
- Is an excellent communicator in speaking, listening, and writing;
- Has extensive experience in strategic planning and budgeting, endowment management, marketing, human resources and University-partnerships;
- Is a person of high integrity who is a team player and leader;
- Possesses excellent people skills, adept at managing and motivating staff;
- Has a record of success in strategically managing or facilitating the continuing growth and development of the University's or University foundation's investment portfolios, as a key component of the University endowment; and
- A demonstrated record of success in developing and/or promoting "University-corporate" and "University-community" partnerships (preferably in a University-town environment).



IUP KEY INDICATORS 2008-09

Investment in Plant, less depreciation:	\$100.41 million
Plant Replacement Insured Value:	\$536.69 million
Cost of Operating Physical Plant:	\$22.95 million
Deferred Maintenance:	\$3.47 million
Endowment (includes both IUP and the IUP Foundation as of 12.31.08):	\$31.63 million
Budget:	\$231.00 million
Undergraduate Tuition (in-state):	\$5,358
<u>Student Enrollment</u>	
Fall 2008 – Undergraduate:	11,928
Fall 2008 – Graduate:	2,382
All Students:	14,310
Undergraduate Student/Teacher Ratio:	16:1
Undergraduate Average Class Size:	25
Freshman Retention Rate:	74%
Graduation Rate	
4 years:	32.7%
5 years:	51.1%
Living Alumni:	
	110,666
Number of Full-time Faculty:	
Tenured:	84%
Faculty Salaries (effective fall, 2008-Step 8):	Professor: \$89,110
	Associate Professor: \$73,310
	Assistant Professor: \$63,328
Total Private Funds Raised	
2006-07:	\$4.06 million
2007-08:	\$4.43 million
Less 3 largest gifts	
2006-07:	\$3.33 million
2007-08:	\$3.54 million
Rate of change 06-07:	3.22%
Rate of change 07-08:	6.11%
Market Value of Endowment	
2006-07:	\$38.73 million
2007-08:	\$44.34 million
Rate of change 06-07:	8.43%
Rate of change 07-08:	14.46%



APPLICATION PROCEDURES

To be considered, candidates should e-mail, as MSWord attachments, a cover letter that addresses the challenges and qualifications listed above, a current résumé, and the names, phone numbers, and e-mail addresses of three references to: **iup@rhperry.net**. Review of applications begins **June 15, 2009**. To ensure full consideration, materials should be received by that date.

FOR FURTHER INFORMATION CONTACT:

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POLICY

R. H. Perry & Associates is committed to the highest standards of professionalism in all dealings with candidates, sources, and references. We fully respect the need for confidentiality and assure interested parties that their background and interests will not be discussed without consent of the applicant prior to her or his becoming a candidate.

Indiana University of Pennsylvania is an affirmative action, equal opportunity institution.

www.iup.edu