



University of Louisville

Vice President, Philanthropy and Alumni Engagement

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Position Summary and Candidate Profile

University of Louisville

The University of Louisville (UofL) seeks an outstanding leader to serve as its next Vice President of Philanthropy and Alumni Engagement (VPPAE). Reporting directly to the President, the VPPAE serves as a key member of the presidential leadership team and is responsible for moving the Philanthropy and Alumni Engagement program forward to achieve UofL's strategic priorities and institutional goals. This position works closely with all areas of the university to identify institutional needs and opportunities and align them with strategic priorities to plan for and solicit external funding that addresses these needs and opportunities in the short and long term. This leader will be enthusiastic about fundraising and alumni engagement and the opportunity to serve as a critical leader in helping to shape the future of UofL as it seeks to have greater regional, national, and global impact.

The VPPAE serves as a member of the Senior Leadership Team and President's Cabinet and in this role counsels, supports, advises, and influences UofL's leadership team and deans on philanthropic endeavors and opportunities reflected in longstanding relationships, emerging gift and grant opportunities, and the exploration of new transformative partnerships. The VPPAE also works closely with other campus leaders to help ensure a collaborative approach to donor relationship management and stewardship. The VPPAE is a board member of the University of Louisville Athletic Association (ULAA) and works closely with the executive director of the University of Louisville Foundation and its affiliates. The VPPAE is not responsible for the advancement and/or philanthropy of UofL's athletic programs.

The VPPAE also oversees alumni relations and therefore maintains a highly visible public/community profile nationally, regionally, locally, and professionally and represents the university's mission and vision, as well as the value of investing in public higher education. Essential to this position's responsibilities is the leadership of a responsive, resilient, and talented fundraising team—inclusive of advancement services support—that demonstrates best practices in philanthropy and is ambitious in seeking and securing record-setting support for UofL, is prepared to engage in comprehensive and capital campaigns, and is strong in all areas of Philanthropy and Alumni Engagement. Additionally, this leader must be well versed in, and an advocate for, enhancing the student experience and student success. This position is a critical voice in communicating the history and traditions of a dynamic public urban university with a longstanding commitment to the success of all students and to the importance of investing in research not only to enhance the educational experience but also to help identify solutions to persistent and systemic challenges in Kentucky and beyond.

This role is located in Louisville, Kentucky, and will require occasional travel as needed for shaping development efforts.

LEADERSHIP OPPORTUNITIES

Serve as a Strategic Partner for President Schatzel and Her Leadership Team

The VPPAE will be a visionary advancement leader capable of re-envisioning UofL's Philanthropy and Alumni Engagement program and formulating a long-term, integrated structural and growth strategy with executive leadership to support the institution's fundraising goals, as well as generating increasing revenue for future initiatives. The VPPAE will provide experienced counsel and strategic advice to President Schatzel, who is committed to building an exceptional advancement program that will facilitate UofL's robust agenda. The VPPAE furthermore will be an

integral and contributing member of President Schatzel's leadership team and generate transparent, collaborative, and supportive partnerships with other presidential leadership team members.

Prepare for a Major Comprehensive Campaign

The UofL Board of Trustees recently approved the university's new strategic plan and will soon approve a new master plan for the institution. Significant philanthropic investments will be required to bring the priorities and objectives in these plans to fruition, with the overarching goal to improve lives and opportunities for Kentucky citizens, provide economic growth for the region, and increase the impact of the UofL's research and work nationally and internationally.

The VPPAE will bring significant leadership and management experience to help plan for, execute, and support a successful 10-figure comprehensive campaign aligned with the strategic and master plans. They will partner with the president, campus leaders, and the Philanthropy and Alumni Engagement team to develop the case for support; create a campaign plan and strategies; and build the staff, systems, and infrastructure necessary to manage and advance a transformative fundraising campaign and ensure that UofL is able to maximize its philanthropic potential.

Create a Unity of Purpose and Culture of Philanthropy

Successful contemporary higher education philanthropy is an enterprise-wide team sport. The best leaders and volunteers understand most modern donors are impact-oriented and see themselves as investors and partners, not simply givers. Primary internal and external stakeholders agree the current systems across campus are "too siloed" and that the lack of communications, technology integration, transparency, inclusiveness, and planning lessens campus-wide effectiveness. The new VPPAE will work with the president, deans, and campus philanthropic partners to address these issues to create an environment more inviting, engaging, and supportive of all donor and volunteer efforts. The goal is to develop a culture of philanthropy for the whole enterprise.

Develop Stronger Relationships Among UofL's Campus-Based Philanthropic Partners

UofL philanthropic partners include Philanthropy and Alumni Engagement (including Alumni Relations representing academic and research initiatives, programs, events), the [University of Louisville Foundation](#) (an autonomous 501.c.3 organization and the fiduciary and manager of philanthropic resources), [UofL Health](#), and [Cardinal Athletics](#). Institutional supporters, be they alumni, advocates and/or fans, generally see all these groups representing one organization: UofL. The success of any of the partners swells their pride and appreciation for UofL. Increased communications, collaboration, and linkages among the partners do not diminish their individual distinctiveness. To the contrary, donor confidence and satisfaction generally goes up when the units exhibit greater knowledge and cooperation of each other's initiatives.

It is essential that the VPPAE work with the other leaders and share close professional and collaborative partnerships as they work to ensure better transparency, cooperation, and collegiality among their organizations to facilitate philanthropy to benefit UofL initiatives and purposes. This in turn will ensure clarity and confidence among their staffs, constituents, and donors, expanding to new opportunities for philanthropic growth and impact.

Strengthen Stewardship of Current Donors, Rebuild Trust and Engagement Among Past Donors, and Cultivate New Donors

The VPPAE is responsible for visioning and implementing a comprehensive institutional advancement program focused on the ultimate goal of increasing philanthropic outcomes significantly through robust fundraising and donor

engagement. The VPPAE and UofL’s philanthropic partners will advance a plan to create “best-in-class” practices to recognize and honor donors appropriately for their investments and to use periodic and effective followup initiatives to remind donors of the impact of their gifts and encourage ongoing engagement. The VPPAE also will strengthen the thoughtful stewardship of past gifts to build stronger relationships that lead to future investments, while building new relationships with the significant pool of potential donors who have not yet been engaged.

KEY RELATIONSHIPS

Reports to Kim Schatzel, President

Direct reports Senior Associate Vice President, Advancement
Assistant Vice President, HSC Development
Associate Vice President, UofL Health Development
Assistant Vice President, Alumni Relations and Annual Giving
Assistant Vice President, PAE Operations
Executive Director, Planned Giving
Executive Director, Corporate and Foundation Relations
Executive Director, Communications and Marketing
Senior Director, Special Events
Senior Director of Development, College of Business
Executive Assistant to Vice President
Chief of Staff

Other key relationships Board of Trustees
President’s Cabinet
Executive Director, UofL Foundation
UofL Athletics
UofL Health
Board of Advisors

RESPONSIBILITIES

Executive Leadership

- Lead and supervise all Philanthropy and Alumni Engagement organizational university programs, services and alumni relations, as well as leading the planning and management of major campaigns.
- Serve on the President’s Cabinet while maintaining productive working relationships with other members of the leadership team, Board of Trustees, alumni leadership, foundation leadership, and other key constituent groups and individuals.
- Formulate a long-term, fully integrated growth strategy with executive leadership to support the organization’s fundraising goals and generate revenue sources for future initiatives.
- Create more collaborative links with deans to better understand and support their priorities and to expand efforts to provide additional assistance with strategy, training, and staffing to enable deans to become more active strategic partners in UofL’s future philanthropic initiatives for academic programs.
- Work collaboratively and in partnership with the executive director of the UofL Foundation to help ensure efficient, effective funds management, gifts processing, and positive advocacy for philanthropy.

- Develop and advance strategic fundraising priorities, connect to UofL's mission and a clear consistent vision, and exhibit leadership in overseeing the development of plans and campaigns to secure additional resources for the UofL.
- Orchestrate the participation of the President and senior administrators in advancement activities. Provide focus for their efforts so that their time spent is productive, meaningful, and personally rewarding.
- Enhance and sustain a culture of philanthropy on campus, guiding students, faculty, staff, alumni, donors, and administrators toward meaningful and transformative philanthropic participation and partnerships.
- Develop effective collaborative working relationships with faculty, physicians, coaches, unit heads, and other campus leadership and campus departments whose cooperation is essential to effective outreach and fundraising.
- Set the standard for what it means to be a UofL advancement professional.
- Attract and retain top advancement talent, fostering energy, enthusiasm, commitment, and ownership in staff, while incorporating best-in-class development processes and operational management that will track progress and ensure accountability.

Philanthropy

- Possess significant leadership experience planning, developing, and implementing successful high-nine-figure comprehensive and capital campaigns.
- Maintain a dynamic portfolio of high-net-worth individuals and provide leadership for multi-million-dollar solicitations and the orchestration of complex transformative philanthropic gifts.
- Create and execute fundraising plans that utilize best practices to meet and exceed short-term and long-term goals with appropriate metrics to measure performance.
- Ensure dynamic processes in all phases of donor qualification, cultivation, solicitation, and stewardship, including the management of databases and the tracking and reporting of fundraising activity.
- Prepare for campaigns through comprehensive and effective planning and execution, including work with external consultants to assess feasibility and readiness.
- Build and develop a highly trained, highly motivated, collaborative team of professionals that will be critical to long-term success.
- Working with unit leadership and stakeholders, develop annual strategic plans for the following units: alumni and annual giving, gift planning, major gifts, corporate and foundation relations, stewardship, and advancement services.
- Foster collaboration and coordination among colleges' and units' alumni relations and development activities for donor engagement and events and ensure these efforts are well coordinated and support the strategic priorities of Philanthropy and Alumni Engagement and UofL. Involve athletic and medical partners when appropriate.

Community Engagement

- Maintain a highly visible profile in the local nonprofit and business community and actively participate in the higher education leadership and non-profit philanthropy professional organizations and communities.
- Ensure that effective and consistent messaging related to institutional philanthropic activities and opportunities reflects university strategic goals, marketing initiatives, and organized campaigns.
- Serve as an effective and clear advocate for UofL in the community, working closely with local leaders, religious organizations, businesses, corporations, and non-profit organizations with the goal of building and sustaining long-term relationships and partnerships.
- Acts as an ambassador for UofL with travel throughout Kentucky, the United States, and around the globe, as necessary.

IDEAL EXPERIENCE

The VPPAE will be a collaborative, transparent, strategic, and inclusive leader; an outstanding relationship builder; and a passionate advocate for UofL's academic, research, and community development missions. The successful candidate will bring a track record of successful and impactful leadership, including change management, within a university development enterprise or an institution of similar complexity. Specifically, they will have:

- A proven fundraising track record that includes multi-million-dollar solicitations and orchestrating and securing complex transformative gifts and/or grants, with leadership roles in major nine-figure campaigns.
- At least fifteen (15) years of progressive leadership roles in comprehensive fund development, with increasing responsibility.
- Comprehensive knowledge of fundraising approaches, with special expertise and understanding of principal and major gifts, corporate and foundation grants, and grateful patient models.
- Demonstrated ability to utilize communication methods, including writing and/or guiding major gift/grant proposals, presenting major gift/grant proposals to high-level decision makers, and speaking on behalf of organizations at small and large events.
- Experience working with complex leadership teams, including boards of directors, foundation boards, and campaign committees.
- Evidence of working with diverse constituencies and the ability to create a positive, supportive, and inclusive organization culture.
- Understanding of and commitment to the legal and ethical aspects of fundraising.
- Master's or advanced degree in philanthropy or related field. Equivalent combination of education certifications and work experience will be considered.

PREFERRED QUALIFICATIONS

- "Big thinker" and strong strategist who is entrepreneurial, innovative, and creative.
- Proven leadership in a successful billion-dollar-plus campaign.
- Exceptional interpersonal skills that enable effective and appropriate engagement with a wide range of internal and external constituents in a variety of settings that build trust, inspire confidence, and motivate others.
- Successful philanthropic leadership experience at a large, public research university.
- A keen understanding of the natural pressure that exists when working in a university setting with a multitude of colleges, an academic healthcare system, and centers and programs with varying priorities.
- Change management experience within a large complex organization.

OTHER CHARACTERISTICS

- Outstanding communicator and connector.
- High energy with an exemplary work ethic.
- High integrity and values driven.
- Intellectual curiosity.
- Creative and entrepreneurial.
- Deep commitment to the goals and values of the University of Louisville.

THE SEARCH PROCESS

The University of Louisville is eager to receive input that will help it build a pool of talented individuals. To that end, the search committee welcomes your comments, inquiries, applications, and nominations, which may be submitted via the confidential search mailbox: UofLVPPAE@SpencerStuart.com.

THE UNIVERSITY OF LOUISVILLE

Founded in 1798 as one of the nation’s first city-owned, public universities, the University of Louisville (UofL) is a vital ecosystem that creates thriving futures for students, community, and society. UofL has three unique campuses and a regional health care system, enrolls over 23,000 students (approximately 17,000 undergraduates and 6,000 graduates), employs more than 7,000 faculty and staff, and has an annual operating budget of more than \$1.3 billion. UofL is Kentucky’s premier metropolitan research university and the educational center of the city of Louisville, serving as an engine that powers Metro Louisville and the commonwealth.

UofL is among about 80 universities in the United States to earn recognition by the Carnegie Foundation as both a Research 1 and Community Engaged university. A number of the university’s academic programs are nationally prominent, and its Health Sciences Center is widely recognized as a pioneer in artificial heart transplant surgery, hand transplantation and research programs in neurology. UofL also has a rich and storied tradition in intercollegiate athletics and is a member of the Atlantic Coast Conference (ACC). UofL has enjoyed an exciting period of growth and made significant gains in enrollment, programs, facilities and reputation. Under the leadership of President Kim Schatzel, UofL is poised to continue its upward trajectory. Through the university’s approach to education, innovation and connection, Cardinals make impacts that make a difference, shaping a better future for all. For more information, please visit <https://louisville.edu/>.

THE UNIVERSITY PHILANTHROPY AND ALUMNI ENGAGEMENT DIVISION

UofL’s Philanthropy and Alumni Engagement team supports and advances the university by connecting alumni and donors to their passions. It works with philanthropic partners to attract investments and gifts to support the vision and priorities of the institution. It achieves this mission with a committed and talented staff of approximately 85 professionals (including 34 frontline fundraisers, 25 of whom are major gift fundraisers), hundreds of volunteers and a budget of \$12.59 million (including \$5M from the UofL Foundation).

The philanthropic environment for UofL is strong and growing. In 2022 the university was able to announce a \$47 million commitment from philanthropist Christina Lee Brown. It’s one of the largest gifts the institution’s history. The gift will help continue the development of a new campus in downtown Louisville that is currently underway, and enable researchers and community members to learn how natural, cultural and personal environments impact health and discover how to build healthier cities around the world.

FY	Total Philanthropy (excluding Athletics)	
2025	\$ 2,982,470	
2024	\$ 57,440,337	
2023	\$ 50,147,767	
2022	\$ 65,072,817	
2021	\$ 37,589,663	

FY	Total Philanthropy (including Athletics)	Total Donors
2025	\$ 7,750,806	5303
2024	\$ 84,714,386	34194
2023	\$ 121,597,220	33343
2022	\$ 92,640,979	35628
2021	\$ 64,815,394	31408

HEALTH SCIENCES CENTER AND UOFL HEALTH

The University of Louisville Health Sciences Center in downtown Louisville is the city's only academic medical center and home to nearly 800 medical and dental residents; more than 3,400 students pursuing degrees in health-related fields within the Schools of Dentistry, Medicine, Nursing and Public Health and Information Sciences; as well as over 20 interdisciplinary centers and institutes.

Downtown Louisville is also the heart of the UofL Health enterprise. UofL Health is a fully integrated regional academic health system with more than 12,000 team members, six hospitals, four medical centers, 200+ physician practice locations, 700+ providers, Frazier Rehab Institute, Brown Cancer Center and the Eye Institute. Through UofL Health's affiliation with the School of Medicine, practitioners are developing future technologies, better processes and more advanced treatments that ensure patients receive the highest levels of care.

THE LOUISVILLE COMMUNITY

UofL and the city of Louisville are dynamically linked, fueling each other's successes. As the home of Muhammad Ali, Louisville Slugger, the Kentucky Derby, bourbon and cheeseburgers, Louisville is the perfect mix of Southern charm and Midwest family values, dashed with big city culture. The largest city in America to be named an International Compassionate City, Louisville prides itself on being welcoming, inclusive and generous. Residents help the city thrive through volunteer opportunities, civic involvement and networking.

Louisville has a lower-than-average cost of living across the board, including housing, groceries and utilities, and it was ranked #4 in the country by Forbes as the Most Affordable City to Raise a Child. There are a variety of neighborhoods to call home, from rural to urban and suburbs to Southern Indiana right across the Ohio River. Ranked #4 by CNBC for the U.S. Cities with the Happiest Workers, the city offers workers an opportunity to grow their careers, from start-ups and small business to established national and international corporations. Louisville also has a booming workforce for tech jobs and is a hub for innovation and discovery.

With UofL as its flagship university and a solid K-12 foundation with public, private, faith- and project-based learning opportunities, learning is a priority in Louisville. The city serves as a partner to help UofL students gain real-world experience outside of the classroom through internships, co-ops and more. The focus on lifelong learning helped Louisville make the SmartAsset list of Best Cities for New College Grads. Louisville offers countless attractions, restaurants, parks and more to entice foodies, arts lovers, sports fans and outdoor enthusiasts. With numerous music festivals, soccer and baseball franchises and an unparalleled culinary scene, it's no surprise Louisville was ranked #4 by Jetsetter for Cities That Are Hipper Than You Think.

For more information on why Louisville is the place to be, visit liveinlou.com or gotolouisville.com.