

# Position Profile

## Cleveland University - Kansas City Vice President of Advancement



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Cleveland University

KANSAS CITY

Chiropractic and Health Sciences

## Vice President of Advancement

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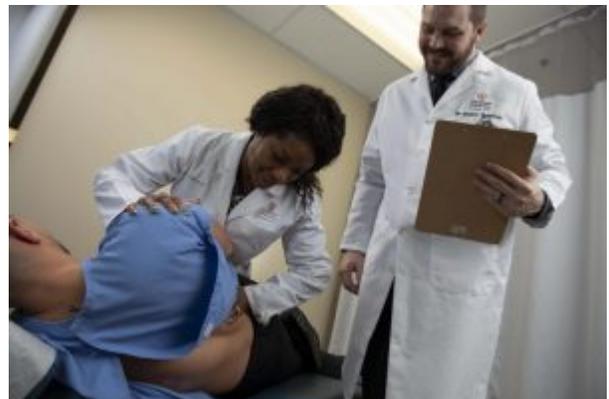
### SUMMARY

Cleveland University-Kansas City invites applications from dynamic, inspiring, and successful fundraising leaders for the position of Vice President of Advancement. The Vice President of Advancement leads university efforts to increase philanthropic success and engagement by building and sustaining meaningful relationships with individuals, corporations and foundations and has responsibility for all areas of fundraising including annual, major and planned giving, endowment, capital and special gift campaigns, foundation relations and alumni relations, and advancement services and donor stewardship.

### THE UNIVERSITY

Cleveland University-Kansas City (CUKC), a private, nonprofit institution, was founded in 1922 by Dr. C. S. Cleveland Sr., Dr. Ruth R. Cleveland; and Dr. Perl B. Griffin. The original college enrolled three students in its first class, and graduated its first doctor of chiropractic in 1924.

Today, CUKC is led by Dr. Carl S. Cleveland III, the grandson of the founders, and is comprised of the College of Chiropractic and the College of Health Sciences. CUKC fosters a community of students, faculty, staff, and alumni who are tightly bonded by a shared passion for wellness and health promotion.



More than one in every 10 doctors of chiropractic in North America is a graduate of the CUKC College of Chiropractic, , and graduates from the University's College of Health Sciences serve as Radiologic

Technologists and Occupational Therapy Assistants in hospitals and related health centers across the KC Metro. CUKC's Chiropractic and health sciences alumni are making an impact daily on their patients and in their communities.

## VISION

The Cleveland vision is to be recognized and respected as a leader in health promotion.

## MISSION

The Cleveland mission is to provide strong student-centered academic and professional education with a focus in the areas of life sciences and health promotion through education, scholarship and service.

## CORE VALUES

Integrity/Accountability	Collaboration/Teamwork
Excellence/Service	Health/Well-being
Diversity/Respect	Innovation/Creativity

# ACADEMICS

In addition to Chiropractic education, Cleveland University-Kansas City offers a Master of Science in Health Education and Promotion (M.S.H.E.P.), and a Bachelor of Science (B.S.) degree in Human Biology. The B.S. in Human Biology is also an accelerated program with the potential for completing a four-year degree in three years. The university's newest degree is the Bachelor of Science (B.S.) degree in Exercise Science. Students learn the science of how the human body moves and how exercise supports healthy living, improves performance, and helps prevent disease.



For those students wanting to pursue a career in allied health like radiologic technologist, physical therapy assistant, nursing, and other areas of healthcare, CUKC offers an Associate of Arts (A.A.) degree in Biological Sciences. With its accelerated pre-allied health science courses, you can complete these classes in just eight months.

CUKC also offers a two-year Associate of Applied Science (A.A.S.) degree in Occupational Therapy Assistant, and a two-year A.A.S. in Radiologic Technology degree. Courses are offered in focused 8-week sessions on campus and in clinical settings to provide students with the knowledge and skills needed to enter these growing professions.

Online healthcare degrees are a convenient option for students with busy lives. CUKC offers 100% online courses for the Master of Science in Health Education and Promotion. Students working

toward the Associate of Arts in Biological Science degree and the Bachelor of Science in Human Biology degree may also complete some degree requirements online.

## OVERLAND PARK/JOHNSON COUNTY

The second-largest city in Kansas, Overland Park continues to grow without losing its hometown feel. Public school districts (Blue Valley, Shawnee Mission, Olathe, and Spring Hill) are ranked for their high graduation rates. National headquarters and regional hubs help keep unemployment low. Reasonable home prices and above average median family incomes keep the cost of living below national averages. With 72 parks and more than 1,800 acres of open space, Overland Park is an active community that serves all ages of its population well with a vibrant downtown; weekly farmers' markets, concerts and events; and public sports venues to keep residents active.

- Committed to supporting public education, Pre-K to higher ed
- The Best Real Estate Market and one of the Healthiest Cities in the U.S. for Families
- Consumers Advocate put Overland Park in the top 10 of its list of Most Educated Cities
- Money magazine named it one of the Best Places to Live in 2018

## KANSAS CITY METRO

Greater Kansas City has likewise earned a reputation for being one of the best places to live and work in the nation. The approximately 1.8 million residents enjoy an affordable cost of living, safe neighborhoods, short commutes, and renowned schools. Named one of the “Top 50 Best Places for Business and Careers” by *Forbes*, Kansas City offers a vibrant community of professionals working in areas of entrepreneurship, innovation, higher education, and technology. Kansas City was also recently named the “Coolest City in America” by the *Huffington Post* (<http://www.huffingtonpost.com>).



Kansas City is alive with art, dance, theater, eclectic local attractions, international events, and music of all kinds, including jazz, for which Kansas City is famous. Kansas City has three major league athletic teams, including the Super Bowl Champion Chiefs, the World Series Champion Royals, and the Sporting KC soccer team, all of which play in remodeled or new stadium facilities.

Relevant websites that provide meaningful information about the region are as follows:

- City of Kansas City, Missouri [www.kcmo.gov](http://www.kcmo.gov)
- Kansas City Convention & Visitors Association [www.visitkc.com](http://www.visitkc.com)
- Kansas City Star Newspaper [www.kansascity.com](http://www.kansascity.com)

# THE VICE PRESIDENT

The Vice President of Advancement reports directly to the President and will take a leadership role in strategically developing, implementing, and expanding the fundraising program, including annual, major and planned giving, endowment, capital and special gift campaigns, foundation relations and alumni relations, and advancement services and donor stewardship. The position will engage university leadership, deans, faculty and staff in the advancement process. The Vice President will provide oversight of fundraising, and coordinate closely with alumni relations, marketing and public relations.

## KEY TASKS AND RESPONSIBILITIES

### ADVANCEMENT

- Work with university partners to develop integrated fundraising strategies for both university-wide and unit-specific needs.
- Secure annual, major, campaign, and planned gifts and grants.
- Maintain all alumni giving and donor records, financial oversight of the Advancement functions and related reporting.

### RELATIONSHIP CULTIVATION

- Develop and maintain relationships with key stakeholders fostering an authentic and sustainable engagement framework.
- Establish and promote sustainable university alliances.
- Engage faculty and staff to assist in community engagement or advancement initiatives as appropriate.

### COMMUNITY ENGAGEMENT

- Serve as a liaison between the President and the university and external community.
- Support and advance university-wide community engagement and advise the President of pertinent community issues affecting the institution.
- Chair a Community Engagement Advisory Council that helps create an integrated institutional engagement and anchor strategy.

### PROJECT MANAGEMENT

- Develop and administer programs that increase the engagement capacity of the university, community partners, students, faculty, and staff.
- Create and administer tracking and systems that complement and build upon existing University systems.

- Develop metrics to track and manage the university's assessment of its community engagement initiatives.

## **COMMUNICATION**

- Communicate effectively the President's vision, the university's strategic plan, as well as other relevant information regarding the university goals and operations.
- Represent the President publicly on such ceremonial occasions and public events as may be occasionally directed.
- Ensure effective communication of Community Engagement initiatives within the university community.

## **COMMITTEE REPRESENTATION**

- Represent the President on boards, committees, and task forces.
- Ensure university representation as a stakeholder at various community planning events and on various local boards.
- Represent the university at community partnership meetings sponsored by area community associations and coalitions as appropriate.
- Advise and provide leadership to the Trustee Advancement and Development Committee

## **FISCAL OVERSIGHT**

- Identify, develop and manage funding sources and income generating strategies for the advancement of community engagement.
- Managing and oversee all budgetary responsibilities for the area and assigned departments.

## **MISCELLANEOUS**

- Perform additional tasks as needed and/or requested.
- Participate in functions and activities that advance the mission, values and vision of the Institution.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

- Demonstrated ability to work effectively with individuals from diverse communities and cultures.
- Must have exemplary written, verbal and interpersonal communication skills.
- Demonstration of commitment to inclusion, community, diversity and gender equity.
- Must have strong professional integrity and ability to maintain strict confidentiality.
- Ability to be an effective team-orientated leader, capable of motivating staff and promoting the university with faculty, staff, and administrators.

- Ability to develop messaging to attract students, engage alumnae and donors and raise the academic public presence of the university.
- Ability to use good judgement, think critically and communicate effectively.
- Ability to identify and utilize appropriate advancement databases, analytical software and other data or software necessary to implement advancement, alumni and marketing plans.
- Must be able to effectively use general office software, particularly Microsoft Office Suite.

## **EDUCATION AND EXPERIENCE**

- A Bachelor's degree is required;
- A Master's degree is preferred;
- A minimum of three years of related experience is required (five years is preferred);
- Higher Education experience is a plus; and
- Excellent interpersonal, oral, written, organizational and leadership skills with the ability to work effectively with all constituents highly desired.

## **COMPENSATION**

Compensation will be competitive and commensurate with the experience level, credentials, and characteristics of the candidate. An outstanding benefits package will be included as part of a complete compensation package.

# NOMINATION & APPLICATION PROCESS



**EFL Associates** (<https://eflassociates.cbiz.com>), an executive search firm, is assisting **Cleveland University – Kansas City** with its search for this important leadership position. All calls and inquiries should be made through the search firm. Nominations and applications will be held in strict confidence and candidates will remain confidential until the final stage of the search, at which time the express permission of finalists will be obtained before making their candidacy public.

## Application Process

- **STEP 1:** Complete a brief [online application](#) (2-3 minutes).
- **STEP 2:** Please send your letter of interest and résumé or curriculum vitae to [CUKCVP@eflassociates.com](mailto:CUKCVP@eflassociates.com).

## Please Note

- Application deadline is May 15, 2021.
- Semi-Finalist Interviews are tentatively scheduled for June 15-16, 2021.
- Campus Interviews are tentatively scheduled for the week of July 5, 2021.
- The desired start date is August/September 2021.

## Confidential Inquiries

### Steve Waldron, JD

VP & Managing Director, Higher Education Practice  
816-945-5423 (direct)  
Email: [swaldron@eflassociates.com](mailto:swaldron@eflassociates.com)

## Nominations & Application Questions

*If you would like to provide a nomination, please email all pertinent information (including an email address and phone number of the nominee) to:*

### Ms. Angela Lilje

Practice & Project Manager, Higher Education Practice  
816-945-5410 (direct)  
Email: [alilje@eflassociates.com](mailto:alilje@eflassociates.com)



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