Vice President for
Institutional Advancement

LEADERSHIP PROFILE
Vice President for Institutional Advancement Leadership Profile

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Vice President for Institutional Advancement Leadership Profile

Bowie State University invites applications and nominations for the position of Vice President for Institutional Advancement. Bowie State University is seeking a dynamic leader who, working with President Aminta H. Breaux, Ph.D., will help catapult the institution into an exciting new period. The Vice President is responsible for the leadership and management of Institutional Advancement and university-wide fundraising efforts. Primary responsibilities include developing strategic messaging, cultivating relationships with potential donors and alumni, and developing funding proposals. The Vice President is a member of the President’s senior leadership team, plays a key role in institutional planning and works directly with the President and senior leadership to solicit financial support for the strategic priorities of Bowie State University.

About Bowie State University

Bowie State University is building a dynamic future on a proud heritage. A comprehensive, regional university, it has established itself as a leader in providing affordable, high-quality educational opportunities to a diverse population of students with ambitions to achieve and succeed. Bowie State has been recognized as one of the nation’s best value universities by *Money* and *The Economist* magazines. *U.S. News & World Report* ranks Bowie State among the top 25 historically black colleges and universities (HBCUs). Bowie State is one of Maryland’s top five institutions graduating African-Americans with bachelor’s degrees in science and technology fields.

One of the 12-member institutions in the University System of Maryland, Bowie State is the oldest HBCU in Maryland and one of the 10 oldest in the country. While remaining true to its founding mission, the university has become a broadly diverse community whose 6,100 students, along with faculty and staff, represent many ethnic and cultural backgrounds. There is continued focus on increasing educational opportunities for students who may be the first in their families to attend college.

Situated on a serene, wooded 337-acre tract in Prince George’s County, Maryland, Bowie State is ideally positioned with easy access to the intellectual and economic power centers in the nation’s capital; Maryland’s largest city, Baltimore; and the state capital, Annapolis.
About Bowie State University

The city of Bowie is the county’s largest municipality and the state’s fifth most populous city. It has been ranked as one of best places to live in America by CNNMoney and Money magazine. Bowie also offers a low unemployment rate and one of the nation’s highest graduation rates of high school students. The state of Maryland is among the nation’s best in public education.

Bowie State has placed a strategic emphasis on student success, academic excellence and institutional viability. With an eye toward improving graduation rates and closing the achievement gap, faculty collaborate to develop hands-on experiences for students and supportive learning environments. The university has also experienced a positive enrollment trend, and in fall 2017, experienced record freshman enrollment for a second straight year with 1,075 new freshmen, 12-percent increase over the past fall.

Over the last decade, the university has experienced transformation of teaching and research facilities, as well as expansion of academic programs and opportunities for student research. With increased emphasis on growing the institution’s financial support, Bowie State exceeded its $15 million goal in the university’s first comprehensive fundraising campaign.

Bowie State has also made sustainability a priority as the institution strives to reduce its carbon footprint. Over the last five years, the university has made strategic investments in green technologies, including energy-efficient lighting systems, electric vehicles, solar-powered trash compactors, and charging stations for mobile devices. Students showed their commitment to sustainability by electing to add an annual student fee to ensure that the university can continue to make it a priority.

Vision

Bowie State University will be an important higher education access portal for qualified persons from diverse academic and socioeconomic backgrounds who seek a high-quality and affordable public comprehensive university. The university will empower our students and improve our world through rising enrollments, improving graduation rates, and service to the community. We will do so while placing special emphasis on the science, technology, teacher education, business, and nursing disciplines within the context of a liberal arts education.

Mission Statement

Bowie State University empowers a diverse population of students from Maryland, the nation, and the world to reach their full potential through its high-quality, liberal arts-based bachelor’s, master’s, and doctoral programs. The university provides a nurturing environment distinguished by a culture of success that supports students in completing their course of study. As Maryland’s first historically black university, Bowie State inspires and prepares ethical and socially responsible leaders who can think critically, discover knowledge, commit to lifelong learning, value diversity, and function effectively in a highly technical and dynamic global community.

Core Values

- Excellence
- Civility
- Integrity
- Diversity
- Accountability
History

Founded in 1865, Bowie State University is an outgrowth of a school opened in Baltimore, Maryland, by the Baltimore Association for the Moral and Educational Improvement of the Colored People, an organization dedicated to offering educational opportunities that the state failed to provide for its black citizens. The association opened its first Baltimore school, School #1, on January 9, 1865, in the African Baptist Church in Crane’s Building.

The school offered courses in the elements of education. Courses to train teachers were added in 1866. With the aid of the Freedmen’s Bureau, the Quakers of England and others, the Baltimore Association, in 1867, purchased and renovated the Old Friends Meeting House for the Baltimore Normal School for Colored Teachers.

After repeated petitions from the Baltimore Normal School trustees, the state legislature authorized the Board of Education to assume control of the school in 1908. By 1910, the state relocated the school to a 187-acre tract formerly known as Jericho Farm in Bowie, Maryland. The school opened at the new location in 1911 with about 60 students and Don Speed Smith Goodloe as the principal.

The school’s name changed to the Maryland Normal and Industrial School at Bowie in 1914 and began a two-year professional teacher education program in 1925, which expanded to a three-year program in 1931. By 1935, the school was renamed the Maryland Teachers College at Bowie when it introduced a four-year program for elementary school teachers.

Following the establishment of a liberal arts program, the Maryland State Legislature authorized the college to become Bowie State College in 1963. The college established its first graduate degree program in 1969.

Reflecting significant growth in academic programs, enrollment and community service, Bowie State College became Bowie State University in 1988. On the same day, the university also became one of the member institutions of the newly formed University System of Maryland.
Academics & Accreditations

Bowie State University has provided emerging leaders with enriching academic experiences for more than 150 years. The university’s accreditation by the Middle States Commission on Higher Education was reaffirmed in 2016. Through its four colleges, the university offers a rigorous academic program that prepares students to compete in a changing world. Students have access to numerous high-quality programs including 22 undergraduate majors, 19 master’s programs, 14 certificates, and two doctoral programs. A supportive academic environment empowers Bowie State students to think critically, make new discoveries, value differences, and emerge as leaders in a highly technical global society.

The College of Arts and Sciences offers a broad spectrum of courses that teach students how to question, analyze, understand, and theorize. Students, working closely with highly credentialed professors who are practicing in their field and doing cutting-edge research, will select from unique programs like music technology and bioinformatics. The university’s programs in cybersecurity education have been recognized by the National Security Agency and the Department of Homeland Security as models of excellence.

The College of Business uses a holistic approach to teaching the skills needed for a rewarding career in corporate America, government, or as an entrepreneur. Close relationships with area businesses and government agencies provide many opportunities for internships and post-graduate employment. The college’s programs create a microcosm of the real-life business arena where students interested in starting their own businesses learn to think like entrepreneurs and have access to mentors through the Bowie Business Innovation Center, Maryland’s first incubator at an HBCU and an Entrepreneurship Academy that promotes entrepreneurial thinking across the disciplines.

The bachelor’s and master’s programs in business administration are accredited by the Accreditation Council for Business Schools and Programs (ACBSP). The Master of Public Administration is accredited by Network of Schools of Public Policy, Affairs, and Administration (NASPAA).
In the College of Education, highly credentialed faculty members are constantly researching best practices and programs to align with national trends and local needs, such as new teacher-leader emphasis. The college has maintained continuous accreditation of its professional teacher programs by the National Council for Accreditation of Teacher Education (NCATE) since 1954 and has received national recognition for the quality of its partnerships with local schools that accept student interns. The college also works with local school districts to increase the number of well-prepared principals to fill anticipated vacancies. Proof of the college’s commitment to educational excellence is reflected in a nearly 100-percent pass rate for key exams and graduates who go on to win awards and take leadership posts.

The master’s degree programs in mental health counseling and school counseling are accredited through Council for Accreditation of Counseling & Related Educational Programs (CACREP).

In the College of Professional Studies, students have opportunities for cross-disciplinary learning, internships with top employers, community involvement and global learning. Expert faculty prepare students to enter in-demand fields, like criminal justice and nursing, and get hands-on experience inside the classroom and in criminalistics and simulation labs. Overall, the college provides access to innovative programs and resources tailored to supporting success.

The bachelor’s and master’s programs in nursing are accredited by the Accreditation Commission for Education in Nursing (ACEN), Inc. They are also approved by the Maryland Board of Nursing. The bachelor’s program in social work is accredited by the Council on Social Work Education.
Governance & Administration

Bowie State’s shared governance model reflects a commitment to creating a caring, diverse community that demonstrates respect and encourages the success of each person on campus. Faculty, staff, and students have multiple opportunities to positively impact campus policies and decision-making, encouraging a spirit of collaboration and inclusion within a collegial environment.

The Faculty Senate meets monthly during the academic year to address faculty matters on campus. Its membership is comprised of elected representatives from each department and at-large members from the colleges. The Faculty Association meets once or twice a semester and is open to all faculty members.

The Staff Council represents the interests of staff employees who are not part of collective bargaining, advises the review and implementation of university policies, and provides a forum for discussions about the welfare of the university. The council also develops committees to serve the membership, provides representation to the Bowie State University Council, informs employees of the University System of Maryland’s related actions, and liaises with Council of University System Staff (CUSS) and Bowie State University.

The Student Government Association (SGA) and Graduate Student Association (GSA) also take on a major role as the advocacy bodies for students by appointing representatives to sit on university committees and meet with administrators to ensure the students have a voice in the university’s decision-making process.

The University Council includes representation from the four constituent governance groups to serve as the forum for review of institutional policies and to make recommendations to the President for action.

The university is a proud member of the University System of Maryland (USM), the state’s public higher education system. USM is governed by a 17-member Board of Regents appointed by the Governor. The regents oversee the system’s academic, administrative and financial operations, formulate policy, and appoint the USM Chancellor and the presidents of the institutions. USM institutions, faculty and staff make valuable contributions to the state’s economy and communities: faculty and staff continue to fuel research and discovery by attracting nearly $1.3 billion in external grants and contracts annually; the institutions address critical workforce shortages, especially those related to STEM (science, technology, engineering, mathematics); and students, staff, and faculty volunteer in local communities for more than a million hours annually. The University System of Maryland has been ranked among The Reuters 100: The World’s Most Innovative Universities.
Campus Facilities

Bowie State University is committed to laying a foundation for success by consistently creating modern, state-of-the-art facilities. Since 2012, the university has opened three new buildings, which enhance the learning environments for students and equip the university’s esteemed faculty with the necessary tools to provide holistic academic experiences.

Opened in 2017, the **Center for Natural Sciences, Mathematics and Nursing** provides cutting-edge research and instructional laboratories, a nursing simulation suite and a fully enclosed greenhouse, as well as flexible classrooms that foster collaboration. The 148,995-square-foot center will undoubtedly boost the university’s efforts to attract and retain highly qualified faculty in STEM fields, as well as recruit students interested in STEM.

The **Student Center**, opened in 2013, is the heartbeat of campus. It houses multiple dining facilities, a campus bookstore, and meeting space for extracurricular activities. The center received LEED Gold certification for its environmentally sustainable design, making Bowie State the first HBCU to receive that honor for a student center.

The **Fine and Performing Arts Center**, opened in 2012, has the distinction of being an All-Steinway facility, featuring only the prestigious Steinway pianos in both practice and performance spaces. The beautiful space also boasts a 400-seat main stage theater, a movement studio, a black box theatre, a band room, a recital hall, a multimedia recording studio, and a digital music lab.
Strategic Partnerships

Bowie State has developed community, industry, and international partnerships to leverage opportunities for students and faculty. In collaboration with industry giant Lockheed Martin, the university developed its first signature program, Education Innovation Initiative (EI²), to provide hands-on experience for students to develop technology-based solutions to real-world problems and increase the pipeline of minority students entering STEM disciplines. Students also have access to professional mentors and the latest cloud computing technologies.

Bowie State is one of the founding members of the HBCU-China Network, which provides full scholarships to students from 42 HBCUs to study abroad in China. Bowie State has sent cohorts of students to study at Chinese universities in fall, spring and summer semesters since fall 2015. The last group will study in China in spring 2018.

The university engages in ongoing research through an agreement with the Godfrey Okoye University in Nigeria and the DNA Learning Center at Cold Spring Harbor Laboratory in New York, the preeminent research and educational institution for molecular biology and genetics. Through a recent National Science Foundation grant, Professor George Ude travels with BSU students each summer to conduct DNA barcoding research at the Nigerian university and the DNA Learning Center.

Bowie State University became a hub for startups in 2012 when the Bowie Business Innovation Center opened on campus, in partnership with the city of Bowie, as Maryland’s first incubator at an HBCU.

Bowie State University has also partnered with the Maryland-National Capital Park and Planning Commission (M-NCPPC) to expand quality arts programming for Maryland residents, helping establish the university’s state-of-the-art Fine and Performing Arts Center as an accessible local cultural resource. A broad range of non-academic arts activities, jointly developed by Bowie State and M-NCPPC, include professional performances, master workshops, small-group classes and camps.

Athletics

The Bowie State Bulldogs are members of NCAA Division II and the Central Intercollegiate Athletic Association (CIAA). The current roster includes five men’s teams (basketball, cross country, indoor track and field, football, outdoor track and field) and eight women’s teams (basketball, bowling, cross country, indoor track and field, outdoor track and field, softball, tennis, volleyball). The teams have won a collective 20 CIAA championships since 1989. Most notably, the women’s bowling team and the men’s basketball team hold the 2017 championship titles. In fact, the women’s bowling team has won more CIAA titles than any other BSU team, notching seven since 2005.

The university’s Department of Intercollegiate Athletics encourages a strong academic focus, good citizenship, and growth of character in every student-athlete. Overall, the student-athletes have higher graduation rates and higher four-year class averages than non-student athletes.
Opportunities

Bowie State University is well positioned to maintain its upward trajectory with opportunities for future growth and advancement. Faculty members and students participate in research consortia and partnerships at state, national and international levels, and collaborate with federal agencies and others in industry. Some of their works have received national and international recognition for excellence. Some have secured patents for their inventions.

Bowie State University cybersecurity programs are meeting the highest standards of excellence in preparing graduates for work in that critical industry. As part of a consortium of 13 HBCUs that was awarded a five-year, $25 million grant by the U.S. Department of Energy’s National Nuclear Security Administration, Bowie State will receive a total of $1.5 million to expand its cybersecurity curriculum and enhance its capacity to train even more students for cybersecurity careers.

In 2016, Bowie State University launched a high-performance supercomputer to expand the research capacity for faculty and students, especially candidates for the Doctor of Science in computer science. Acquired through a grant from the Department of Defense U.S. Army Research Office, the supercomputer provides the core capability for the university’s new Center for High-Performance Information Processing (CHIP) and supports growth opportunities for research in artificial intelligence, human-computer interaction, robotics, and virtual reality.

Bowie State University is home to Maryland’s first incubator at an HBCU, the Bowie Business Innovation Center. The College of Business built on that partnership in 2013 to establish the Entrepreneurship Academy, an initiative to promote entrepreneurial thinking across the curriculum.

With support from a National Science Foundation grant, Bowie State launched an Applied Biotechnology Initiative to increase student training in basic and advanced interdisciplinary concepts and laboratory skills in biotechnology as they pursue their biology degree.
The Position

Reporting to the President and serving as a member of the President’s senior leadership team, the Vice President for Institutional Advancement will provide leadership and oversight of the University’s fundraising efforts in support of the University’s mission and goals. The Vice President for Institutional Advancement will work collaboratively with a range of stakeholders and friends of the University to enhance overall infrastructure through funding for endowments and facilities; provide resources for academic programs and scholarships to enhance Bowie State University’s ability to carry out and maximize its educational mission; and develop collaborations of mutual benefit to community partners, corporations and organizations within the University.

Responsibilities

The Vice President for Institutional Advancement will perform the following duties and responsibilities:

- Lead the Division of Institutional Advancement in development of a comprehensive fundraising operation utilizing best practices in the field to secure financial resources to support strategic institutional goals;
- Manage, coach and inspire staff in corporate, foundation and major gifts, planned giving, alumni relations, and annual giving toward goal-oriented outcomes;
- Provide oversight of development and advancement services;
- Serve as the institution’s primary steward of philanthropic relationships and maintain a personal portfolio of current and prospective major donors in all phases of qualification—cultivation, solicitation and stewardship;
- Execute strategic planning and decision-making capabilities based on research, analysis and sound judgement to be applied toward the development and fulfillment of innovative advancement;
- Oversee strategic and annual planning for the division, manage a staff, and ensure that fundraising, advancement communications, advancement reporting, and metrics keep pace with national best practices and industry standards;
- Build collaborative relationships with both the academic community and a diverse alumni and constituent base;
- Serve as Executive Director of the Bowie State University Foundation, Inc., and as liaison to other affiliated foundations;
- Work closely with the President to set and meet fundraising goals and assist the President with community relations as needed;
- Serve as liaison with businesses, community groups and boards to advance the university’s fundraising goals;
- Work with academic deans, coaches, and other university leaders to build and maintain relationships with advisory boards and other external groups;
- Responsible for expert stewardship and impeccable recordkeeping;
- Work collaboratively with University Relations and Marketing to devise effective communication strategies for the various constituencies;
- Perform other duties as required.

Qualifications

A Master’s degree from an accredited college or university, preferably in higher education administration relating to development, and at least six years of progressive experience and success in advancement work that includes both fundraising and leadership experience. Strong record of success in advancement and capital campaigns. Experience with budget preparation and management in the overall areas of development and institutional advancement. Strong leadership skills and expertise in overall areas of development and institutional advancement. Skilled in donor cultivation and the ability to build and maintain close relationships with various external constituencies. Excellent written and oral communications skills. Familiarity with Council for Advancement and Support of Education (CASE) standards and guidelines.
The Position

Preferred Characteristics, Traits and Skills

- Experience leading an advancement unit at a higher education institution;
- Strong work ethic and personal integrity;
- Demonstrated expertise in strategic thinking in all areas of development and institutional advancement;
- At least five years of experience serving as a key program officer or leading a comprehensive fundraising program for a major not-for-profit organization;
- Experience in increasingly responsible positions in advancement, including demonstrated effectiveness managing a department or team;
- Willing and able to travel and to be available to work evenings and weekends as needed for special events;
- A proven track record of securing major gifts, planning campaigns and annual giving programs, working with alumni groups, and developing, as well as, implementing a strategic plan for advancement;
- Experience in supervising a professional advancement/development staff and identifying, recruiting, training, and supervising volunteers;
- Understanding of technology systems and social media;
- Understanding of marketing and advertising best practices;
- Knowledge of prospect management systems, database fundraising software, and web fundraising experience;
- Superior communication skills to express verbally and in writing Bowie State University’s mission and goals with clarity, passion and persuasion

Salary

The salary is competitive and commensurate with qualifications and experience.

How to Apply

Greenwood/Asher & Associates, Inc. is assisting Bowie State University in this search. Initial screening of applications will begin immediately and will continue until an appointment is made. Applications should be received prior to March 7, 2018, for best consideration. Applications should include a current curriculum vitae, a cover letter detailing how applicant’s experiences align with the job description. Individuals who wish to nominate a candidate should submit a letter of nomination that includes contact information for the nominee. Confidential inquiries and should be directed to:

Jan Greenwood or Betty Turner Asher, Partners
Marion Frenche, Principal and Practice Leader
Ann Bailey, Executive Search Consultant

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