

Position: Vice President for Advancement (VPA) (Full-Time)

APPLICATION PROCESS AND HIRING TIMELINE INFORMATION

To apply for this position, you should submit:

1. [KWU Employment Application](#)
2. Cover letter,
3. Resume/curriculum vitae,
4. Three references,
5. Desired salary (may be entered on application)
6. Please email your application materials to hr@kwu.edu.

The timeline for filling this position is:

- Applications will be taken until the position is filled.
- Interviews will begin when qualified applicants are identified and continue until a hiring decision is made.
- The position starts as soon as possible.

KWU is an Equal Opportunity Employer and encourages diversity in employment. We will check references of past employers and personal references. We will acknowledge receipt of your application as soon as we receive it.

Location: Advancement Office

Overview: The Advancement office is responsible for performing fund-raising activities which produce significant short and long-term gifts and grants allowing the University to maintain and enhance its operating and capital budgets for improved student and University success.

Supervision: KWU President & CEO

Work Schedule: A flexible work schedule of approximately 45-50 hours per week, as well as working some nights and weekends to accommodate University and donor requirements.

Travel Requirements: Approximately 40% of work time will be spent traveling locally, regionally, and nationally to meet with current and potential donors.

Key Responsibilities: This position is responsible for all activities related to the identification, cultivation, solicitation, closing, and stewardship of annual, major, and planned gifts for the University. This position is a member of the President's Council which is responsible for the planning and execution of the University's operations, strategic plan and vision.

Fundraising (70%)

- Develop portfolio-based major gift strategy
- Oversee moves management and donor lifecycle thinking
- Balance president-led vs. officer-led cultivation
- Integrate philanthropy with enrollment, student success, and mission

- Translate strategic priorities into compelling cases for support
- Align campaign goals with enrollment, facilities, and student success
- Set annual goals (in conjunction with the president, provost and CFO) for operational, capital, and sustaining fundraising.
- Develop quarterly and annual communication and solicitation plans for the achievement of the office's fundraising goals.
 - Set personal quarterly and annual fundraising goals and develop and execute plans for the achievement of those goals.
 - Assign quarterly and annual fundraising goals to each direct report in the fundraising department, and assist each direct report to plan, execute, and achieve those goals.
- Create and maintain a list of current and potential "major donors" for the University, and develop, in conjunction with the president, a "major donor" contact schedule to include quarterly contacts as well as at least one annual personal visit per year.
- Identify and maintain a list of "capital projects" which can be presented to "project specific" donors when needed.
- Identify the metrics required to measure and evaluate fundraising success and report these metrics to the president and President's Council on a quarterly basis.

Management (20%)

- Manage, motivate, and train the Advancement staff in the development and execution of plans for the achievement of the office's goals.
- Mentor and build on the skills and strengths of this position's direct reports.
- Operate the Advancement office within the annual budget.

Other Duties (10%):

- Ensure the accuracy and completeness of all office records including alumni/donor contact information, annual and lifetime giving by donor, and annual and life-time contacts.
- Serve as an administrative member of the Board of Trustees Admissions and Advancement Committee.
- Serve as the administrator of the KWU Foundation (as per the standard contract with the Foundation) by partnering with foundation board on governance and investment outcomes, endowment growth as a strategic priority, alignment of restricted gifts with institutional capacity.
- Maintain effective and efficient relationships with the president, senior staff, Advancement staff, and the university community as a whole.
- Prepare and execute an annual personal development program including increasing management and fundraising skills and expertise.
- **Perform other appropriate and reasonably required duties as assigned by the president.**

Performance Goals:

Actual performance standards (goals) for each criteria will be set in consultation between the position holder and their direct supervisor.

- Strengthen and segment the major gift pipeline.
- Execute the comprehensive campaign.
- Increase advancement staff capacity, clarity, and accountability.
- Enhance donor stewardship and presidential partnership.
- Support trustees in donor engagement
- Partner with board leadership in campaign strategy
- Help trustees and foundation board members become confident philanthropic ambassadors
- Annual operating fund-raising goal.
- Annual sustaining fund-raising goal.
- Annual capital fund-raising goals.
- Annual major new donor identification goals.
- Annual donor (current and potential) contact goals.
- Annual number of “asks made” goal.
- Annual major donor contact goals (President and VPA)

Qualifications:

- **Education:** Bachelor’s degree required; Master’s degree preferred.
- **Certifications:** Certified Fund-Rising Executive (CFRE) preferred.

Experience:

- **Minimum required:** 8–10+ years progressive advancement experience.
- **Preferred:**
 - Demonstrated leadership of major campaigns or foundations.
 - Experience as a senior advancement officer (AVP, Associate VP, or VPA).
 - Experience in the non-profit and educational fund-raising areas is preferred.
 - Planned and executed the identification and solicitation of at least one “major donor list” (donors capable of giving \$15,000 or more).
 - Planned and executed at least one capital fund raising campaign of \$1,000,000 or more.
 - Planned and executed at least one annual sustaining campaign of \$300,000 or more.
 - Planned and executed at least one “planned giving” program.
 - Planned and executed at least one annual marketing and public relations program. Non-profit and educational marketing and public relations is preferred.

Skills:

- Demonstrated professional oral and written communication skills.
- Demonstrated ability to manage effective working relationships with staff, faculty, students, alumni, and current and potential donors.

- Demonstrated ability to work independently and to prioritize multiple projects and responsibilities.
- PREFERRED: AI competencies (especially in fundraising).
- Other

Salary and Benefits: Competitive salary based on experience, with full-time employee benefits.

VPA PROGRAM PROFILE

Kansas Wesleyan University Vice President for Advancement Program Profile

The Vice President for Advancement (VPA) position at Kansas Wesleyan University offers the successful candidate the opportunity to build on the academic successes of the recent past and contribute to a surging university located in the advantageous community of Salina, Kansas. It's an opportunity to positively affect the students, alumni, and community members by providing enhancements in programming, facilities, and services.

The details below provide key candidates for the job with background on the university and this outstanding opportunity.

1. University Information – Founded in 1886 and affiliated with the United Methodist Church, Kansas Wesleyan is a vibrant and growing values-centered, faith-based liberal arts university located in Salina, Kansas, the regional hub of central Kansas. With current full-time undergraduate enrollment of about 850, the university enjoys a vibrant 30-acre campus and a strong, personalized education.
2. President – Dr. Matt Thompson began as president of Kansas Wesleyan University in April 2013. He has created great energy on campus with a student-focused leadership that has provided additional services for students. He's strengthened his leadership team with the addition of Dr. Damon Kraft, Executive Vice President for Student Success, Dr. Judy Holmes, Vice President for Finance/CFO, and Bridget Weiser, as Vice President for Student and Community Engagement.
3. Accreditation – The University is scheduled for an accreditation visit from the Higher Learning Commission of North Central Association of School and Colleges during the 2026-27 academic year. The university's Quality Initiative has already been submitted and accepted. The nursing education program is accredited with the Commission on Collegiate Nursing Education (CCNE). The teacher education program is accredited through the Kansas Department of Education. The social work program is accredited with the Council on Social Work Education (CSWE). The business and accounting programs are in candidacy with the Accreditation Council for Business Schools and Program (ACBSP). Like all United Methodist institutions, KWU is also accredited by the University Senate of the United Methodist Church. UMCUS will make its next accreditation visit in 2028.
4. Advancement Success – The university has raised more than \$50 million in the last decade in the first three phases of The Power of And comprehensive campaign. A four phase for an

additional \$13 million has been announced. As a part of this, the KWU Foundation has grown from \$23 million in 2013 to more than \$50 million today.

5. Community – Salina is a regional hub in north central Kansas with small town charm with big city amenities in the heart of the Midwest. Newcomers are impressed with the city’s services and facilities, cultural opportunities and especially the people. It’s a growing community with nearly 50,000 residents, building upon its agricultural roots and diversifying with concentrations in high-tech manufacturing, active retail and service sector, finance and insurance, a regional center for advanced medical care, as well as higher education. Salina is home to a number of world class businesses, including Schwan’s Global Supply Chain, Philips Lighting, Great Plains Manufacturing and Solomon Corporation.
6. Key Expectations:
 - A. Fund Raising – The VPA is in charge of working with the President to set the strategic priorities and processes for annual, campaign, and estate giving. The VPA works with other key staff members in Advancement to set monthly, quarterly, and annual expectations and workload.
 - B. Alumni – The VPA works with the Director of the Alumni Services to create regular and annual alumni events (i.e. Homecoming) that support relationships and connections with KWU.
 - C. Stewardship – The VPA ensures that donors and alumni are valued and recognized at KWU. This is done through regular communications, events, and good overall relationship building.
 - D. Student-Centered – The University is committed to being a place that values students as individuals, pushing them to be their best selves, and to gaining effective skills to conduct themselves in their lives. The VPA will support this campus culture by ensuring that students are heard and valued, while not always giving them the answers they “want”. The VPA will work collaboratively with all members of the President’s Council and broader campus leadership team.
 - E. Campus Involvement – It is critical for the VPA to develop relationships with all members of the faculty and staff on campus by attending campus events and through informal contact.
 - F. Community Involvement – By the nature of the role, the VPA will be one of the most visible university staff members in the community, keeping an active public speaking schedule, and attending multiple community events each month.
 - G. Media Involvement – Kansas Wesleyan is fortunate to have outstanding media coverage. The VPA is expected to be available to media representatives on a regular basis and to representing the president in his absence.
 - H. Fiscal Management – The VPA is responsible for planning, monitoring and administering the advancement budgets to meet the needs of individual programs while meeting university expectations. University procedures must be followed in all cases.
 - I. Accreditation – The VPA is expected to complete planning and process to ensure the Advancement office is working in alignment with assisting the institution to maintain institutional and programmatic accreditations.