

Vice President for Advancement

POSITION INFORMATION

Susquehanna University invites applications and nominations for a **Vice President for Advancement**.

At an exciting inflection point — with a completed and record-setting \$185 million campaign behind it and ambitious fundraising initiatives on the horizon — Susquehanna seeks a relationship-driven leader to partner with an engaged President, energize a committed advancement team, and deepen the philanthropic engagement of more than 22,000 alumni.

The ideal candidate will be a dynamic, donor-centric leader who brings strategic vision, operational excellence, and a genuine passion for the transformative power of residential liberal arts education. The goal is to strengthen the Susquehanna community through meaningful engagement — focusing on gifts, but including service, advice, recruiting students, and school spirit. Alumni, parents, and friends are essential partners in Susquehanna's future, and the Vice President for Advancement will cultivate and steward these relationships with excellence.





THE VICE PRESIDENT FOR ADVANCEMENT

Reporting to the President, the Vice President for Advancement provides strategic leadership and direction for all aspects of the university's development and alumni engagement efforts and serves as a member of the Senior Leadership Team.

The Vice President oversees an integrated advancement team responsible for three core functions: advancement services; alumni, parent and donor engagement; and development. The Vice President will inherit a seasoned, collaborative and mission-driven advancement team known for its strong work ethic and team-centered approach to fundraising. Its shared mission is connecting donor interests with institutional priorities to generate significant, meaningful gifts and spur collective giving — building and sustaining a passion for Susquehanna's future.

KEY PRIORITIES

► Partnership with President Jonathan Green

Jonathan Green, who has served as Susquehanna's president since 2017, is a seasoned fundraiser and engaged institutional leader who views advancement as a true strategic priority. He is an active travel partner, a credible voice with donors, and a willing collaborator who brings both energy and access to the work. The Vice President for Advancement will serve as a trusted advisor to the President, coordinating strategy, managing relationships, and ensuring that the institution's philanthropic ambitions are aligned with its broader mission and strategic direction.

► Strengthen and Support the Advancement Staff

The Vice President will join a dedicated team and will be responsible for fostering a culture of collaboration, accountability and professional growth. The Vice President will work to ensure the team is well-positioned, with the right structure, resources and support to advance the institution's philanthropic goals, while investing in the development and cohesion of a team that spans major gifts, alumni relations and annual giving. Building a high-performing, motivated advancement operation will be central to the Vice President's early success.

► Leveraging Academic and Athletic Fundraising

Susquehanna's academic deans and athletic leadership are good partners who are ready to

engage more deeply in philanthropic work. The Vice President will provide the clear frameworks, consistent support, and strategic direction needed to channel that enthusiasm into results and building stronger pipelines in athletics, growing school-based giving, and ensuring that fundraising efforts reflect the full breadth of the university's programs and priorities.

► Technology and Data Optimization

Susquehanna's advancement team is in the process of modernizing its data management infrastructure, creating a real opportunity to work smarter and raise more effectively. The Vice President will provide strategic direction for this transition, streamlining operations, improving prospect management, and ensuring that data used proactively to inform strategy, measure performance and drive fundraising outcomes.

► Deepen Alumni Engagement and Annual Giving

Susquehanna's alumni are loyal and deeply connected to their experience, and the opportunity is in translating that affinity into a sustained culture of giving. The Vice President will develop clear pathways for more recent alumni to engage and give meaningfully, while honoring the traditions and preferences of longtime donors. Building participation, not just dollars, will be central to positioning the university for its fundraising success.

OVERVIEW OF FUNDRAISING AT SUSQUEHANNA Susquehanna University has a strong philanthropic tradition and recently concluded its most ambitious capital campaign — raising over \$185 million to support student scholarships, capital improvements, and Susquehanna's endowment. Nearly 16,000 gifts brought *Give Rise* to its history-making conclusion, with a remarkable 40 gifts of \$1 million or more. The campaign shines a spotlight on the enviable loyalty and engagement Susquehanna enjoys with its supportive base of alumni, parents, faculty, staff, and friends.

Susquehanna University has a global network of nearly 22,000 alumni known for being highly engaged, supportive, and active in mentoring current students. Through the Susquehanna Network, graduates connect for networking and professional opportunities. Alumni frequently return for events like Homecoming-Reunion Weekend and to participate in Break Through, the university's annual student-alumni networking conference. Susquehanna alumni networks bring together graduates who share a common bond — whether it's a major, profession, identity, region, or passion. These groups are created by alumni, for alumni, often in partnership with Alumni Relations or Susquehanna faculty and staff.

Susquehanna University seeks a Vice President for Advancement who is a dynamic, donor-centric leader with a proven record of building philanthropic support and constituent engagement for a comparably complex organization. Candidates from academic and non-academic environments are welcome; a bachelor's degree is required and an advanced degree and/or professional certifications are preferred.

QUALIFICATIONS

The Vice President for Advancement will demonstrate the following personal attributes, qualifications, and experience:

- ▶ **Philanthropic Vision and Strategy:** Demonstrated ability to develop and articulate an aspirational philanthropic vision and strategy with measurable goals and objectives, including comprehensive campaign planning, implementation, and post-campaign analytics.
- ▶ **Major and Principal Gift Success:** Measurable success in the cultivation, solicitation, and stewardship of major and principal gifts. Experience with gifts of seven figures or greater is highly valued.
- ▶ **Alumni Engagement:** Demonstrated success building and strengthening alumni relationships to increase engagement and giving, including innovative approaches to connecting non-financial forms of alumni participation with the institution's mission.
- ▶ **Mission Commitment:** A genuine commitment to liberal arts education, with the ability to persuasively articulate Susquehanna's mission, values, and distinctive identity to a wide range of constituents.
- ▶ **Leadership and Team Development:** An approachable, motivational leadership style that promotes mentoring, collaboration, professional development, and innovation.
- ▶ Demonstrated commitment to inclusion and belonging and a strong track record building and valuing diverse teams of staff and volunteers.
- ▶ **Communication Excellence:** Excellent listening skills with outstanding oral and written communication ability. A natural storyteller with the capacity to inspire donors, energize volunteers, and build trust across diverse stakeholders.
- ▶ **Trusted Advisor:** Experience as a trusted advisor providing reliable counsel to a board, president, and senior colleagues. Resilient and adaptable leadership skills with the ability to navigate significant change.
- ▶ **Technology and Data Literacy:** Familiarity with fundraising management systems and a strategic orientation to using data, analytics, and prospect research to drive decision-making and measure progress.

To Apply

Susquehanna University has retained Opus Partners (opuspartners.net) to support this recruitment. Kenna Boyd, Partner, and Marisea Rivera, Senior Associate, are leading the search.

Confidential inquiries, applications and nominations should be submitted by email to Marisea Rivera at marisea.rivera@opuspartners.net.

To be considered by the University's search committee, candidates must provide a CV/résumé and a letter of introduction that addresses the specific responsibilities, expectations, and qualifications described above. Please consult Opus Partners for more information about the application process



THE UNIVERSITY

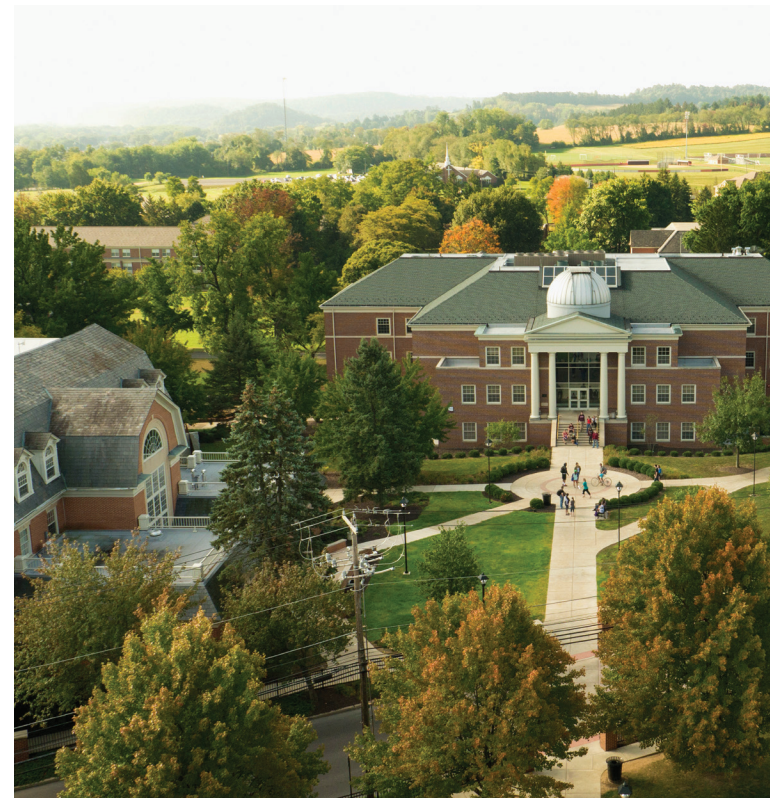
Susquehanna University is the future-ready institution for today, invested in cultivating intellectual grounding, active learning, and global citizenship for all students. Renowned as one of the finest U.S. national liberal arts colleges, Susquehanna inspires and challenges 2,100 enterprising, bright-minded students studying the arts, business, humanities, and sciences. Our students seize opportunities through exceptional worldwide internships, expert-guided research, and an acclaimed study-abroad program, leading to a transformative education that empowers each graduate to realize their unique potential and lead a successful and meaningful life.

A supportive university community in the picturesque heart of Pennsylvania, Susquehanna takes pride in its namesake, the nearby majestic Susquehanna River. Among tree-covered surroundings, the Susquehanna campus and valley community provide a wealth of amenities, as well as a calm expanse that profoundly influences our state of mind, deepening our sense of focus.

The town of Selinsgrove, characterized by early-American architecture, creates a welcoming, walkable community adorned with shops, eateries and engaging activities. The Susquehanna River Valley, with its fresh air, provides four distinct seasons amidst a backdrop of vibrant autumn foliage, occasional winter snowfalls, flower-filled springs, and warm summer evenings illuminated by fireflies. Nearby outdoor recreational areas for hiking, kayaking, fishing, and skiing – and the bustling cultural and commerce hubs of New York City, Washington, D.C., Baltimore, and Philadelphia within a three-hour drive – present abundant opportunities for learning and discovery.

A residential campus, Susquehanna University provides a nurturing college home environment that fosters individual growth and lasting connections with others. Within our community of dedicated faculty and supportive staff, students are embraced by a second family that encourages exploration and rewards learning from failure. Our nurturing environment – where nobody goes unnoticed, and everyone stands out – enriches a profound sense of belonging. As a result, each student's journey is marked by fulfillment and memorable experiences that help them create their path to success.

Susquehanna University maintains an endowment of over \$250 million that propels its strategic efforts and provides long-term resources to support its future goals. The university earned a spot on Forbes' prestigious 2023 list of America's Best Small Employers. Susquehanna also lands in the top 200 colleges and universities in the United States in the Wall Street Journal/College Pulse 2026 ranking. Susquehanna continues its ascent in U.S. News & World Report's Best National Liberal Arts Colleges ranking, breaking the top 100 at No. 96. The university was also ranked No. 38 among Best Value Schools and No. 73 in Undergraduate Teaching Programs among national liberal arts colleges.



Susquehanna

UNIVERSITY

514 University Avenue, Selinsgrove, PA 17870

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