



**CONCORDIA  
COLLEGE**



**EXECUTIVE SEARCH**

# **Vice President for Advancement**

**In Moorhead, Minnesota**



## Vice President for Advancement at Concordia College EXECUTIVE SEARCH



The new \$45 million Integrated Science Center is LEED Gold certified.

**Concordia College**, a four-year liberal arts college rooted in the Lutheran tradition located in Moorhead, Minn., welcomes nominations and applications for the position of **Vice President for Advancement**. Reporting to the President, the Vice President serves as a member of the President's Cabinet and works closely with the college's Board of Regents. The Vice President leads all aspects of Advancement and Alumni/ae Relations.

As a college of the Evangelical Lutheran Church in America, Concordia is strongly rooted in the tradition of free inquiry and dialogue, love of learning, and commitment to neighbor. The college is nationally recognized for applied and integrative learning, interfaith study, and excellence in music, among other distinctions. Currently, more than 2,100 students from 32 states and 33 countries attend Concordia.

Concordia recently celebrated the early conclusion of the college's most successful advancement campaign, *RISE*, leaving the college exceptionally poised to welcome a new Vice President. The college seeks a creative, goal-driven, and inspiring leader with a successful fundraising track record and an authentic commitment to Concordia's historic mission to influence the affairs of the world by sending into society thoughtful and informed men and women dedicated to the Christian life.

### **The Leadership Opportunity**

#### **Sustaining Exceptional Fundraising Success**

Concordia's \$150 million *RISE* Campaign concluded on April 30, 2019, eight months ahead of schedule and exceeded its comprehensive goal by more than \$7 million. Within the total, the campaign also exceeded its target for capital and operating funds, a testament to the love and loyalty of Concordia graduates and friends for the mission of this liberal arts college of the church.

The new Vice President will inherit a staff and a college community who expect and rejoice in fundraising success.

#### **Launching Fundraising Built on the New College Plan**

Affirmed unanimously by the Board of Regents in May, *Concordia Leads: The Plan for 2030* already has inspired significant new giving—in advance

of any formal campaign. The plan envisions transformative philanthropy for the endowment to lower students' tuition costs, for integrative learning that will challenge all students to put the discoveries of the liberal arts into practice, and for the college to become an exemplar in building and sustaining a diverse and thriving community on campus and in the region.

The new Vice President will begin immediately to achieve the goals of this plan-driven fundraising and to make the work of Concordia's highly innovative plan known and admired within and well beyond the circle of college staff, faculty, graduates, and friends. *A detailed account of the plan appears on page 6 of this profile.*

#### **Shaping the Emerging Role of Alumni/ae Relations**

Concordia's dynamic Alumni/ae Relations Office has embraced an expanding role. Beyond its important work of reuniting graduates of different eras to foster continued community and college giving, Concordia's new plan to "educate 21st-century learners who [will] become accomplished professionals, courageous citizens, and transformational leaders" offers new opportunities, such as having alums



# Vice President for Advancement at Concordia College EXECUTIVE SEARCH



Celebrating the successful RISE campaign, which concluded last April

mentor and support current students and recent graduates as they enter their professional and civic lives.

The new Vice President will have the opportunity to guide staff and learn from alums how best to engage that talent and commitment.

### Leading a Strong, Cohesive Advancement Staff

Concordia's Advancement Division thrives because of its mission-driven, goal-achieving, highly-collegial staff,

who will be eager to welcome the new Vice President and be guided by her/his leadership. Senior gift officers, annual fund managers, and alumni/ae office personnel represent a considerable range of years in the division, but each brings a deep commitment to the college and to working across the division to meet and exceed its targets. The new Vice President will find a professional staff ready and able to work with him/her in framing new goals—and in meeting them.

### Leadership Characteristics

Concordia College is seeking an Advancement Vice President who is

- **A mission-oriented and visionary leader** who understands, embraces, and will skillfully communicate the mission and vision of Concordia College
- **A strategic, organizational leader** with the ability to develop and execute a philanthropic strategy in alignment with the college's plan, *Concordia Leads*
- **A collaborative, forward-thinking, entrepreneurial leader** with a track record of successful planning and personnel management in support of a goal-oriented culture characterized by teamwork and creativity
- **An effective communicator** with the ability to connect and build relationships with many constituencies and to do so with energy, optimism, and good humor
- **A contemporary, well-informed administrator** who understands the

## Concordia College Leadership President William J. Craft



William Craft began serving as President of Concordia College on July 11, 2011. Prior to his election as President, he served as the Dean of Luther College and Vice President for Academic Affairs, holding a faculty appointment as Professor of English. His scholarly work on early modern poetry and prose includes a book on Philip Sidney.

Dr. Craft earned his doctorate in English from the University of North Carolina at Chapel Hill and has been a Fellow of the Newberry Library and the American Council on Education (ACE). In the summer of 2008, he completed the Harvard University Institute for Educational Management. Dr. Craft has made presentations regularly on higher education leadership, institutional change, and interfaith learning and service.

Dr. Craft currently chairs the board of Lutheran World Relief-IMA, whose mission is to end human suffering and injustice through service to the world's most vulnerable people, empowering individuals and families to break the cycle of poverty and lead healthy lives. In January, 2020 he will become chair of the board for the Association of American Colleges and Universities, the leading national association dedicated to advancing the vitality and public standing of liberal education by making quality and equity the foundations for excellence in undergraduate education in service to democracy.

Additionally, he serves on the Executive and Public Policy Committees of the Minnesota Private College Council, on the regional board of U.S. Bank, on the board of the Greater Fargo-Moorhead Economic Development Corporation, and as a member of the Board of Directors of the Downtown Moorhead Inc. (DMI) project.



# Vice President for Advancement at Concordia College EXECUTIVE SEARCH



current higher education landscape and can recognize multiple and competing goals and the unique needs of various constituencies

## Qualifications

A bachelor's degree is required; a master's or doctorate is preferred. Candidate must have a minimum of five years of successful fundraising experience in higher education or other professional setting.

Other qualifications required:

- Supervisory and management experience demonstrating progressive levels of responsibility for planning and personnel
- Knowledge of the opportunities and challenges in 21st century higher education
- Demonstrated ability to communicate and work effectively with diverse constituents
- Evidence of commitment to lifelong learning and professional development

## About the College

Founded in 1891 by Norwegian Lutheran immigrants who valued education and their religious heritage,

Concordia is an inclusive community. The college welcomes individuals of different backgrounds, religions, and aspirations to join an academic community where the life of faith and pursuit of learning occur in dynamic interaction. There is complete freedom to search for truth, with nothing off limits for inquiry and critique. The Lutheran theological tradition that emphasizes all are called to serve their neighbor and care for creation. Thus, Concordia strives to equip students for vocation: to use their talents for the well-being of the world.

Concordia grants Bachelor of Arts and

Bachelor of Music degrees, as well as a Master of Education degree in world language instruction and a combined Dietetic Internship and Master of Science in Nutrition degree with an emphasis in dietetics leadership. The curriculum encompasses more than 120 areas of study, including 12 pre-professional programs offered in 20 academic departments and the Offutt School of Business. Several majors also lead to professional licensure, including elementary and secondary education, healthcare administration, long-term care administration, nursing, dietetics, and social work.





## Vice President for Advancement at Concordia College EXECUTIVE SEARCH

The college attracts academic achievers who seek to challenge their intellect and expand their critical thinking skills. Among first-year students in 2018, 21 percent were in the top 10 percent of their high school graduating class and 17 percent had ACT scores above 28. The first- to second-year retention rate is 84 percent.

Concordia has 159 full-time and 50 part-time faculty, 84 percent of whom hold the highest degree in their field from many of the world's top graduate universities.

The Concordia experience provides opportunities for students to join faculty in research, perform in world-class music ensembles, compete on a nationally ranked forensics team, play on championship-caliber sports teams, and make their mark in theatre, student government, or more than 100 clubs and organizations.

A member of the NCAA Division III and highly competitive Minnesota Intercollegiate Athletic Conference, the college sponsors 11 women's and 11 men's varsity sports. A perennial conference title contender in multiple sports, Cobber athletics has produced 10 NCAA Postgraduate Scholars since 2004.

Concordia's 120-acre campus includes modern and well-maintained facilities that use a variety of instructional technologies. The \$38-million Knutson Campus Center, the centerpiece of a \$100 million capital campaign, was completed in 2007. In 2016, Concordia broke ground on its largest capital project to date. The college renovated its science facilities to accommodate what is needed to deliver a transformational science education in the 21st century — specialized equipment, high functioning labs and innovative teaching spaces. The facility opened in 2017 and is now the new "home" for students and faculty as



### Concordia Distinctions

- Within nine months of commencement, 93 percent of graduates who respond report they are employed, in graduate school, or serving with organizations, such as the Peace Corps.
- Concordia's educational emphasis is around the concept of Becoming Responsibly Engaged in the World (BREW). Through curriculum, organizations and activities, students develop global competence, character and compassion to meet the world's greatest needs.
- Integrative learning (PEAK) opportunities are a signature requirement of Concordia where students apply the discoveries of a liberal education to the challenges of the life they will lead as citizens.
- Concordia seniors score in the top 10% of the Collegiate Learning Assessment.
- Concordia ranks sixth among baccalaureate institutions in the nation for the number of research doctorates awarded to its graduates from 2007 to 2016.
- Nearly half of Concordia's 2018 graduating class participated in at least one study abroad experience. A global focus through the Concordia experience led to the college being the first school in Minnesota honored with the Senator Paul Simon Award for Campus Internationalization by NAFSA.
- Concordia Language Villages creates responsible global citizens by providing world-renowned, one-of-a-kind, pre-collegiate language and culture immersion education experiences in 15 languages to 11,000 participants annually.
- In the past six years, Concordia students have achieved a 91 percent acceptance rate into medical school.
- Concordia students who apply to law school have had a 96 percent acceptance rate in the last five years.
- Concordia is a leader in interfaith cooperation and education and has received national recognition for its interfaith cooperation statement. "Concordia College practices interfaith cooperation because of its Lutheran dedication to prepare thoughtful and informed global citizens who foster wholeness and hope, build peace through understanding, and serve the world together."



# Vice President for Advancement at Concordia College

## EXECUTIVE SEARCH

## The Strategic Plan – Concordia Leads: The Plan for 2030

### The Vision

We learn, we lead, for the sake of the world. Rooted in the freedom of God's love and grace, we will educate resourceful 21st-century leaders to become accomplished professionals, courageous citizens, and transformational leaders who build a world more joyful and more just.

In the fall of 2018, Concordia College President William Craft and Board of Regents Chair Earl Lewis formally introduced the strategic planning process that would result in the creation of a new strategic plan, *Concordia Leads: The Plan for 2030*. The plan is rooted in the college's mission to influence the affairs of the world by sending into society thoughtful and informed men and women dedicated to the Christian life.

The process engaged over 550 students, faculty, staff, alumni/ae, supporters, and community members in early listening and feedback sessions to help formulate the plan's driving vision and four main goals. A strategic planning steering committee and cabinet members furthered the planning process by fine tuning plan drafts, again drawing upon rich input offered during purposefully constructed campus and stakeholder vetting sessions.

In the spring of 2019, the Concordia College Board of Regents unanimously affirmed *Concordia Leads: The Plan for 2030*. The college community, now keenly focused on executing this inspiring plan, looks forward to welcoming a new Vice President of Advancement who will join us in celebrating our devotion to the college's mission and our commitment to accomplishing the plan's driving vision and goals.

### The Goals

The strategic plan centers around four goals that will guide and inspire the college's actions to innovative and flourish for current and future students and for the public good.

1. **Transformational Learning:** Concordia will offer a transformative education that shapes 21st-century learners ready to address complex challenges in their professional, public, and personal lives with agility, imagination, and moral insight.
2. **Excellence through Diversity:** Concordia will affirm a diversity of identities, experiences, and perspectives as a condition of institutional excellence, leading all who study and work here to honor difference with respectful understanding and to practice courageous citizenship for the common good.
3. **Wholeness and Health of Community:** Concordia will cultivate the growth and well-being of students, faculty, and staff; demonstrate resilience in response to change; and practice transformational leadership to work collectively for the greater good of neighbors and the planet.
4. **Financial Foundation:** Concordia will pursue entrepreneurial strategies to raise revenue, attract investment, streamline operations, and raise both institutional visibility and enrollment market share. This endeavor will engage the entire college community in creating, through its choices and actions, a Concordia that learns and leads for the sake of the world.

### The Opportunity

Concordia's new Vice President for Advancement will have a significant opportunity to build upon the momentous success of the college's recently celebrated *RISE* campaign, as we look forward to realizing the college's new advancement goals, which include:

- Increasing the Concordia endowment to no less than \$200 million, no less than half of which is devoted to financial aid that offsets tuition costs.
- Guiding the investment of endowment funds, under the leadership of the Board of Regents, to support the goals of the college plan.
- Reducing tuition costs for students and families through transformative philanthropy that increases funding for institutional aid and through a new consideration of students' on- and off-campus work during their college years.



# Vice President for Advancement at Concordia College EXECUTIVE SEARCH

a community of scientists who together — novice alongside pro — learn science by doing science.

The college has constructed architecturally authentic year-round educational facilities on 875 acres of college-owned property on Turtle River Lake in northern Minnesota for the Concordia Language Villages, Concordia’s internationally recognized language and cultural immersion program that began in 1961. Youth ages 7-18 and adults of all language experience levels can choose from options in 15 world languages. In 2018, the Language Villages received a \$5 million gift from a corporate donor in Seoul, Korea, to construct a culturally authentic Korean Language Village. ([ConcordiaLanguageVillages.org](http://ConcordiaLanguageVillages.org)).

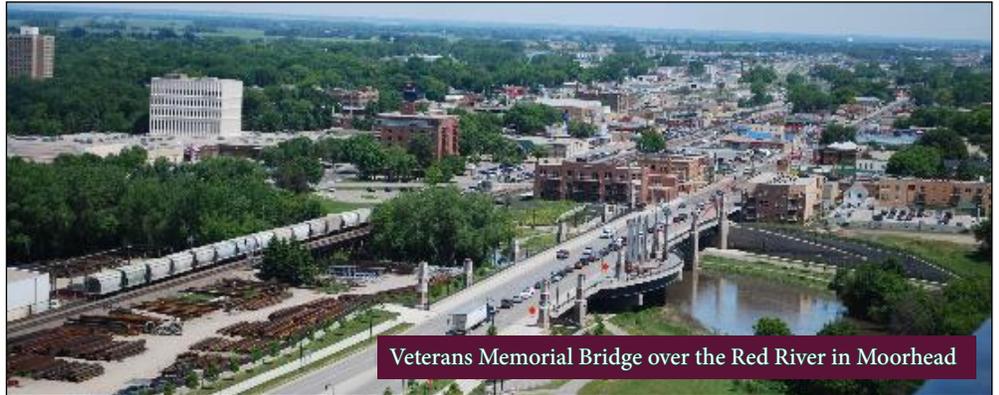
The college’s commitment to sustainability, locally and globally, is reflected in its construction and use of resources on campus. Concordia’s sustainability vision is interwoven with the commitment to global learning, rooted in an abiding commitment to ethical deliberation, steeped in the values of the liberal arts, and on the importance of building community ([ConcordiaCollege.edu/sustainability](http://ConcordiaCollege.edu/sustainability)).

Concordia benefits from the contributions of an active and engaged Board of Regents and 32,000 alumni in important positions in business, government, education, and service throughout the world.

## Moorhead/Fargo/West Fargo

The Moorhead/Fargo/West Fargo community is a growing metropolitan area with 230,000 residents, including 30,000 college students attending eight colleges and universities. The community is one of the fastest growing metropolitan areas outside the South and West.

The three-city area is known for its



thriving arts community, educated workforce, robust business environment, and excellent education options. Nearly 40 languages represented by students in K-12. It has a spirited entrepreneurial community, with high availability of jobs and many growing sectors, resulting in one of the nation’s lowest unemployment rates and economic stability.

The community continues to receive

national recognition for its high quality of life, safety, low cost of living, and diversified economy. Residents and visitors enjoy museums, galleries, concerts, theater, biking and walking trails, recreation along the Red River, a zoo, and numerous athletic and fitness facilities and amenities. Along with shopping and entertainment, there are amazing local restaurants to explore and experience.

## Application and Nomination Process

Confidential inquiries are welcomed; nominations are invited.

**To Apply** - Applications must include:

1. A letter of interest reflecting on the leadership attributes noted in the search profile
2. A current resume
3. At least five references with full contact information, including e-mails (References will not be contacted without consent from applicant.)

**Submit applications** to [Concordia-VPAAdv@myersmcrac.com](mailto:Concordia-VPAAdv@myersmcrac.com) by **October 1, 2019**, for best consideration. The search remains open until the position is filled.

**Submit nominations** to [Concordia-VPAAdv-Nominate@myersmcrac.com](mailto:Concordia-VPAAdv-Nominate@myersmcrac.com) with individual’s full contact and e-mail information.

**Emily Parker Myers**, CEO, and **Jennifer Barfield**, Senior Vice President, of **Myers McRae Executive Search and Consulting**, are assisting the College with this search.



515 Mulberry Street, Suite 200  
Macon, Georgia 31201  
(478) 330-6222 | [www.myersmcrac.com](http://www.myersmcrac.com)

*Concordia College is an Equal Opportunity/Affirmative Action Employer. The college has set ambitious targets for diversity and seeks applicants whose professional preparation or experience will contribute to the wide variety of practical and theoretical expertise needed to attract and retain a diverse faculty, staff, and student body.*