



Clarion University Foundation, Inc.

INVITES APPLICATIONS AND NOMINATIONS FOR A
**DIRECTOR OF
ALUMNI ENGAGEMENT**

CLARION, PENNSYLVANIA

DIRECTOR OF ALUMNI ENGAGEMENT SEARCH



Mission Statement

The mission of Clarion University Foundation, Inc. is “to provide financial and other support deemed necessary and appropriate to strengthen the well being of Clarion University and the total Clarion University community.”

Clarion University Foundation, Inc., a charitable organization supporting Clarion University of Pennsylvania, invites applications for the position of **Director of Alumni Engagement**. Reporting to the Vice President for University Advancement, the Director of Alumni Engagement is responsible for planning and managing the day-to-day operations of the alumni engagement office that strategically engages alumni around the world in support of Clarion University.

The Opportunity

Clarion University of Pennsylvania is a high-achieving, nationally recognized, comprehensive university. Its main campus is in western Pennsylvania, one of the state’s most scenic areas. The university has more than 53,000 alumni.

The Director of Alumni Engagement serves as Executive Director of the Clarion University Alumni Association (CUAA), and works closely with the CUAA Board of Directors. The reporting staff includes an Assistant Director of Alumni Engagement and clerical support.

Under the direction of and in coordination with the Vice President for University Advancement, the Director creates opportunities for

alumni to provide professional expertise and volunteer service, as well as identifies potential prospects who are willing to support the University. Collaborating with faculty and staff in key administrative offices, the Director partners with colleagues throughout Clarion University and Clarion University Foundation, Inc.

Other Responsibilities:

- Ensure accurate and complete alumni database records by capturing contact, biographical, and career information of alumni via surveys, projects, correspondence, website, postal returns, etc.
- Establish and build relationships with a wide range of alumni, locally, regionally, nationally, and internationally.

- Maintain regular communication with alumni via direct contact, email blasts, alumni web pages, and print publications.
- Effectively manage and mentor staff, students, and volunteers.
- Work closely with and coordinate all activities of the CUAA Board of Directors and its committees, including preparing a robust agenda for meetings.
- Plan and direct, in coordination with the CUAA Board of Directors, all alumni activities and service responsibilities annually, in support of the University’s strategic plan, securing greater levels of engagement that includes setting measurable goals and evaluating progress.
- Develop, in cooperation with the University, the communications plan for all alumni programs.
- Assist, in coordination with Director of Development, with the overall coordination and implementation of fundraising, donor cultivation, and recognition events targeted to alumni, including but not limited to Founder’s Day celebrations and Annual Scholarship Donor Recognition events.

DIRECTOR OF ALUMNI ENGAGEMENT SEARCH

- Facilitate the immediate involvement of students in alumni relations prior to graduation and communicate the advantages of their involvement.
- Educate graduating students about alumni benefits and engage them in programs.
- Work with other associated boards, committees, and volunteers in carrying out alumni activities to increase engagement.
- Assist with marketing of alumni and donor cultivation materials and periodicals as well as electronic communications.
- In coordination and cooperation with the Chief Operating Officer/ Chief Financial Officer and the Director of the Development Office, oversee and manage the day-to-day social media program of the organization.
- Plan, direct, and execute programs and initiatives (e.g., Homecoming, regional alumni events, student-alumni relations, career networking initiatives, etc.) that help the University meet its key alumni engagement goals.
- Build an alumni engagement program with the goal of establishing regional affinity based chapters.
- Recruit volunteers and identify volunteer leaders in regional chapters in order to make them self-sustaining.
- Provide support for the clubs' activities and foster diversity and inclusion of alumni active in these groups.
- Foster life-long relationships with alumni from all backgrounds by initiating events and contacts that provide educational opportunities and social interaction.
- Ensure that the Alumni Engagement team works closely with Institutional Advancement and Foundation colleagues to ensure seamless communications and coordination around advancement and institutional initiatives.
- Manage alumni information received and its timely input into Raiser's Edge.
- Work with Alumni Engagement staff to formalize annual plans.
- Oversee and balance the budget for Alumni Engagement.
- Manage meetings, both internal and external, effectively to achieve stated objectives.
- Present self in a professional manner at all times, which assures behavior is consistent with organizational values.
- Follow and support organizational policies and procedures.



DIRECTOR OF ALUMNI ENGAGEMENT SEARCH



The Seifert-Mooney Center for the Advancement of Clarion University houses the offices of Advancement, Alumni Relations, Clarion University Alumni Association and Clarion University Foundation, Inc.

- Maintain and document timely travel and business related expenses at budgeted levels.
- Work effectively and in a cooperative manner with all Foundation and University employees and constituencies.

Requirements

A bachelor's degree and experience that demonstrates the ability to fulfill the responsibilities of the job are required. Other requirements include:

- A Pennsylvania driver's license obtained and maintained
- Ability and willingness to travel, as needed
- Ability to work evenings and weekends, as needed
- Ability to lift 25 pounds

The Foundation

Organized in 1969, the Clarion University Foundation, Inc. is a not-for-profit corporation and 501(c)(3) organization of the Commonwealth of Pennsylvania. Governed by a

17-member board, the Foundation was formed to "promote educational purposes in connection with or at the request of Clarion University."

The operation of the Foundation, establishment of policies, acquisition of resources, stewardship of assets and management of endowment funds are directed by the Board of Directors of the Foundation and are carried out by the Foundation Staff. The Foundation has an endowment of more than \$30 million.

The University and the Foundation have announced that they are moving toward their largest campaign in history and have named a Campaign Steering Committee.

Clarion University of Pennsylvania

Founded in 1867, Clarion University of Pennsylvania specializes in preparing students for professional careers in fields such as education, business, nursing, and science. Clarion enrolls more than 5,300 students from 44 states and 18 countries.

The University has three colleges: the College of Arts, Education and Sciences; the College of Business Administration and Information Sciences, and Venango College, which houses the School of Health Sciences. Offering nearly 100 undergraduate and graduate academic programs and an 18-to-1 student-to-faculty ratio, Clarion leads the Pennsylvania State System of Higher Education in the number of academic programs with the nation's top accreditation. Internship and study abroad opportunities are available to broaden students' horizons.

There are more than 130 formal student organizations, including 3 fraternities and 5 sororities. Approximately 37 percent of the students live on campus.

In addition to the historic campus in Clarion, the University operates the 64-acre Venango campus, located in the historic Oil Valley region. The Venango campus offers two-year stand-alone associate degrees in 11 academic disciplines. It also offers select baccalaureate and master's degrees. The College is home to the University's School of Health Sciences and the Department of Justice, Law, Technology, and Liberal Arts.

Beyond learning in a classroom setting, Clarion offers numerous online degree programs. Associate, baccalaureate, graduate, and doctorate degrees, as well as certificate and special program, are available through Clarion Online.

Clarion's intercollegiate athletic program includes football, basketball, baseball, wrestling, golf, track, cross country, swimming, tennis, soccer, softball, and

DIRECTOR OF ALUMNI ENGAGEMENT SEARCH

volleyball. National champions have been crowned in wrestling, swimming, basketball, baseball, gymnastics, and bowling.

Clarion, Pennsylvania

Clarion's 100-acre campus is located in western Pennsylvania in Clarion Borough. The quintessential American small town, Clarion was named Pennsylvania's "Outstanding Community" in 1997.

The number one employer in Clarion County with 800 employees, the University plays an active role in the community. Its biotechnology center is an incubator where new ideas and research are explored, with the chance to jump start new industries in the region. The borough has more than 6,000 residents, with Clarion County numbering nearly 40,000. The community includes a historic main street, specialty shops, restaurants, a mall with a state-of-the-art movie theater, and a hospital.

Recognized as the "Autumn Leaf Capital of the World," Clarion is regarded as one of the top outdoor recreational areas in Pennsylvania. With a backdrop of rolling wooded hills, the Clarion community offers canoeing, horseback riding, and camping. For those who love winter activities, 12 miles of snowmobile trails, ice skating, and cross-country ski trails are available in Cook Forest State Park, which attracts 800,000 visitors annually.

The community is 80 miles north of Pittsburgh, Pennsylvania, 80 miles east of Youngstown, Ohio, and 300 miles from New York City.



Applications and Nominations

Confidential inquiries are welcomed, and nominations are invited.

1. To Apply, submit:

- A letter of interest
- Current resume
- At least five references with full contact information. (References will not be contacted without consent from applicants.)
- Your answers to the required questions at:
www.myersmcrac.com/skins/userfiles/file/MMQuestions.pdf

2. Submit applications to: Clarion-Alumni@myersmcrac.com

Review of materials begins immediately. Search continues until position is filled.

Nominations should include contact information for the individual being nominated. Submit nominations to Clarion-Nominate@myersmcrac.com

Kenny Daugherty, Executive Vice President of **Myers McRae Executive Search and Consulting**, is assisting Clarion University Foundation, Inc. with this search.



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Clarion University Foundation, Inc., is an equal opportunity employer.