



SEARCH SPECIFICATIONS



VICE PRESIDENT OF PHILANTHROPY AND ENGAGEMENT

PREPARED BY:



THE OPPORTUNITY

Reporting to the President and serving as a member of the President's Cabinet and the senior leadership team, the Vice President of Philanthropy and Engagement provides leadership and direction for a staff of 40 members in the areas of philanthropy, alumni and family engagement, and philanthropy services.

With consistent enrollment growth and a strong financial position, Hope College has strategically positioned itself as a pioneer in higher education. Hope's commitment to academic excellence has widely been recognized with high rankings and accolades, solidifying its standing as a top liberal arts college. This is an opportunity to contribute to the transformative journey of an institution that stands at the forefront of positive change in education and philanthropy.

Three years ago, the college announced a new vision called *Hope Forward* – an innovative model for higher education where students fund their education through gifts after graduation rather than paying for college through tuition and debt up front. Hope College took a problem – lack of access to higher education – and went to the Gospel, “Freely you have received; now freely give” (Matthew 10:8). Hope imagines a reality where our entire funding model is based on those instructions: “Your tuition is covered; now go and live generously.” This new vision will require historic funds raised to make it a reality.

In the philanthropy-rich West Michigan regional, known for having a strong tradition of giving, a new wave of philanthropists is actively contributing to make a difference for the greater community. Hope College believes significant opportunities exist to cultivate a new generation of major gift donors, including alumni of recent decades and families of current and past students. Accordingly, the new Vice President will embody an entrepreneurial spirit to drive the creation and execution of a strategic plan for elevated major gift fundraising and overall philanthropic support for the college. This plan will precisely identify new potential major gift donors, develop optimal portfolios for gift officers and establish multi-year and annual goals for all members of the philanthropy, laying the foundation for a future campaign. The Vice President will advise and support the President and Board of Trustees in the identification, cultivation and solicitation of major gifts.

The Vice President will develop strong relationships with faculty and staff to understand program needs and coordinate and prioritize requests to potential donors, as well as oversee and manage the budget for the philanthropy division.

HOPE COLLEGE

Hope College is a four-year liberal arts college where academic excellence and vibrant Christian faith join together in a transformational and welcoming community. Hope offers an academically rigorous, co-educational and residential education to approximately 3,300 undergraduate students from more than 40 states and 25 countries. Affiliated with the Reformed Church in America since its founding in 1866, Hope College is known for its invitational ecumenical Christian atmosphere, friendly campus community and outstanding academic and co-curricular offerings.

Hope's reason for being is to offer a rich, diverse and comprehensive educational experience for each student. The college is committed to developing deep competence in a major course of study, from which there are 91 majors and programs to choose. Students explore a broad-based liberal arts curriculum designed to help them see the connections between disciplines and cultivate the skills and habits that will help them be successful after college.

Hope College is recognized as a national leader in student-faculty collaborative research, scholarship and creative projects and for providing exceptional professional preparation and life-changing educational experiences. In 2024, U.S. News and World Report ranked Hope nationally as 27th for undergraduate research and creative performance, and in the top 100 best liberal arts colleges in the nation.



MISSION

The mission of Hope College is to educate students for lives of leadership and service in a global society through academic and co-curricular programs of recognized excellence in the liberal arts and in the context of the historic Christian faith.

CHRISTIAN ASPIRATIONS

Hope College is a Christian community that invites all its members into a holistic and robust engagement with the historic Christian faith and a personal encounter with the living Christ through the Holy Spirit. Their Christian identity is described by the following three aspirations:

HOPE ASPIRES TO BE FAITHFUL

The college's board, faculty, administration and staff are committed to the historic Christian faith as expressed in the ecumenical creeds of the ancient church, especially the Nicene and Apostles' creeds, which Protestants, Catholics and Orthodox hold in common. The variety of expressions of the Christian faith held in common contributes to the vitality of Hope College.

HOPE ASPIRES TO BE WELCOMING

Hospitality is a hallmark of the Christian faith. Hope seeks to be a community that affirms the dignity of all persons as bearers of God's image. They are a community where all come together to offer their gifts of understanding to one another. Students of all faiths — or no faith at all — are welcomed at Hope. Hope invites our students to join a vibrant, caring academic community where the Christian faith and the pursuit of knowledge intersect and where the full humanity of all may flourish. All at Hope are invited to experience the love and good news of God's forgiveness found in Jesus Christ.

HOPE ASPIRES TO BE TRANSFORMATIONAL

Hope was established as a college in the Reformed tradition, which affirms the centrality of scripture and the importance of learning. They are committed to freedom of inquiry in the pursuit of truth and knowledge in every field of study, confident that all truth is God's truth. They also affirm that knowledge is not an end in itself. Scripture urges them to "be transformed by the renewing of your minds, so that you may discern what is the will of God — what is good and acceptable and perfect" (Romans 12:2). The whole Hope community is encouraged in a life-long commitment to grow in God's grace and to pursue vocations through which the world so loved by God is renewed.

DIFFERENT BY DESIGN

RANKED #27
UNDERGRADUATE RESEARCH AND CREATIVE PROJECT OPPORTUNITIES
U.S. News and World Report

TOP 100
BEST LIBERAL ARTS COLLEGES IN THE UNITED STATES
U.S. News and World Report

TOP 100
TOP LIBERAL ARTS COLLEGES IN THE UNITED STATES
Forbes

THE FAST FACTS OF HOPE COLLEGE

3,369

students from 45 states and the District of Columbia and 36 countries

11:1
student-to-faculty ratio
(and every single class is taught by a professor)

90+
 fields of study and programs

11
 residence halls

22
 intercollegiate varsity sports

35K+
 worldwide alumni

80
 clubs and organizations

120
 acres of campus

1866

Although officially chartered in 1866, Hope College began its journey in October 1851 with the creation of the Holland colony's Pioneer School. The first freshman class of 10 students matriculated in 1862, and the first commencement took place on July 17, 1866.

Student demographic information listed above is accurate for Fall 2023

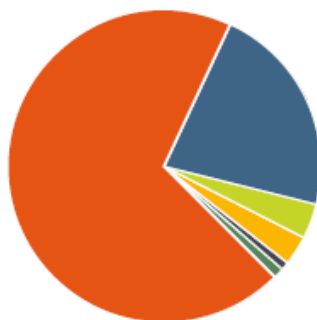
WHERE IN THE WORLD IS HOPE COLLEGE?

Holland, Michigan (ranked #2 "Happiest, Healthiest Place to Live in America" by Gallup-Healthways Well-Being Index) is the perfect place to create your college memories. We're 2.5 hours from downtown Chicago or Detroit and 10 minutes from the beaches of Lake Michigan. Our campus is steps from a thriving downtown, with restaurants, movie theatres, cafés, shopping, and arts and cultural events.



LIFE AFTER HOPE LEADS TO SUCCESS

Information below is taken from our Class of 2022 Graduate Report. For more information on our recent graduates, visit hope.edu/gradreport.



Percentages exceed 100% because survey responders could select multiple responses.



HOPE FORWARD

Hope Forward, a first-of-its-kind initiative to fully fund tuition for every Hope student, seeks to raise \$1.2 billion over 10 years. The college-wide strategy is built on a foundation of three pillars: accessibility, generosity and community. Reflective of the three pillars, Hope's new tuition model uses a unique "pay-it-forward" approach. Students will receive a Hope College education tuition-free due to the generous gifts of others, only paying room and board. During their four years, students will delve into a culture and mindset of gratitude, both as the beneficiary of others' generosity and as generous givers themselves. After graduation, they give back to Hope voluntarily and become part of a continuum of generational support for students of the future.

This bold new vision seeks to address the broken business model of higher education by:

1. Focusing on gift-giving, not bill-paying.
2. Providing access to a college education for students from diverse economic backgrounds.
3. Connecting students and alums to a lifelong relationship with the college community.



“When I look at what is happening at this school, in this community, it’s actually far more of a revolution than you may give yourself credit for.”
—Malcolm Gladwell

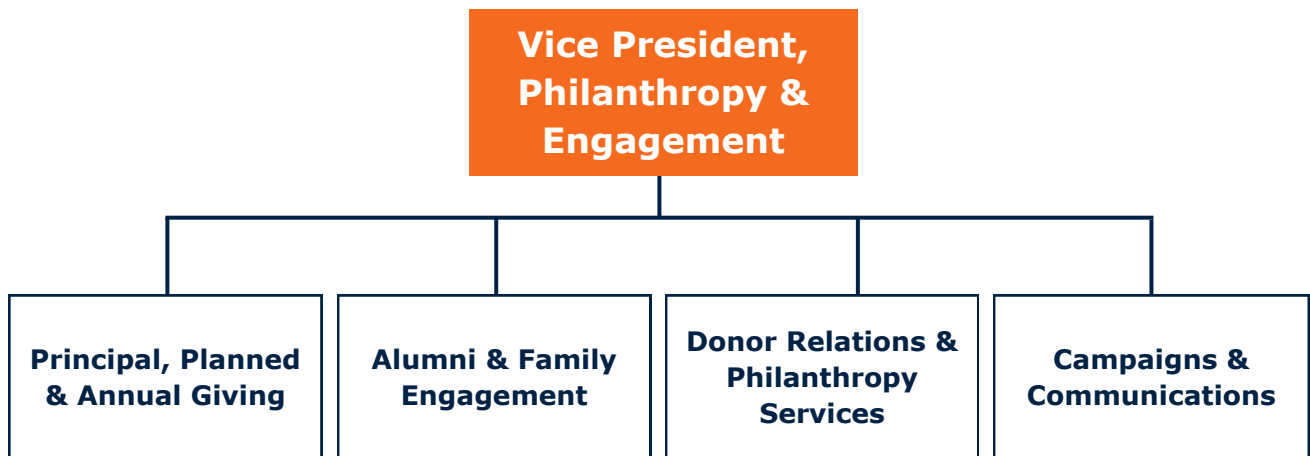
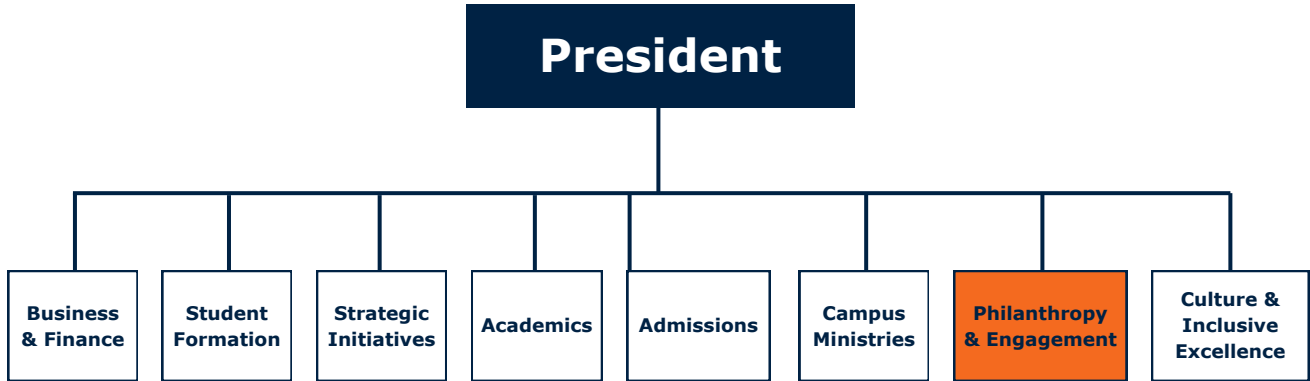
Malcolm Gladwell visited Hope College as the keynote speaker for the Catalyst Summit, exploring solutions to the issues of the affordability and accessibility of higher education. While at Hope, he interviewed President Matt Scogin for his podcast, *Revisionist History*.

“It’s new,” Gladwell said of Hope Forward. “And different. And exciting. As you may know, I’ve been on this mini-crusade for the longest time about what ails higher education. I’ve done podcast episodes on it. I’ve written about it. So when I hear about new and interesting things I get curious. So I decided I should come here...I am just over the moon that somebody is finally trying to address these deep structural problems in higher education.”



HOPE COLLEGE ORGANIZATIONAL CHART

For a full university organization chart, visit tinyurl.com/HopeChart.





Matthew A. Scogin '02 President



President Matthew A. Scogin '02 is the 14th president of Hope College, elected by the Board of Trustees in 2018 and inaugurated on September 13, 2019. Scogin entered the presidency with a commitment to focus on three big issues: the future of higher education, the future of learning and the future of work.

In his September 2019 inaugural address, he laid out his bold vision for fully-funded tuition at Hope, saying: “My objective is to raise enough scholarship and aid money in our endowment so that one day Hope College would not need to charge students tuition at all.”

This inaugural vision has grown into the *Hope Forward* initiative, which aims to ensure access for every student who comes through our doors. Based on a pay-it-forward approach, Hope Forward tuition model is an entirely new way of funding college — one based on generosity and gratitude.

Scogin knows first-hand the transformative power of a Hope College education. After graduating from Hope in 2002, Scogin completed a master’s degree in public policy at the Kennedy School of Government at Harvard University; held senior positions with both the New York Stock Exchange and the U.S. Treasury Department; and served as chief administrative officer at the global financial advisory firm of Perella Weinberg Partners in New York City immediately prior to becoming the college’s president.

For a full biography, visit hope.edu/offices/president/about.

POSITION DESCRIPTION

OVERVIEW

The Vice President of Philanthropy and Engagement is a unique opportunity to contribute to the transformative journey of Hope College as it stands at the forefront of positive change in education and philanthropy.

Reporting to the President and serving as a member of the President's Cabinet and the senior leadership team, the Vice President provides leadership and direction for a staff of 40 members in the areas of philanthropy, alumni and family engagement and philanthropy services.

The Vice President will create and implement a strategic plan for enhanced major gift fundraising and overall philanthropic giving to the college. The plan will more precisely identify prospective major gift donors and create optimal portfolios for gift officers and include multi-year and annual goals for all philanthropy team members. Such a plan will lay the foundation for a future campaign. The Vice President will advise and support the President and Board of Trustees in the identification, cultivation and solicitation of major gifts.

The Vice President will develop strong relationships with faculty and staff to understand program needs and coordinate and prioritize requests to potential donors, as well as oversee and manage the budget for the philanthropy division.

ESSENTIAL JOB FUNCTIONS

- Oversee and direct all fundraising activity for Hope College; provide and implement a strategic plan that increases philanthropic giving to, and alumni involvement with, the College.
- Provide visionary and strategic leadership that allows all members of the philanthropy team to understand their roles and contribute ideas to achieve individual and team goals.
- Advise the President and Board of Trustees on best practices related to donor cultivation, stewardship and solicitations; together, cast the vision and mission of the college into fundraising priorities.
- Build meaningful relationships with the senior administration and faculty in order to learn about fundraising priorities and enlist their support in all fundraising activities.
- Advise and prepare the President to cultivate major gift donors.
- Establish and solicit a personal portfolio of prospective donors.
- Establish appropriate performance and accountability measurements for the College's major gift fundraising operation.

- Ensure that high-quality prospect research, database and stewardship functions are supporting fundraising goals.
- Manage the administrative functions of the college philanthropy program, including budget preparation and adherence, legal issues, preparation of policies and procedures and execution of donor agreements in order to improve quality and to maintain regulatory compliance.
- Represent Hope College at community and college-sponsored events.
- Perform those duties and responsibilities as may be requested by the College President.

QUALIFICATIONS

- An enthusiastic commitment and ability to articulate the mission of Hope College as a Christian liberal arts college.
- An ability to both inspire and encourage Hope College leadership, Board of Trustees, faculty, staff and philanthropy team to embrace a culture of philanthropy and to achieve fundraising goals and objectives.
- An ability to design, implement and execute a fundraising plan, including individualized cultivation, solicitation and recognition strategies for major gifts, annual fund, planned giving and corporate and foundation giving.
- A Christ-centered leader who personally lives out a strong commitment to the Christian faith, leads others by following Jesus and prioritizes his/her own spiritual formation and respects that of others. S/he is an active member of a Christian faith community.
- A minimum of ten years of successful major and principal gift fundraising experience in a leadership position is required.
- Previous experience identifying and securing transformational gifts from individuals, foundations and corporations.
- Previous experience identifying and securing six and seven-figure gifts from individuals, foundations and corporations.
- Capacity to educate about and prioritize fundraising activities for the College President and Board of Trustees.
- A proven ability to create a collaborative environment and lead a professional team in accomplishing goals.
- An ability to manage staff, developing useful data models to identify prospective individual major gift donors.
- A demonstrated ability to develop and maintain effective working relationships with a broad spectrum of people, including faculty, staff, volunteers, donors, prospects and College leadership.
- A “can-do” entrepreneurial spirit and willingness to pitch in to help the team.
- An ability to work flexible hours, including some evenings and weekends; travel extensively to meet prospective donors.
- Bachelor’s degree is required, Master’s degree is preferred.



HOLLAND, MICHIGAN

Hope's beautiful 120-acre campus is located just steps from downtown Holland, Michigan, a city of 35,000 enriched by an ever-growing diverse population in an urban area of over 100,000 people. Located on the scenic shores of Lake Michigan and Lake Macatawa, the area offers sandy beaches, parks, miles of hiking and biking trails and an historic downtown. Downtown hosts an eclectic mix of retail shops, boutiques, restaurants and craft-brew pubs housed in restored Victorian-era buildings, a popular and expansive year-round Farmers' Market and a snow-melt system that keeps sidewalks and roadways snow-free during the winter months.

Drawing large groups of tourists each year, Holland is home to a number of festivals including Tulip Time, LAUP Fiesta (a celebration of Latino cultures), Tulipanes Latino Art & Film Festival, a Juneteenth Celebration and the Ottawa County Fair. Holland is a convenient hub for four of the region's top population centers — Chicago, Detroit, Grand Rapids and Traverse City. Holland and the surrounding area boast multiple high-performing school districts, arts and cultural events and high-quality health care and support services.

The Holland area is strengthened by its diversity, with people of color comprising 33% of the city's population. The Latino community is particularly vibrant, accounting for 24% of Holland residents. For more about neighborhoods, recreation, businesses and life in Holland, visit the city's [Live in Holland Michigan website](#).

APPLICATION PROCEDURE

To express your interest in the Vice President of Philanthropy and Engagement opportunity at Hope College, please submit the following materials in confidence to KatyBelle Edwards at kedwards@bryantgrp.com:

- Your resume of qualifications.
- A letter of interest describing your (1) sense of calling to this described role and (2) your personal commitment to engaging and supporting all aspects of Hope's mission as a liberal arts college, grounded in robust ecumenical Christian aspirations.



KatyBelle Edwards
Talent Associate
BRYANT GROUP
kedwards@bryantgrp.com



Chris Bingley
President
BRYANT GROUP

***Priority will be given to candidate materials received by
February 21, 2024.***



Bryant Group, based in Dallas, Texas, and with associates located across the United States, specializes in executive search and leadership consulting for higher education, healthcare and nonprofits. In 1988, Bryant Group founder, Chris Bryant, started one of the country's first search firms specializing in philanthropy recruitment. Now under the leadership of CEO Sally Bryant, the woman-owned firm has impacted more than 10,000 leaders and served more than 275 organizations.

Our commitment to people and our determination to live our values every day, in every conversation, make our firm unique. We like to think of it as being uncommon on purpose, which can be seen in the high level of service we provide our client in- executive search, leadership development and talent strategy.

Visit our website today at www.bryantgrp.com to learn more about how we can help you achieve your goals.