

THE NEW SCHOOL

A UNIVERSITY

www.newschool.edu
New York, NY

VICE PRESIDENT FOR DEVELOPMENT AND ALUMNI RELATIONS

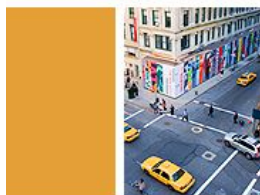
THE SEARCH

The New School was founded in New York City in 1919 as a bastion of intellectual and artistic freedom with its founding division emerging from the civic commitments of educational reformers such as John Dewey, Thorstein Veblen, and Charles Beard. Today, it is a leading university offering some of the nation's most respected programs in design, liberal arts, the performing arts, and social and political science.

Students from across the country and around the world attend The New School's diverse degree, certificate, and continuing education programs, enjoying small class sizes, superior resources, and renowned faculty of artists, scholars, and professionals who practice what they teach. The New School's founding mission was to create a place where global peace and justice were more than theoretical ideals and citizen activism is a characteristic attribute of the institutional culture: New School students, faculty and others participate in programs that strive for academic excellence, technical mastery, innovation, and engaged world citizenship.

Philanthropy and alumni engagement is central to the mission of The New School and towards its goal of transformational philanthropy the University seeks a creative and dynamic professional to serve as Vice President for Development and Alumni Relations.

With an entrepreneurial and proactive approach, the Vice President will work closely with, engage, and support President Bob Kerrey, the University Board of Trustees, Boards of Governors, deans, department heads, faculty, staff, volunteers, and alumni on diverse fundraising initiatives. The Vice



President for Development and Alumni Relations will build strong, collaborative relationships and maintain regular communications with colleagues across the University. The Vice President will work collaboratively with leadership, deans, department heads, faculty, and staff to ensure strategic identification, communication, engagement, and stewardship of individual donors, corporations, and foundations to meet fundraising objectives while maintaining direct engagement and accountability for a portfolio of top prospects. The highest priority is to cultivate donors, nationally and internationally, and develop and secure significant gifts. As the fulcrum of the University's philanthropic efforts, he or she will provide leadership, direction, and coordination to strengthen and expand individual, foundation, and corporate resources.

The Vice President will fully support the President in taking the lead to assure that The New School attracts the resources to sustain and support its commitment to quality education, as well as to its rich history and unique culture. As such, he or she will provide the direction and support to position The New School with its current donors, as well as in new markets, in order to create an expanding base of philanthropic revenue for the University.

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Reporting to the President and serving as a member of his senior staff, the Vice President will shape and lead the continued evolution of the institutional development program from its current position as a transparent, systematic, and productive enterprise. An inclusive manager, he or she will build, mentor, and oversee a highly productive staff of 45 development and alumni relations professionals and associated support staff.



The ideal candidate will bring an entrepreneurial, comprehensive, and strategic approach to development that is dynamic and flexible enough to formulate culturally executable strategies, tactics and actions to fully leverage the philanthropic capacity of The New School. He or she will have the stature, agility, and political savvy to effectively build relationships and alliances with internal and external constituencies. Along with strong communication skills, the Vice President will possess a proven track record of successfully expanding and diversifying philanthropic support and creatively engaging volunteers, deans,

department heads, faculty, alumni, donors, and prospects in those efforts. The Vice President will possess comprehensive institutional advancement experience, including major gifts, planned giving, annual fund, corporate, foundation and government relations, communications, alumni relations, and special events. Experience raising funds from diverse constituencies on behalf of an educational, cultural, art or design institution is strongly preferred. The New School has retained Freeman Philanthropic Services, LLC to assist on this executive recruitment.

THE NEW SCHOOL

The New School is a legendary, progressive university comprising eight schools bound by a common, unusual intent: to prepare and inspire its 9,400 undergraduate and graduate students to bring actual, positive change to the world. From its Greenwich Village campus, The New School launches economists and actors, fashion designers and urban planners, dancers and anthropologists, orchestra conductors, filmmakers, political scientists, organizational experts, jazz musicians, scholars, psychologists, historians, journalists, and above all, world citizens – individuals whose ideas and innovations forge new paths of progress across many fields of endeavor. In addition to its 70 graduate and undergraduate degree-granting programs, the university offers certificate programs and more than 1,000 continuing education courses to 13,000 non-degree students every year.



The University's Eight Schools

- The New School for General Studies
- The New School for Social Research
- Parsons The New School for Design
- Milano The New School for Management and Urban Policy
- Eugene Lang College The New School for Liberal Arts
- Mannes College The New School for Music
- The New School for Drama
- The New School for Jazz and Contemporary Music

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The New School Alumni Association formalizes a sense of community for its graduates, giving the alumni a stronger voice at the University, and fosters additional participation in future alumni programming and the Annual Fund. The University Development and Alumni Relations team has accomplished a great deal to cultivate New School alumni over the past several years, which culminated with the re-launching of the Alumni Association at the end of the 2009 academic year. The New School continues to engage alumni through strategic national and international events and regular communications, via online and hard copy newsletters and magazines.



FINANCIAL HIGHLIGHTS

The New School is among the very few private research-intensive universities that is, by any measure, in excellent shape financially. The fiscal year that ended June 30, 2008 was the 28th consecutive year in which the New School's operations yielded a surplus. This is a significant accomplishment in spite of a very challenging economic environment.



Unrestricted net assets increased by \$7.7 million, to \$217.8 million. A number of factors, including growth in undergraduate enrollment, contributed to the increase in unrestricted net assets. The last five fiscal years have validated the University's strategy and team, producing growth of 83-percent in unrestricted net assets. The New School's total assets have increased by \$268 million since July 2003, while its liabilities have increased by just \$90 million (primarily the issuance of student residence related debt).



The University's endowment, which is currently at \$172 million, has felt the effects of the worldwide financial crisis. However, many institutions with greater dependency on larger endowments and greater cash needs are likely to be more profoundly affected; the New School's endowment is positioned well to ride out this downward trend and to once again return to a position among the top tier of endowment investment returns.



In November 2006, the administration asked Moody's Investors Service to provide an underlying rating for the University's tax-exempt bonds, a prerequisite for issuing bonds. Moody's increased the bond rating from A3 to A2 and assigned a stable outlook to the rating; the rating remains the same today.

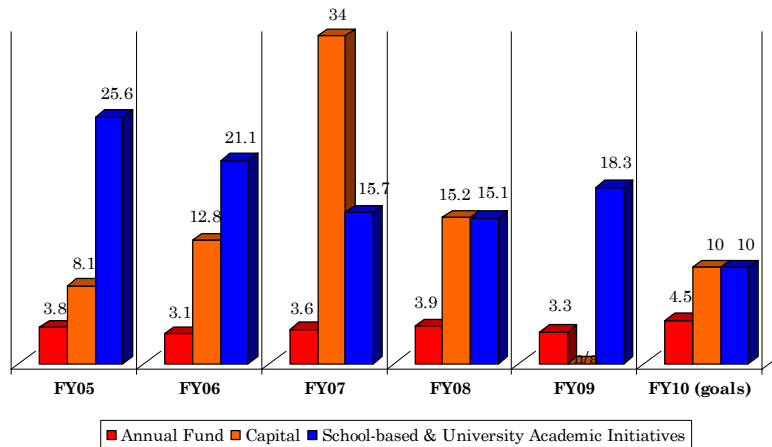


DEVELOPMENT OBJECTIVES

The 2009-2010 University Development and Alumni Relations Plan outlines The New School's overall private sector fundraising target for Fiscal Year 2010 of \$24.5 million, which is comprised of three principal categories: annual (\$4.5 million), capital (\$10 million), and School-based and University Academic Initiatives (\$10 million).

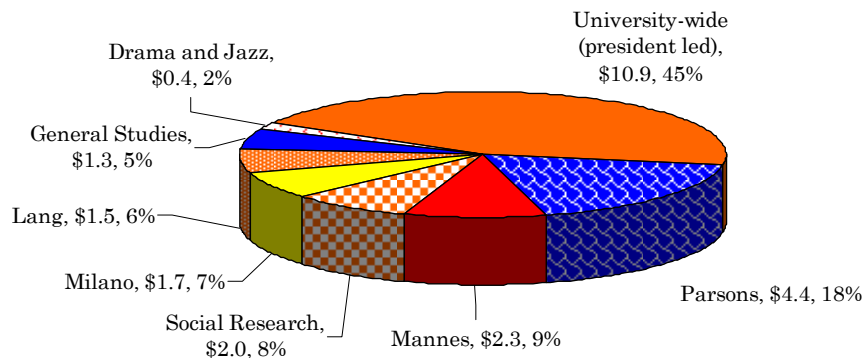
Annual, Capital, School-Based and University Academic Initiatives

FY05 – FY09 and FY10 Goals (in \$ millions)



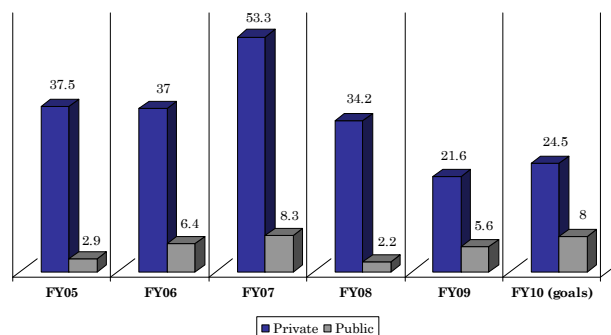
Fundraising Goals by School and Category

Total \$24.5 million, (\$ in millions)



Private Sector and Public Sector Support

FY05 – FY09 and FY10 Goals (in \$ millions)

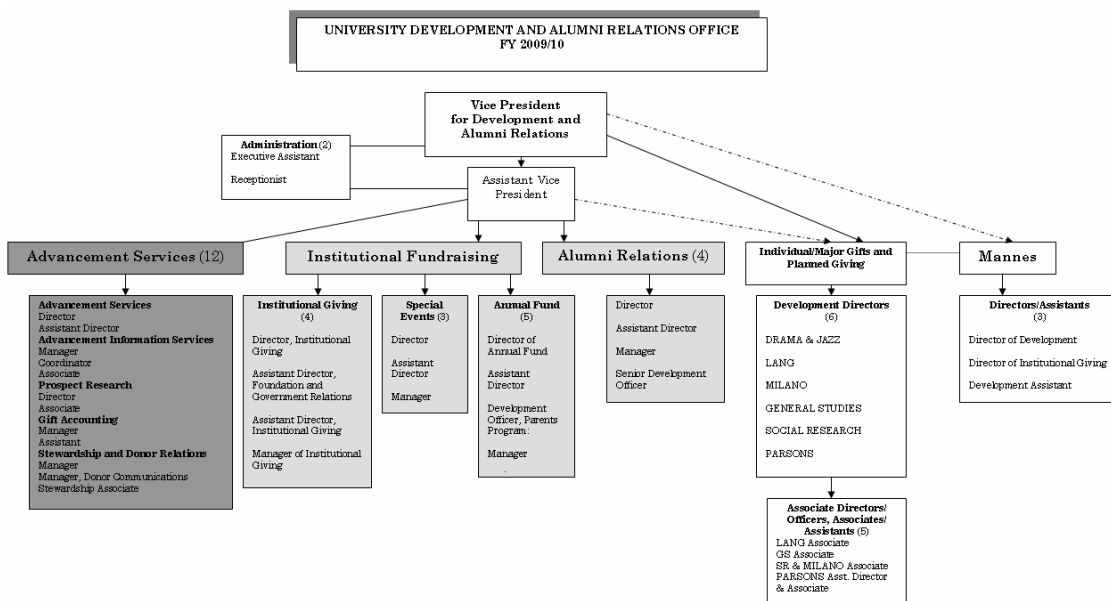


IMPORTANT RELATIONSHIPS

The Vice President for Development and Alumni Relations for The New School is the chief development officer of the university and reports to the President. As such, the Vice President has responsibility for ensuring that the development and alumni relations division fulfills its broader mission while it meets its specific obligations for annual, project, school-, and university-wide goals. Working closely with the Provost, as well as with leaders of other divisions as part of the President's senior staff, the Vice President will be responsible for ongoing strategic planning, articulation of the division's vision, establishment of performance goals, and the development and implementation of specific strategies to advance these missions and achieve agreed upon measures of production.

The Vice President will direct forty-three professionals and two support staff (*see organizational chart below*), and will have oversight of a \$4.5 million budget. The University Development and Alumni Relations team is a stable and effective enterprise; the front-line fundraisers are well integrated across the University and have strong working relationships with colleagues in Advancement Services, Annual Fund, Special Events, Institutional Giving, and Alumni Relations. The Vice President also serves as the official conduit for development and alumni relations information, initiatives, and action plans between President, Provost, Deans, other University leaders, faculty and staff. With an inclusive and inspirational management style, he or she will bring logic to all of the University's development and alumni relations activities throughout the campus and on all levels, and work to give the entire fundraising effort a structure with cohesion, action, and results.

The Vice President will build strong relationships with the Executive Committee of the Board, the Chair of the Development Committee, and other key Trustees and employ their talents, resources and ideas in order to enhance fundraising results. He or she will encourage Trustees' participation as major donors and solicitors, as well as engage their help to identify and attract potential board members who will enthusiastically support The New School. In addition to the Board of Trustees of the University, each school has a Board of Governors (BOG). The BOG includes some members of the Board of Trustees and other interested individuals, from alumni to community representatives to enlightened philanthropists. The BOG members advise Deans on such diverse topics as fundraising and curriculum and hence the Vice President coordinates fundraising priorities and goal-setting with the Provost and Deans at the direction and discretion of the President. The Vice President will also be responsible for building relationships with other institutions, businesses, and individuals regionally, nationally, and internationally to promote the philanthropic goals and reputation of The New School.



KEY OPPORTUNITIES & CHALLENGES

The Vice President for Development and Alumni Relations position represents an exceptional opportunity to shape and implement a transformational development and alumni relations operation. The selected candidate will develop a strong bond with The New School, and thoroughly understand its history, distinct mission, culture, academic programs, funding requirements, and its base of financial support. Key responsibilities include:

Development

- Devise strategies to reach and grow fundraising goals with an emphasis of positioning the President and key members of the Board of Trustees to generate the revenue and expand the public image necessary to achieve The New School's ambitious goals;
- Engage, guide, and support the Development Committee and other members of the Board of Trustees and Boards of Governors in fundraising activities and key decisions affecting current and future philanthropic revenue, providing innovative and creative stewardship;
- Design, execute, and lead a strategic and operational plan for development, in accordance with institutional priorities;
- Research, build and maintain a portfolio of major and principal gift-level prospects; design and execute identification, qualification, cultivation, solicitation, and stewardship strategies for each prospect and determine the best strategy for cultivation and solicitation;
- Conceptualize aggressive strategies and tactics for identifying and engaging diverse constituencies, including the professions, industries, and corporations related to The New School's educational disciplines and interdisciplinary programs; Expand the donor base by creating development initiatives to further penetrate the philanthropic marketplace and taking the message of The New School and its impact to targeted philanthropists, foundations, and corporations;
- Proactively engage and effectively support the provost, deans, department heads, faculty, and volunteers in fundraising activities, as appropriate;
- Guide and supervise the development and execution of a comprehensive strategy and plan for securing support from the corporate and foundation communities and advise the President as needed or requested regarding government sources at the local, state and federal levels;

Alumni Relations

- Work with the Director of Alumni Relations to ensure an effective alumni relations program, including communications, alumni fundraising, events, and other opportunities for meaningful alumni engagement;
- Build capacity by identifying, tracking and nurturing alumni; ensure that relationships with existing constituencies (alumni, parent groups, and industry leaders) are broadened and deepened; promote a bond of loyalty and support between The New School and its graduates and donors;
- Guide the development of a robust annual fund and the accomplishment of targeted project-specific fundraising goals;

General Management

- Lead the Development and Alumni Relations team to implement a comprehensive operating framework and plan to inspire the historic levels of philanthropy needed to achieve the university's financial ambition, while maintaining best fundraising and operational practices;

- Sustain, nurture and manage a collaborative team of individuals for fundraising, alumni relations, donor relations, stewardship and communications;
- Prioritize the activities and structure of the Development and Alumni Relations team so that skills are maximized and the group is aligned to work interactively; Implement policies and practices that will ensure transparent staff accountability through quantitative measurement of results, clearly defined goals, and repeatable methods with which to measure success;
- Participate in University-wide and collegial decision-making as a member of the President's senior staff, and periodic senior staff meetings;
- Serve and participate on appropriate committees of the University Board of Trustees; serve as staff liaison to the chair of the Development Committee of the Board and act as a resource for leaders of the Boards of Governors;
- Plan, develop and manage the Development and Alumni Relations division's total operating budget.

REQUIRED EXPERIENCE & IDEAL QUALITIES

The New School seeks an experienced, entrepreneurial and creative leader with the ability and the demonstrated track record to respond effectively to the abovementioned opportunities and challenges. The Vice President will be a catalyst who can create excitement and energy around The New School's mission and encourage others to engage with and financially support the University. In addition to being persuasive, persistent, and determined in the pursuit of The New School's fundraising goals, the ideal candidate will possess the following attributes and experience:

- Ability to aggressively lead the expansion of philanthropic revenue from non-defined constituencies;
- Proven track record of providing strategic direction, leadership, and operational management of institutional advancement initiatives, resulting in marked improvement in execution and significant philanthropic revenue growth;
- Experience raising funds on behalf of an educational, cultural, art or design institution strongly preferred;
- Comprehensive institutional advancement experience, including major gifts, planned giving, annual fund, corporate, foundation and government relations, communications, alumni relations, and events;
- Significant campaign experience, including planning, execution, and stewardship;
- Proven track record of personally closing significant gifts, including the design and execution of the identification, qualification, cultivation, solicitation, and stewardship strategies;
- Demonstrated ability to proactively engage and effectively support leadership, deans, department heads, faculty, and staff in fundraising activities;
- Diplomatic, politically savvy, and emotionally mature; a skillful negotiator who is able to see all sides of an issue and prioritize and balance competing interests;

- Strong leadership, inclusive management, strategic and analytic skills to direct a results-oriented division while maintaining best practices;
- Good listener, comfortable receiving creative input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan;
- Stature and integrity to gain the trust and confidence of President, Provost, Trustees, Governors, Deans, department heads, faculty, colleagues, volunteers, staff, and alumni;
- Excellent communication skills (both written and oral); ability to eloquently articulate The New School's mission, programs, impact, and goals;
- Agile; resourceful; highly motivated; collaborative; common sense; good judgment; sense of humor;
- Willingness and ability to travel;
- Bachelor's degree required; advanced degree preferred.

COMPENSATION

The compensation and benefit package is competitive and commensurate with qualifications, experience, and proven ability.

APPLICATIONS & NOMINATIONS

Confidential inquiries, applications, and nominations should be sent to Freeman Philanthropic Services, LLC at NewSchoolVPDEV@glfreeman.com. All applications must include an up-to-date resume, a letter of interest addressing the candidate's qualifications for this opportunity, and the contact information for three professional references. Candidates are also required to complete the application form on The New School's website. Review of applications will begin immediately and will continue until the position is filled.

The New School, as well as its individual academic divisions, is committed to a policy of equal opportunity in all its activities and programs, including employment and promotion. It does not discriminate on the basis of race, color, national or ethnic origin, citizenship status, religion, sex, sexual orientation, age, physical handicap, veteran, or marital status.