

POSITION PROFILE

**Vice Chancellor
for Advancement
and Alumni
Engagement**



ABOUT

A member of the prestigious Council for Public Liberal Arts Colleges, the University of Virginia's College at Wise is an inspiring place to teach, lead, learn and call home. With a student faculty ratio of 13:1 and 2,086 students, UVA Wise is committed to excellence in teaching, personalized attention, and individual growth, as well as to the advancement of our region through economic development.

The only division of the University of Virginia located outside of Charlottesville, UVA Wise has a beautiful campus that is nestled in the Appalachian Mountains of Southwest Virginia. Here, students learn from faculty who are encouraged to engage in scholarship and service that complements their teaching, and our environment is ideal for the task. In addition to Appalachian arts and culture, on-campus wetlands and impressive geography, and a region full of opportunities for study and outdoor adventure, there are many opportunities to build partnerships with organizations, agencies, and businesses in the area and beyond. Professional staff and a dedicated senior leadership team are driven by the vital mission of ensuring access and affordability to this robust, quality higher education.

The College's student population is largely first-generation, often rural students, for whom we offer access and affordability along with challenging academic work in the liberal arts tradition. The result is well-rounded graduates who earn fulfilling work at leading organizations and pursue graduate study at prestigious universities. Because of this, UVA Wise is regularly cited by *U.S. News & World Report* as a top college in the nation for promoting social mobility.



BY THE NUMBERS

- 396 acre campus
- 2,086 students
- 372 faculty & staff
- \$233 million endowment

VALUES

Public Liberal Arts: We embrace our identity as a public liberal arts institution. We are inspired by the world of ideas and a diversity of perspectives. We encourage all members of our community to seek understanding beyond the boundaries of their current knowledge, to deepen understanding through critical reflection and analysis, and to share understanding through clear and persuasive communication.

Affordability and Accessibility: We believe in the transformative power of higher education for all individuals. We prioritize affordable access to an excellent, inclusive, and comprehensive college experience. We are committed to degrees that open doors to a range of careers, create economic and social mobility, forge a path to global citizenship, and serve as a conduit for a fulfilled life.

Commitment to the Individual: We value the unique contributions of all members of our community, who represent diverse populations and rich cultural heritages. We are committed to creating a culture of listening that opens minds to new perspectives and fosters the habit of reflection that deepens self-awareness. Through our actions, we seek to be engaged citizens who work for positive impact in our community.

Engagement with the Community: We respect the history and culture of our home in the heart of the Appalachian Mountains. We aspire, through teaching and scholarship, to deepen our understanding of the unique characteristics of the region and to apply and share that knowledge broadly. We partner with organizations and individuals to develop strategies for health and wellness, economic growth, job opportunity, and community vitality through the arts, education, culture, sports, and recreation. We are committed to stewardship of the community's resources and trust.

THE HISTORY

It was a cold and snowy night on December 17, 1953 when a winter storm stranded Samuel R. Crockett Jr., an extension agent from the University of Virginia, at The Inn at Wise in Wise, Va. Crockett struck up a conversation with local residents Mary Thompson, Jane Knox, and Lois Tracy, known now as "The Three Wise Women," about Southwest Virginia's need for a public college so residents could pursue higher education close to home.



After the initial conversation with Crockett, three local men, Kenneth P. Asbury, Fred B. Greear, and William A. Thompson Sr., known now as “The Three Wise Men,” traveled to Charlottesville to convince UVA that the plan was solid. A few months later, a little school called Clinch Valley College of the University of Virginia, now the University of Virginia’s College at Wise, opened its doors.

**“At UVA Wise our mission is simple:
Student Success and Service to the Region.”**

— DONNA PRICE HENRY, CHANCELLOR

The Commonwealth of Virginia offered \$5,000 to open, staff, and operate the two-year school for one year, with another \$5,000 if a second year could be accomplished. Local citizens from Wise County donated more than \$6,000 to furnish and equip the classrooms, with the County donating property and two sandstone buildings that were remnants of the county poor farm.

In September 1954, the College welcomed 109 freshman, two-thirds of whom were Korean War veterans. The first class of the College’s graduates went on to become some of the region’s most successful professionals, and, as more graduates of the two-year college expressed their preference for baccalaureate degrees, the College became a four-year institution. The first Bachelor of Arts degree was conferred in 1970, the Bachelor of Science followed in 1973, and a Bachelor of Science in Nursing was added in 1996. All told, more than 17,000 students have earned bachelor’s degrees in one or more of the College’s academic disciplines.

UVA Wise’s heritage of providing access to affordable, quality higher education continues today.

MISSION

In 2020, a cross-campus Strategic Planning Committee formed, and went to work collecting critical data to identify the College's current identity, evaluating strategic options for the future, and envisioning the future of UVA Wise. The result was a strong, concise mission and corresponding objectives that further articulate our commitment to our students, who have the power to transform our region, the Commonwealth, and the U.S. as they become leaders and servants around the world.

The UVA Wise Mission:



Through excellence in teaching, personalized attention and commitment to individual growth, the University of Virginia's College at Wise prepares students to be engaged citizens. Drawing upon its foundation as a public liberal arts institution in the Appalachian region, the College strives to build a diverse community of learners with the drive to serve and lead in their communities, the nation, and the world.

Strategic Objectives

After successfully completing the College's most recent strategic plan, Your College for a Lifetime, in advance of its deadline, UVA Wise is now underway with planning its next strategic plan. Although the name and timeline of that plan are still being finalized, emerging themes to date include:

- » Articulate and enhance the distinctive personalized attention and student support that happens on our campus.
- » Enhance community partnerships and sense of place in our student and employee experiences.
- » Build additional methods for harnessing emerging technology and related infrastructure.
- » Develop a set of strategies for operational excellence.

ACADEMICS BY THE NUMBERS

● **34** majors & **41** minors

● **8** pre-professional study tracks

● Prestigious collaborative agreements with the Appalachian School of Law, the Appalachian School of Pharmacy, and the Edward Via College of Medicine.

ACADEMICS

With a student faculty ratio of 13:1 and 2,086 students, UVA Wise is committed to excellence in teaching, personalized attention, and individual growth. Students engage in a well-rounded education that allows them to gain hands-on experience through internships, undergraduate research, and other high-impact practices. They learn from faculty who are encouraged to engage in scholarship and service that complements their teaching and mentoring. UVA Wise has recently seen four consecutive years of enrollment growth, partially driven by the introduction of two master's degree programs: a Master of Education and a Master of Science in Technology Management and Data Analytics.



INTERCOLLEGIATE ATHLETICS

The Highland Cavaliers are members of NCAA Division II and the South Atlantic Conference, which is comprised of competitors from Tennessee, North Carolina, and South Carolina. We compete in 17 varsity sports: baseball, basketball, cross country, football, golf, track and field and tennis for men; basketball, cross country, golf, lacrosse, softball, tennis, track and field and volleyball for women.

The mission of the UVA Wise Athletic Department is to support the transformational vision of the College through a commitment to using athletics to impact the lives of our students, campus, and community. Membership in NCAA Division II reflects the College and Athletic Department's vision of providing the best opportunities for our deserving and dedicated student-athletes.

ECONOMIC DEVELOPMENT

As the only four-year public institution of higher education in Virginia's coalfield region, UVA Wise exists not only to support employers but also to promote economic and community development throughout our region. We are key facilitators in the region's economic growth.

We support Southwest Virginia by:



- » Connecting the wealth of resources available at the University of Virginia to opportunities in Southwest Virginia.
 - » Linking the community to faculty, staff and students through strategic partnerships.
 - » Serving as a source of professional and leadership development.
 - » Supporting the economic development community.
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A December 2025 Economic Impact Study from the University of Virginia, which studied the University's 2024 fiscal year, found that UVA Wise supports 1,014 jobs and generates \$91.4 million in output within Southwest Virginia. The impact increases to \$94.4 million when considering the statewide impact.



On the Road to Wise

Located in the Appalachian Mountains, Wise is an incredible place to study and live. Here are some favorite stops along the way as you visit our campus.

- » **High Knob Tower:** Take a drive and then a short climb to 4,223 elevation and a breathtaking lookout.
- » **The Wood Booger Grill:** Explore likenesses of the wood booger, a mythical bigfoot-like creature, rumored to live near High Knob for which this restaurant is named.
- » **The Central Drive-In:** Neighboring Norton, Va., is home to an authentic drive-in movie theatre.

THE REGION/SOUTHWEST VIRGINIA

Home to some of the most scenic stretches of the Appalachian Trail, vital natural resources, local music and culture, and flourishing new industries, Southwest Virginia is a welcoming and growing region.

The College at Wise is located in Wise, Virginia, a small town with a rich history. The historic downtown is a short stroll from campus and features many locally owned shops and restaurants. Local farmer's markets, summer movies in a downtown glade, a weekly food truck rodeo and local festivals round out the variety of offerings in Wise. Just beyond Wise, you'll find plenty to see and do, whether you love hiking, canoeing and camping or shopping local boutiques and enjoying delicious food and drink with friends.

Wise is located approximately an hour from the Tri-Cities region of northeastern Tennessee, which includes Bristol, Va./Tenn., home to both the Bristol Motor Speedway and the Birthplace of Country Music, the organization that hosts the internationally renowned *Rhythm and Roots* festival each year. The Tri-Cities region boasts an international airport, the Barter Theatre, South Holston Lake, and more amenities including a wide array of shopping, dining, arts and cultural attractions, historic sites, outdoor adventures, and more!



VICE CHANCELLOR FOR ADVANCEMENT AND ALUMNI ENGAGEMENT

Position Summary

The University of Virginia's College at Wise seeks an accomplished, energetic and creative Vice Chancellor for Advancement and Alumni Engagement to lead a dynamic, successful team in securing financial sustainability and programmatic growth for the College and the constituencies it serves. Reporting directly to the Chancellor, the Vice Chancellor for Advancement and Alumni Engagement serves as a key member of the Chancellor's Senior Leadership Team and is an active and invested participant in making strategic decisions affecting the College. In partnership with the Chancellor, the position is responsible for all areas of fundraising and friendraising to advance the college with alumni, friends and community partners. The successful candidate will be a leader in forging relationships to build the College's visibility, impact, and financial resources and in enhancing its partnership with the University of Virginia, its parent institution.

About the Office of Advancement and Alumni Engagement

The mission of the Office of Advancement and Alumni Engagement is to support the goals of the College through private funding; to strengthen the relationships between the College, its alumni and its friends; to communicate the values of the UVA Wise educational experience; and to broaden the College's recognition through special events.

The department is comprised of a team of dedicated professionals who have achieved success by building meaningful, productive relationships with alumni and friends. Most recently, the team completed the "Honor the Future" Capital Campaign, raising \$103 million, surpassing the goal of \$100 million. The 2026 fiscal year ended with an impressive \$16,616,445 raised in gifts and pledges. Philanthropic Cash Flow, which includes outright gifts and pledge payments, saw a record high of \$17,521,178, the highest since 2014. Currently, the team is leading a bridge campaign for the College's strategic plan to support academic enhancement, scholarships, athletics and unrestricted funds. The Office of Advancement and Alumni Engagement includes alumni engagement, and all segments of fundraising and gift accounting.

Annual Giving

The Office of Advancement and Alumni Engagement is responsible for the athletic giving annual fund, annual giving campaigns, corporate and foundation support, planned giving, gift accounting and alumni engagement.



Professional Development Funding

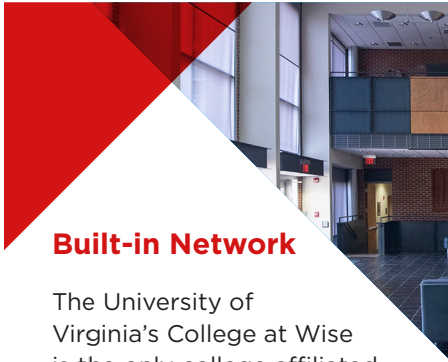
As part of the University of Virginia, UVA Wise provides full-time employees with several thousands of dollars per year to pursue conferences related to their professional growth and development and/or tuition for degree programs related to their area of expertise.

Office of Alumni Engagement and the Alumni Association

The Office of Alumni Engagement works to build strong ties with the alumni of the College encouraging a lifelong relationship. Staff members work closely with the Alumni Association Board of Directors, which was established in 1969 to aid, strengthen and expand the work and development of the College through the involvement of alumni. Alumni Association board members represent a wide geographical area, various class years and majors. The Alumni Association is a separate 501c(3) organization, under the direction of a 57 volunteer member Board of Directors. Owns and operates Alumni Hall, a meeting facility located across the street from the main campus entrance. Today, the Alumni Association has nearly 17,000 members and is growing annually. The Alumni Board meets four times a year and holds an annual retreat. The staff plans Homecoming and other events on campus, throughout Virginia and the Southeast. The Alumni Association hosts three fundraising events each year.

Athletic Giving

The Office of Athletic Giving is responsible for raising funds to support the annual operation of the athletic program, including operating expenses and athletics scholarships. Funds are raised through individual solicitation, the CAVS Athletic Partners Program, and an annual golf tournament. Athletic Giving staff work closely with the Highland Cavalier Club Advisory Board, an athletic booster advisory council that consists of 20 members representing alumni, friends, retired faculty and current athletic and advancement staff. The Highland Cavalier Club hosts fundraising activities throughout the year. In addition, athletic giving staff members are responsible for creating marketing opportunities for sponsorships at athletic venues, including Carl Smith Stadium, David J. Prior Convocation Center, C. Bascom Slemp Student Center and through athletic programs.



Built-in Network

The University of Virginia's College at Wise is the only college affiliated with UVA not located in Charlottesville. We are in an entirely different geographic location with its own distinct culture and character; yet, we hold the UVA values of advancing human knowledge present in our actions everyday. Being a part of UVA means that our employees have a built-in network with the University and can call on colleagues in Charlottesville for collaboration and learning.

Corporate and Foundation Relations

The Office of Corporate and Foundation Relations builds strong and mutually beneficial partnerships between philanthropic organizations and the College by matching foundation and/or corporate interests and priorities with programs and projects at the college. Working with the Senior Leadership Team, faculty and staff, this office provides expertise, services and tools to successfully connect UVA Wise with philanthropic foundations and corporations.

Planned Giving

UVA Wise offers many gift planning options for alumni and friends through its partnership with the University of Virginia's Planned Giving Office. Planned gifts include bequests, gifts of life insurance and retirement plans, and other contributions made through a donor's estate. Many planned giving options enable donors and their loved ones to receive income during their lifetimes from assets such as gift annuities, real estate and retirement plans.

Special Events

Reporting to the Chancellor, the Office of Special Events manages the major special events of the College, and, as such, collaborates closely with the Office of Advancement and Alumni Engagement on projects including an annual Benefactors Celebration, game day receptions for donors and friends, events hosted at the Lila Vicars Smith House (Chancellor's Residence) and luncheons, dinners and receptions.

UVA Wise Foundation

The University of Virginia's College at Wise Foundation, Inc. was established in 1991 as a fundraising arm of UVA Wise. The Foundation Board is comprised of 31 members including 23 alumni and eight friends of the College. The mission of the Foundation is to aid and support the academic, athletic, and student life programs of The University of Virginia's College at Wise and to solicit and obtain funds for the furtherance of those programs. The assets of the Foundation total \$79,213,249 million, which includes \$58,658,825 million in endowment holdings. The Vice Chancellor for Advancement and Alumni Engagement serves as the Chief Operating Officer for the Foundation and provides valuable support to the Board while working directly with the Foundation President and Executive Committee in setting goals and objectives. The Foundation, as well as the Alumni Association, abides by the policies set

forth by the University of Virginia. Each year, there is an independent audit conducted of the Foundation's financial records.

THE POSITION

The Vice Chancellor for Advancement and Alumni Engagement reports directly to the Chancellor and will lead the college's efforts in alumni engagement and fundraising. The Vice Chancellor will oversee all fund raising (annual gifts, major gifts, planned gifts corporate and foundation gifts), alumni engagement, and all campaign and fundraising activities. The Vice Chancellor leads the management, integration, and alignment of all advancement functions including:

- » Providing leadership and vision for the function and managing the advancement staff to achieve the College's fundraising and external relations goals
- » Leading and implementing capital campaigns and other fundraising initiatives. Work with the Chancellor and the Senior Leadership Team to determine priorities and secure funding for those priorities.
- » Serving as the College's chief fundraising officer. Manage, develop, staff, organize and execute all fundraising efforts, including capital campaigns as appropriate. Work across campus, statewide and externally to build support for, and institutional involvement in, fundraising. Continue to nurture and build a culture of philanthropy on and off campus.
- » Cultivating donors and potential donors to engage and inspire them and to increase their participation in the life of the College personally, professionally, and financially.
- » Working with affiliated volunteers and volunteer groups statewide, regionally, and nationally to maintain their interest, information level, engagement, and support. Serve as an external spokesperson for the College at events and meetings as appropriate to educate and inspire broad support. Participate to the fullest extent possible in the public life of the institution by attending College and community events and activities.
- » Managing and continuously improving policies, operating procedures, reporting systems, gift accounting and structures to support the development division and to be compliant with all applicable policies and state and federal laws. Manage the operations of the division and build an internal culture of teamwork, trust excellence and integrity.

- » Serve in an executive roll to the UVA Wise Foundation, Inc. to ensure that best practices are followed for proper management and stewardship to donors.
- » Partner with UVA Advancement

Minimum Qualifications

- » The successful candidate must have a master's degree or a Bachelor's degree with significant relevant experience in lieu of a master's degree. Candidates must also exhibit a thorough knowledge of the full scope of the fundraising process and demonstrated fundraising ability; a record of outstanding interpersonal, relationship building and communication skills; a record of demonstrated sound strategic thinking and execution; a record of experience working with a higher education or not-for-profit community in an official or advisory capacity; a record of demonstrated ability to integrate and lead an advancement program; and a demonstrated ability to work within a high-performing executive leadership team.

Preferred Qualifications

- » A distinguished record of accomplishment and institutional development, including experience with a capital campaign
- » Commitment to the mission of a public, liberal arts college and the ability to work with a variety of internal and external constituencies
- » Experience in effectively recruiting and motivating volunteers
- » Strong managerial, interpersonal and communication skills and commitment to maintaining a record of progressive leadership and achievement in fundraising
- » Ability to work in a rural region, as well as an urban environment
- » A strong commitment to diversity and student success
- » High level of personal integrity
- » Commitment to maintaining a record of progressive leadership

APPLICATIONS, NOMINATIONS, AND INQUIRIES

Academic Search is partnering with UVA Wise in this search. Confidential discussions about this opportunity may be arranged by contacting Senior Consultant, Lisa Ryan: lisa.ryan@academicsearch.org

Nominations and inquiries can be sent to UVAWiseVCD@academicsearch.org. Although nominations are not required to be considered for this position, leaders who know of outstanding candidates are welcome to submit confidential nominations to the email above. Be sure to include the nominee's name, position, employer, and email address. Academic Search will notify people of their nomination, provide details about the position, and encourage them to apply.

To apply, candidates should submit:

1. A detailed cover letter, addressed to the search committee, expressing their interest in this position and addressing how they meet the specific qualifications and expectations outlined in this profile.
2. A current curriculum vitae that includes relevant responsibilities and accomplishments.

Application documents should be submitted to the following link: <https://www.academicsearch.org/UVAWiseVCDApply>

SEARCH TIMELINE

For full consideration by the Search Committee, candidates should submit their application materials by January 11, 2027. The Vice Chancellor for Advancement & Alumni Engagement has an expected start date of June 2027.

The University of Virginia's College at Wise is fundamentally committed to the diversity of our faculty and staff. We believe diversity is excellence expressing itself through every person's perspectives and lived experiences. We are equal opportunity and affirmative action employers. All qualified applicants will receive consideration for employment without regard to age, color, disability, gender identity, marital status, national or ethnic origin, political affiliation, race, religion, sex (including pregnancy), sexual orientation, veteran status, and family medical or genetic information.