

SEARCH PROFILE:

VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT



WILLIAM
PATERSON
UNIVERSITY

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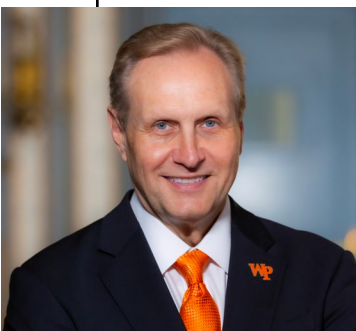
William Paterson University seeks an exceptional leader to serve as the next Vice President for Institutional Advancement. The Vice President will provide strategic direction, vision and management to the University's fundraising programs and leads all University comprehensive or specific fundraising campaigns and will work closely with the Foundation's Board of Trustees. The expected start date is January 2026.



ABOUT WILLIAM PATERSON UNIVERSITY

William Paterson University is a public regional university located in suburban Wayne, New Jersey. One of the largest universities in the state, with more than 10,000 undergraduate, graduate, and doctoral students, the University has nearly 92,000 alumni, more than 70 percent of whom reside in New Jersey. Richard J. Helldobler, PhD, became the University's eighth president on July 1, 2018.

The University is among the most diverse universities in New Jersey and the region and approximately 40 percent of its students are the first in their families to attend college. The University is designated as a Hispanic-Serving Institution, with approximately 30 percent of students indicating Hispanic heritage, and a Minority-Serving Institution with 59 percent students of color.



PRESIDENTIAL LEADERSHIP

Under President Helldobler, the University has advanced its external recognition, especially in the key area of social mobility. William Paterson is among the national leaders in helping to prepare economically disadvantaged students for good paying jobs. It ranks no. 54 out of more than 1,200 institutions in the country in the 2024 Social Mobility Index and no. 22 for social mobility

in the Regional Universities North category of U.S. News & World Report's 2025 edition of Best Colleges.

In 2020, the University launched WP Online, an online platform now offering 57 fully online degree programs. A School of Nursing, established in 2023, reflects the growth and impact of its nursing program. Nursing enrollment is currently the largest on any single New Jersey campus. A

College of Adult and Professional Studies was established in 2024 to meet the needs of adult learners. In 2024 the University awarded more MBA degrees than any other New Jersey institution.

President Helldobler led the implementation of an innovative new First-Year Experience program in fall 2019 for all incoming students designed to support their transition to college as they balance school, family responsibilities, and often a job. The program provides wraparound structured academic and student support services. A required two-semester foundational course, Will. Power. 101 and 102, provides personal direction to help students navigate college. All first-year students have an assigned Student Success Team with a financial aid counselor, professional advisor, academic coach, and career coach, to guide and support them through graduation. As sophomores, their success team expands to include a faculty mentor from their intended major.

RANKINGS

William Paterson University is among the top-ranked schools in its region, ranked no. 60 of 165 institutions in the Best Regional Universities-North category in U.S. News & World Report's 2025 edition of Best Colleges. It is also a U.S. News Best Value School and a Best College for Veterans. William Paterson's undergraduate nursing degree program is ranked no. 254 out of 686 BSN programs nationwide, placing it in the top 37 percent of programs. Other William Paterson undergraduate programs ranked nationally by U.S. News &

For the second year in a row, William Paterson University has been named to Forbes' prestigious "Best-In-State Employers" list, recognizing the institution as one of the highest-rated employers in New Jersey based on nationwide surveys. [Link to press release](#)

ABOUT WILLIAM PATERSON UNIVERSITY (CONT.)

World Report include business, ranked no. 353 out of 522 schools nationally, and psychology, ranked no. 355 out of 542 programs.

ACADEMICS AND CAMPUS LIFE

The University offers more than 150 bachelor's degree, master's degree, and undergraduate and graduate certificate programs, and three doctoral programs—the doctor of nursing practice, the doctorate in clinical psychology, and the doctor of education in leadership. Programs are offered through four colleges: Arts, Humanities, and Social Sciences, the Cotsakos College of Business, Education, and Science and Health. An Honors College provides academically motivated students with a rigorous curriculum.

The University's full-time faculty members are highly distinguished and diverse scholars and teachers. They include Fulbright scholars and recipients of Grammy Awards, Guggenheim Fellowships, Woodrow Wilson Fellowships, and grants and research awards from the National Science Foundation, the National Endowment for the Arts, the National Endowment for the Humanities, the National Institutes of Health, the U.S. Department of Education, and more.

Committed to providing an outstanding and affordable education for its students, the University awards more than 2,000 scholarships totaling \$7 million each year. WP's Pledge 4 Success program, launched in 2019, provides grants for unmet need to students eligible for full New Jersey TAG and federal PELL grants. It served as the model for the New Jersey Garden State Guarantee launched in 2022. Together, these programs offer a four-year funding path that enables low-income students to attend WP tuition-free or at a greatly reduced cost.

An active campus life includes residential housing for more than 1,500 students. Social, cultural, and recreational activities include more than 100 campus clubs and organizations, 13 NCAA Division III intercollegiate sports teams, as well as club sport teams and intramural sports.

Cultural events take place throughout the year, featuring William Paterson's own talent and renowned professional artists and include concerts presenting jazz, classical, and contemporary music; theater productions; gallery exhibits; and the acclaimed Distinguished Lecturer Series, entering in its 43rd season.

The University's many accreditations include the Middle States Commission on Higher Education, Association to Advance Collegiate Schools of Business, Commission on the Accreditation of Allied Health Education Programs, Commission on Collegiate Nursing Education, National Association of Schools of Art and Design, National Association of Schools of Music, and the Council for Accreditation of Educator Preparation, among others.

William Paterson provides learning opportunities in its classrooms, laboratories, and studios, and throughout the campus, as well as at various off-campus locations, including the adjacent High Mountain Park Preserve. Its state-of-the-art facilities include an expanded and renovated Science Complex, dedicated in 2012, and an 80,000-square-foot, \$40 million academic building, University Hall, which opened in 2016 and was funded in part by \$30 million from New Jersey's "Building Our Future" Bond Act. An initiative to modernize the academic core of the campus has continued with the renovation of two academic buildings, Barbara M. Grant Hall, formerly Preakness Hall, which reopened in fall 2017, and Hunziker Hall, completed in 2018. In May 2025, the University launched a \$40 million state-funded transformation of its existing Sports and Recreation into a hub for the academic programs offered by the institution's Department of Kinesiology along with construction of a new wellness center and a natatorium, which is scheduled for completion in June 2027.

In 2011, the University became the first public New Jersey college or university to require new undergraduates to take a course on civic engagement. William Paterson is an active leader in civic engagement through the American Democracy Project and Engage NJ.



ABOUT WILLIAM PATERSON UNIVERSITY (CONT.)

The University is committed to sustainability and is a charter signatory of the American College and University Presidents Climate Commitment. Its solar panel installation, dedicated in 2010, ranks among the largest university installations in the United States.

LOCATION AND HISTORY

Located on a 407-acre hilly, wooded campus, the University offers the best of all worlds. Bordering on High Mountain Park Preserve, nearly 1,200 acres of wetlands and woodlands, it is just three miles from the historic Great Falls in Paterson and just 20 miles from the rich cultural, artistic, and commercial life of New York City.

The third oldest public institution in New Jersey, the University was founded in 1855 as a normal school in the city of Paterson dedicated to the professional preparation of teachers. The institution continued to expand and evolve, and in 1967, by state mandate, was transformed into a multipurpose liberal arts institution. In 1971, the institution



was named after William Paterson (1745-1806), the New Jersey patriot who was a signer of the Constitution, New Jersey's second governor, and a U.S. Supreme Court Justice.

THE WILLIAM PATERSON UNIVERSITY FOUNDATION, INC.

Founded in 1992, the William Paterson University Foundation is an independent, not-for-profit organization whose mission is to support the philanthropic needs of William Paterson University by encouraging individuals, corporations, and foundations to create a margin of excellence through charitable contributions that advance University initiatives for academic excellence and student success. The Foundation is the repository of funds derived from its institutional advancement activities, and the conduit that ensures that donor-designated wishes, consistent with institutional priorities and needs, are fulfilled.

FOUNDATION ASSETS

Current assets of the Foundation total \$52.77 million (March 31, 2025, unaudited), a significant increase since 2011. During that timeframe, the overall endowment grew from \$7.11 million to \$30.37 million (March 31, 2025, unaudited). The scholarship endowment, a subset of the overall endowment, grew from \$3.3 million to \$23.2 million (March 31, 2025, unaudited). During the 2024-25 fiscal year, the Foundation awarded 764 scholarships totaling over \$1.73 million.

FOUNDATION EVENTS

The Foundation hosts two important fundraisers each year. The annual Legacy Gala, now in its 35th year, honors up to three individuals (alumni, friends, and/or faculty/staff members) and one corporation or foundation. Net revenue from this event reached more than \$100,000 in 2025. The annual Golf Outing, now in its 17th year, is held each fall. Net revenue from this event reached \$70,000 in 2024.

FOUNDATION COMPOSITION

The Foundation is governed by a volunteer Board of Directors comprised of community, corporate, and University leaders. Directors are nominated and appointed by the committee on directors and serve for terms of three years. The business of the Foundation is conducted through the board's executive committee, the finance committee, the audit committee, the scholarship committee, the by-laws committee, and the committee on directors.

Members of the board of directors work with the advancement staff of the University to secure the contributions and to provide financial stewardship to the restricted and unrestricted funds of the Foundation. Reporting to the University President, the University's Vice President for Institutional Advancement serves as the President of the Foundation. This responsibility involves leadership, support, education, and advice to the board in financial management, fundraising, and board development in coordination with the University President. The President of the Foundation is responsible, along with the board, for the integrity of financial reporting, transaction records and acknowledgements, and treasury functions including investment strategies. University Staff support for these functions is provided in the University advancement and financial administration offices.

FOUNDATION MISSION STATEMENT

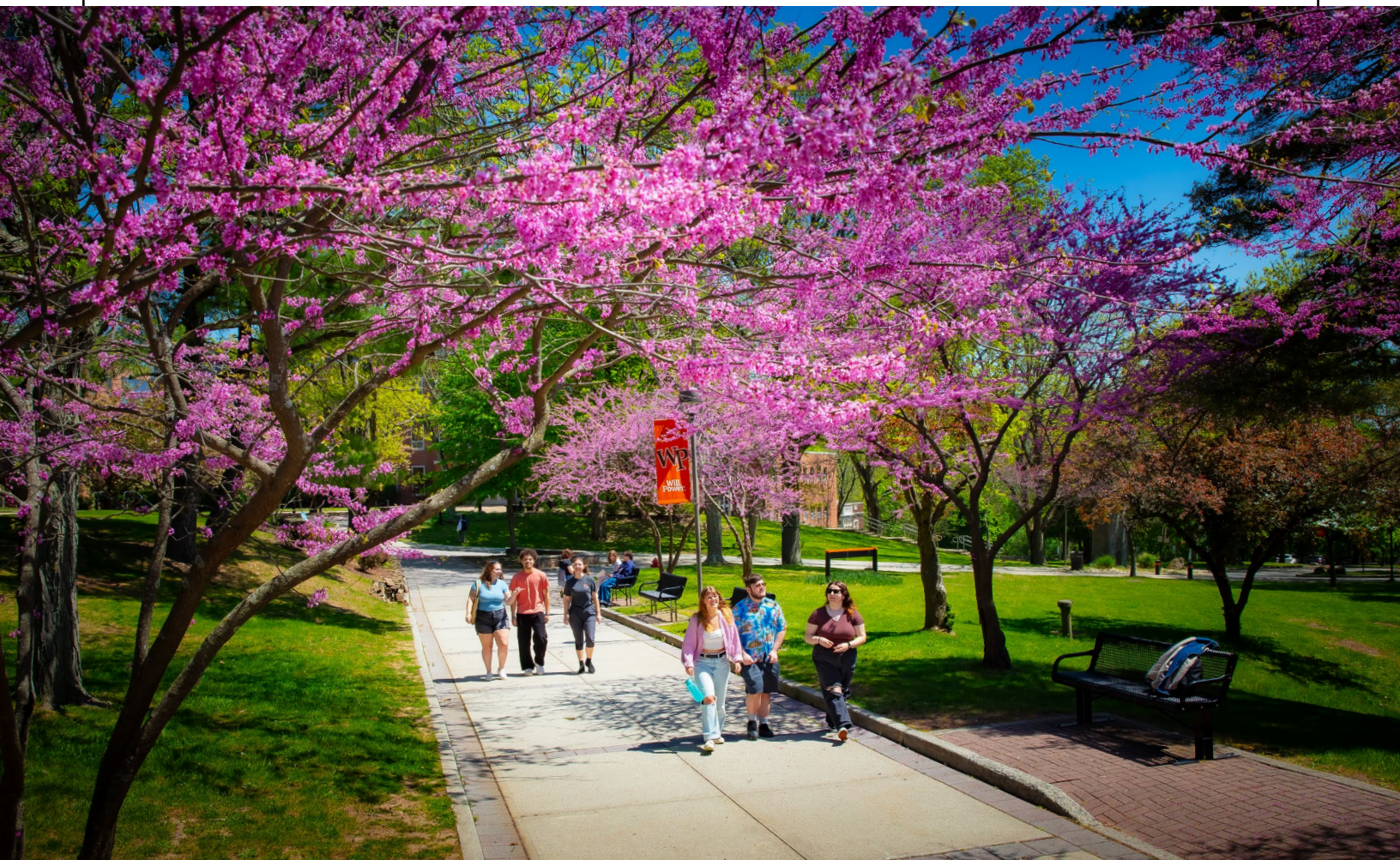
The mission of the William Paterson University of New Jersey Foundation, Inc. is dedicated to securing philanthropic funding through the identification and pursuit of private gifts, grants, and endowments. The Foundation is the steward of these funds. In so doing, this effort will help position William Paterson University as a preeminent public institution of higher learning in New Jersey. Success, in part, will be recognized as the University's position among the academic and business community advances. The Foundation is also dedicated to providing the highest level of customer service to our donors, members of the University community and other constituent groups.

FOUNDATION VISION STATEMENT

The William Paterson University Foundation creates value for William Paterson University by securing philanthropic funding and grants to support University programs.

VALUES:

- **Integrity** – adhering to the highest standards of conduct in all aspects of our business.
- **Passion** – for the University and public higher education, have the desire to be the best and love what we do.
- **Donor-Centric** – Respecting our numerous constituents and continually striving to understand their needs and interests.
- **Innovation** – seeking new ways to enhance all aspects of the Foundation's relationships and operations. Being creative in fundraising and continuously enhancing current actions.
- **Stewardship** – appropriate management of funds and endowments.
- **Commitment and Accountability** – attain the Foundation's vision by being an active participant, contributor, and dependable member of the Foundation team and complete a Director's self-evaluation annually.
- **Results** – meeting the Foundation's target annually.
- **People** – treating everyone with respect and recognizing the strength in diversity and the results it can deliver.





VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT: THE ROLE

Reporting to the President, the Vice President for Institutional Advancement provides strategic direction, vision and management to the University's fundraising programs and leads all University comprehensive or specific fundraising campaigns. The Vice President oversees the planning, development, and administration of major and planned gifts, annual giving, alumni relations and supervision of a senior professional team. The Vice President serves as a member of the President's Cabinet and President of the University Foundation, working closely with the Foundation's Board of Trustees. Additionally, the Vice President works collaboratively across the institution to train and educate members of the University community to be effective partners in fundraising.

PRINCIPAL RESPONSIBILITIES

Leads and directs all areas of the University's Institutional Advancement Division, which includes the following offices and departments: Annual Giving and Special Development Programs, Major Gifts and Planned Giving, Development, Donor Relations, Prospect Research, Finance, Advancement Operations, Special Events, and Alumni Relations.

- Provides leadership in the University's fundraising efforts. Guides, mentors and motivates all gift officers and other support personnel as well as other university partners and Foundation Board members to enhance income from private sources for the University's needs.
- Partnering with the President, cultivates and solicits major and transformational gifts from both the private and corporate sectors.
- Provides strategic leadership in engaging and developing a strong alumni relations arm among the 92,000 living alumni across New Jersey, the region and nationwide as warranted.
- Provides innovative leadership, vision and direction of the University's advancement policies and programs including program development, implementation and quality, program innovation and currency, and assessment of outcomes based on national standards.
- Serves as a member of the President's Cabinet; participates actively at all University-wide meetings; represents the University at regional and national conferences and events.
- Works in coordination with other vice presidents on matters pertaining to enrollment management, student services, finance and budgeting, facilities and construction maintenance, human resources, policies and legal matters.
- Leads continuous, strategic improvement efforts; works with all stakeholders to assure measurable positive results, and enhances relationships with alumni, donors and community leaders.
- Develops the overall Division budget. Manages the allocation and monitoring of resources; operating budgets, personnel, space, and expenditures.
- Manages the recruitment, development and evaluation of excellent and diverse full-time administrators and staff within the Institutional Advancement division.
- Ensures that all strategic plan goals aligned with the Division and University are attained.
- Assures adherence to state and federal regulations, and University policies.
- Performs other duties as assigned that are appropriate for the position.

LEADERSHIP AGENDA: PRIORITIES

In executing these duties, the new Vice President for Institutional Advancement will have the opportunity to lead several key priorities, including:

- Increasing the use of data and technology, especially artificial intelligence
- Increasing engagement and giving of recent graduates
- Developing ways to engage alumni who attended online only
- Developing more engagement methods tailored to the changing demographics of alumni base
- Converting more annual donors to major gifts
- Increasing corporate partnerships and sponsorships



QUALIFICATIONS

- A bachelor's degree is required; an advanced degree is preferred.
- Proven success in fundraising, especially in major and principal gifts both in private and corporate sectors.
- Significant senior level administrative experience required in all areas of development, including software applications, and experience with managing and motivating volunteers. Ten years or more of senior level experience in all of the aforementioned areas, preferred.
- Experience in higher education preferred.
- Strong supervisory, administrative and organizational skills are essential, as are written and oral communication and interpersonal skills.

APPLICATIONS, INQUIRIES AND NOMINATIONS

Academic Search is assisting William Paterson University in this search. Maria Thompson, managing director, and Amy Bonseiro, search manager, are facilitating the search. Inquiries should be sent to WPUVPIA@academicsearch.org.

APPLICATIONS

Applicants should send these documents (three separate PDFs) and only these documents to WPUVPIA@academicsearch.org:

- A detailed **cover letter**, addressed to the search committee, expressing your interest in this position and addressing how you meet the specific qualifications and expectations outlined in this profile.
- A current **curriculum vitae** that includes relevant responsibilities and accomplishments.
- A **list of five professional references**, including their names, titles, organizations, phone numbers, and email addresses; indicate the perspective on your work that each reference could provide.

References will not be contacted until later in the search process and only with the candidate's permission.

NOMINATIONS

Although nominations are not required to be considered for this position, leaders who know of outstanding candidates are welcome to submit confidential nominations in an email to WPUVPIA@academicsearch.org. 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.

SEARCH TIMELINE

For full consideration by the Search Committee, candidates should submit their applications materials by **October 10, 2025**.

The search timeline plans for screening and interviews in Fall 2025, with an expected start date for the new Vice President of Institutional Advancement in January 2026.

SALARY RANGE

The salary range for the position is \$195,000 to \$254,000.

EEO STATEMENT

William Paterson University is dedicated to providing equal opportunities and equal access to all individuals regardless of race or ethnicity, sex/gender (including pregnancy), gender identity or expression, sexual orientation, age, disability, genetic information, marital status, civil union status, familial status, religion, national origin or citizenship, military service status, or any other category protected by law. William Paterson University does not discriminate on the basis of any category stated above or as prohibited by applicable law. Individuals from historically underrepresented backgrounds are encouraged to apply.

For more information, visit [University Facts](#) and [Office of Institutional Advancement](#)

ABOUT ACADEMIC SEARCH

Academic Search is assisting William Paterson University in this work. For more than four decades, Academic Search has offered executive search services to higher education institutions, associations, and related organizations. Academic Search was founded by higher education leaders on the principle that we provide the most value to partner institutions by combining best practices with our deep knowledge and experience. Our mission today is to enhance institutional capacity by providing outstanding executive recruitment services, executive coaching, and transition support, in partnership with our parent organization, the American Academic Leadership Institute.

