



**NORTH PARK
UNIVERSITY**
CHICAGO

Vice President for Advancement

North Park University, Chicago, IL





Introduction

North Park University is seeking a person of active and expressed Christian faith as its next highly accomplished Vice President for Advancement. A Christian university in the heart of Chicago, Illinois, North Park has a historic commitment to three distinctive identities including Christian, city-centered, and intercultural devotion. The university recently earned its designation as a Hispanic-Serving Institution. The new Vice President for Advancement will have the extraordinary opportunity to join North Park as the university reimagines and realizes its future in the rich tradition of Christian higher education in 21st Century America. Reporting to the President, the Vice President for Advancement will join a dynamic team of leaders in the President's Cabinet and work collaboratively with the Board of Trustees and other critical stakeholders to ensure the fiscal stability of the university.

This mission-driven leader is expected to provide extraordinary vision, strategic guidance, and tactical management for the Office of Advancement. The successful candidate will continue building relationships with vital constituencies and securing the financial resources necessary to maintain the University's ascent. The successful candidate will also be a respectful, engaged, analytical, and an entrepreneurial leader with a demonstrated commitment to academic excellence, student success, and innovative enrollment growth.

About North Park University

Founded in 1891 by the Evangelical Covenant Church, North Park is located on Chicago's North Side, with satellite campuses in Grayslake, Waukegan, and Arlington Heights. A values-driven institution, North Park offers a distinctive learning community that is:

- ▶ **Christian**—We nurture faith, balancing commitment and freedom.
- ▶ **City-centered**—We engage Chicago as a dynamic place of learning and service.
- ▶ **Intercultural**—We embrace and value all people, celebrate the global cultural tapestry, and support the reconciling mandate of the Christian gospel.

The campus community fondly refers to these values as our “three distinctives” and looks to them as guideposts for constructing a learning environment. With a deep tradition in the liberal arts and Christian faith, North Park welcomes students from varying faith traditions to serve and learn from the dynamic community around us.

The University serves an increasingly diverse population of students from Chicago, the nation, and the world. In February 2020, North Park was designated a Hispanic-Serving Institution (HSI) by the U.S. Department of Education. This designation, which recognizes an undergraduate student population that is at least 25% Hispanic and reflects the University's commitment to expanding educational opportunities and improving attainment for students of diverse backgrounds, is an expression of the intercultural element of the University's three distinctives. Also, in February 2020, the North Park University Board of Trustees unanimously voiced its endorsement for North Park Next – the exciting, three-phase collaborative institutional planning enterprise to create an inspiring future and build on North Park's distinctives to emerge as the compelling model for Christian higher education in 21st Century America.

Progress on North Park Next can be followed at:
<https://www.northpark.edu/north-park-next/>.



Mission

The mission of North Park University, as the University of the Evangelical Covenant Church, is to prepare students for lives of significance and service through education in the liberal arts, professional studies, and theology.

Vision

Building on our core institutional identity—Christian, city-centered, intercultural—our vision is to create a university of uncommon character and enduring excellence, where faith, learning, and service meet.



Location

North Park University is located in the Albany Park neighborhood of Chicago, one of the most ethnically diverse zip codes in the United States. It is nine miles from downtown Chicago, located between Cicero Avenue on the west and the North Shore Channel on the east; the city limits and Devon Avenue on the north; and the North Branch of the Chicago River on the south.

The university is located near I-90, I-94, and Lake Shore Drive, making it a convenient driving distance for many areas of the city and nearby suburbs. Public transportation is also highly convenient: the CTA Brown Line train station is within walking distance (0.6 mi.) and the CTA 92 bus route stops at campus (Foster and Spaulding).

Albany Park includes a broad range of housing options, from rental apartments to single family homes. Many residents in the immediate vicinity of the University have lived in the neighbor-

hood for many years. Nearby Lincoln Square offers additional shops and restaurants, and the North Park Village Nature Center boasts a 46-acre nature preserve and walking trails.

The North Park campus has often been referred to as an oasis in the heart of the city—a place where students from urban, rural, and suburban backgrounds alike can call home. And all of this within the major metropolitan backdrop of Chicago: one of the world's largest and most diversified economies, renowned for its museums and music, and voted best large city in the U.S. for four years in a row by Condé Nast Traveler.

Governance

North Park University is governed by a Board of Trustees that includes both members elected by the Evangelical Covenant Church (ECC) and others appointed by the Board itself; all of whom are approved by the ECC. Members serve a three-year term and may be elected and/or appointed for up to four consecutive three-year terms. The work of the Board is organized according to committees on Academics, Advancement, Finance, Marketing and Communications, the Seminary, Student Recruitment and Retention, and the Committee on Trustees.



Mary Karsten Surridge

Mary Karsten Surridge is the 10th president of North Park University and has served since the beginning of the 2018–2019 academic year. The first woman to serve as President at North Park, she has brought to life a new era of leadership, engagement, and vision, with her strong conviction that in the sum of the University’s three distinctives—Christian, city-centered and intercultural—North Park finds its unique value, its competitive advantage, and its opportunity to emerge as the compelling model for Christian higher education in 21st Century America.

President Surridge brings a wealth of leadership experiences in higher education. Before becoming President, in a career at North Park that spanned more than 20 years, she served as Vice President for Advancement, oversaw undergraduate enrollment, and coached women’s basketball. As advancement VP, Surridge led Campaign North Park, the most ambitious fundraising campaign in the School’s history. It raised \$63 million in financial commitments, including \$41 million for the construction of the Nancy and G. Timothy Johnson Center for Science and Community Life. The cutting-edge facility opened in 2014.

Before arriving at North Park, Surridge was Associate Director of planned and major gifts at Northwestern University in Evanston, Illinois; Director of Residence Life and Student Activities at Concordia University in Mequon, Wisconsin; and Dean of Students at Marian College (now Marian University) in Fond du Lac, Wisconsin. At Concordia, she earned a master’s degree in student personnel administration. As an undergraduate at Northwestern, Surridge earned a bachelor’s degree in speech communication.

Students and Campus Life



The University serves an increasingly diverse population of students from the city of Chicago, the nation, and the world. There is no racial or ethnic majority in the undergraduate population, as no racial or ethnic category is represented above 50%. Of traditional undergraduates, 51.9% identify as students of color. The religious beliefs of students represent a wide variety of faith backgrounds, including the Evangelical Covenant Church, other Protestant denominations, Catholicism, Orthodox Christianity, Islam, and Judaism. Undergraduate students are 58% female, 65% commuter, and 80% from the state of Illinois.

Fall 2021 undergraduate enrollment was 1,855 students, as North Park welcomed the largest incoming first-year cohort in our 130-year history.

Also contributing to North Park's student body are 559 graduate students and 389 enrolled in the Seminary.

These student populations are equally diverse, with 59% female students and 54% identifying as students of color.

There is a vibrant campus life at North Park. In addition to an active student government, there are approximately 30 registered student organizations. Existing student organizations fall under five categories: academic and education clubs, many of which are connected to academic majors; club sports that participate in intramural and extramural competitions; cultural clubs, which focus on advocacy, celebrating diverse backgrounds, and providing education on various social identities; social clubs that gather around general areas of interest but commit to a cause or project; and media and periodical publications, which are student-run publications. There are no Greek social organizations at North Park.

Students and Campus Life

Athletics are an integral part of North Park University. The Vikings compete at the NCAA Division III level as members of the prestigious College Conference of Illinois and Wisconsin (CCIW) in 19 varsity sports. One-third of undergraduate students are student-athletes and are expected to work for academic and athletic success. Coaches recruit students who want a college education and encourage their athletes to perform to their best levels in the classroom. Through the University's Student-Athlete Advisory Committee, student-athletes participate in the deliberation of policies and welfare issues. The athletics programs enjoy the support of students, faculty, staff, alumni, and other friends of the University. The cumulative GPA for our student-athletes is 3.18.





The academic program at North Park is delivered through six colleges and schools: College of Arts and Sciences; School of Business & Nonprofit Management; School of Education; School of Nursing & Health Sciences; School of Music, Art, and Theatre; and School of Professional Studies. The University is also home to the North Park Theological Seminary, the denominational Seminary of the Evangelical Covenant Church.

Effective for the Fall 2022 Academic Year, the undergraduate experience at North Park will include 30 majors and programs in the liberal arts and sciences, including pre-professional options like law, medicine, and art therapy, all in a world-class city and a diverse faith community.

The College of Arts and Sciences houses two divisions. The Division of Humanities and Social Sciences offers degree programs in communication arts, English, modern languages, history, philosophy, politics and government, and sociology/criminal justice. The Division of Sciences offers degree

programs in biology, chemistry, engineering, mathematics, and psychology.

The School of Business & Nonprofit Management (SBNM) offers bachelor's degrees in advertising, business and nonprofit management, with specializations in areas such as accounting, finance, marketing, and sport management, among others. The SBNM also offers five master's degrees and 16 graduate certificates. All graduate degree programs and some certificates offer the option of attending completely online. Finally, the Axelson Center for Nonprofit Management curates professional development opportunities, services, and resources for individuals and organizations in the nonprofit sector.

The School of Education offers bachelor's degrees and credentialing for teaching in elementary, middle grades, senior high or K-12 school programs; a post-bachelor's teacher licensure program; and five approval or endorsement options in areas such as bilingual, English as a Second Language; and

Students and Campus Life

special education. Additionally, the School offers four master's degrees in education, educational leadership, literacy, language, culture, and teaching.

The School of Nursing & Health Sciences offers programs in both areas. In nursing, students can pursue a bachelor's in nursing (BSN); master's degrees in leadership and management and advanced practice nursing that lead to specializations in adult-gerontology or family practice; and two post-master's certificates. Health Sciences offers three bachelor's degrees in exercise science, health sciences, and physical education; and a master's degree in athletic training. Students also have the option of pursuing a 3+2 program in athletic training.

The School of Music, Art, and Theatre (SMAT) offers programs and degrees in each of these areas. The Music Department offers four bachelor's degrees in music and music education, two master's degrees in collaborative piano/vocal coaching and vocal performance, a music minor, and two certificates in arts management and music for social change and human values. The Art Department offers bachelor's degrees with two concentration options in fine arts and graphic design; a pre-professional program in art therapy; and an arts management certificate. The Theatre Department includes both the minor and a production company developed around a distinctive storefront model that creates productions, at least one produced off-campus at a professional theatre space in Chicago. This active learning enables cross-training for students to develop practical skills that production members need to be successful.

The School of Professional Studies (SPS) offers bachelor's degree completion and certificate programs online, on-campus in Chicago or Grayslake, or in a combination of online and face-to-face courses. Prior Learning Assessment also enables students to get credit for work done as part of an experience outside a traditional academic environment.

North Park Theological Seminary (NPTS) offers specialized graduate certificates and graduate degrees. NPTS also offers graduate degrees through the School of Restorative Arts (SRA), a unique program housed within the Illinois Department of

Corrections facilities at Stateville Correctional Center and Logan Correctional Center. This is the only program where free and incarcerated students can study and learn together in the same classroom. NPTS also offers continuing education opportunities for pastors, including administering the Covenant Orientation program and foundational courses certificate, both of which are necessary for credentialing in the Evangelical Covenant Church. Additional continuing education opportunities include many kinds of fieldwork, workshops and seminars, and other opportunities for a variety of audiences.



Each of the academic units makes a unique contribution to the North Park mission, and they also collaborate through Catalyst 606, an innovative program that allows the campus community to engage both experiential learning and community outreach. Operating with both curricular and co-curricular components, Catalyst has become a signature feature of the undergraduate experience. No classes are held on Wednesday afternoons so that students can be sent into the local community to engage with Chicago as their classroom and Chicagoans as their teachers. This distinctive program enables North Park students to engage with different Chicago neighborhoods (each with a zip code that begins with 606, thus inspiring the name of the program).

Role of the Vice President for Advancement

North Park University is seeking a Vice President for Advancement to lead the Office of Advancement of the University, succeeding President Mary K. Surridge, the previous Vice President. Working closely with President Surridge and the other members of the University's Cabinet, the Vice President for Advancement will lead the areas of alumni relations and engagement, development, and special events.

Building on the prior success of the University's largest and most successful campaign, Campaign North Park, the University recently concluded a successful fundraising initiative that included a focused campaign on seminary facilities and created a [strategic new scholarship program](#), targeting the recruitment and retention of new students in specific areas of opportunity and need.

Leadership Opportunities

There are several unique leadership opportunities to refine current and develop new approaches to advancement and alumni relations:

Build the next campaign for North Park

Evolving from the university's new strategic plan and campus master plan that are currently being developed, North Park's next comprehensive campaign will seek to encourage and secure significant commitments to address the strategic funding priorities for the future of the University. The next campaign will also serve as an important opportunity to engage in and deepen relationships with North Park's alumni and friends.

Further develop alumni engagement strategies

Alumni Relations has a unique opportunity to partner with the Center for Student Engagement and engage University alumni in partnerships that will provide robust internship and career opportunities for North Park students. Intentional collaboration with Student Engagement will greatly enhance the overall student experience and contribute to student outcomes, and will also provide meaningful opportunities for involvement with alumni who are eager to mentor and hire fellow North Parkers.

Enhance philanthropic collaboration across the University
Provide the vision, goals, education, infrastructure, and operating procedures to manage some of the University's most important relationships, thereby increasing coordination and collaboration across the campus. Work with academic and staff leadership to identify key opportunities for various campus partners to participate in and augment the overall University advancement objectives.

Required Qualifications

We seek an experienced advancement professional with progressively responsible managerial and leadership positions in advancement; a proven track record in principal and major gift fundraising; and a broad understanding of the various roles, functions; and responsibilities of the different units within the Office of Advancement. Direct experience in a complex university with multiple academic units, student success offerings, and NCAA Division III athletics will be particularly beneficial. A bachelor's degree from an accredited university is required, and an advanced degree is preferred. In addition, a qualified candidate for this leadership position will have:

- ▶ An understanding of and personal commitment to North Park's mission of Christian higher education.
- ▶ Significant experience conducting or managing prospect discovery and pipeline development, as well as cultivating and soliciting major gifts from individuals, foundations, and/or corporations.
- ▶ Successful experience participating in the planning for, or implementation of, a multi-faceted comprehensive campaign.
- ▶ Demonstrated experience in developing traditional and virtual alumni and constituent engagement efforts while unapologetically championing philanthropic participation.
- ▶ History of identifying, cultivating, and retaining trustee candidates and other key volunteer committee members.
- ▶ Ability to serve and add value to the high-performing and dynamic senior leadership of the University.

Role of the Vice President for Advancement

- ▶ Experience managing and mentoring staff to effective, metrics-driven performance, leading with a sense of confidence and honesty, and challenging them to meet aspirational goals and outcomes in a cooperative, inclusive, and competitive team environment.
- ▶ Models and embodies a personal values system that promotes and celebrates a collaborative workplace climate that recognizes and values diversity, equity, and inclusion.
- ▶ Demonstrated ability to act with discretion and maintain confidentiality.
- ▶ Proven ability to multitask with strong time management skills and the ability to address competing priorities in a dynamic, high-performance environment.

Responsibilities

The Vice President for Advancement is responsible to work with and for the President in the successful advancement of the mission of the University. In order to accomplish this, the Vice President's responsibilities include, but are not limited to, the following:

- ▶ Crafting a vision for the advancement program in support of the strategic plan's goals and strategies by:
 - Promoting and actively supporting a culture of philanthropy at the University.
 - Develop and successfully execute a long-range, data-driven, aggressive strategic plan for Advancement that supports this vision, updating the plan annually.
 - Ensuring all annual plans, goals, action plans, timelines, budgets, and outcomes for each of the advancement departments are completed and implemented.
 - Crafting and implementing a vision and plan for an innovative alumni engagement strategy reflective of the diversity and global characteristics of the University.
- ▶ Fostering a strong and collaborative partnership with university leaders by:
 - Serving as a member of the President's Cabinet, gaining broad awareness of university operations while educating faculty, staff and students on the University's culture of philanthropy.
 - Actively supporting the President's work with major and principal gift generation and cultivation.
 - Attend University Board meetings and serve as University liaison to the Advancement Committee of the Board, including, in conjunction with the Chair of the Committee, developing an agenda and relevant materials for review at such meetings.
 - Strengthening the policies, processes, and procedures that facilitate collaboration with university operations, including but not limited to university communications; finance and administration; and enrollment; and financial aid.
 - Identify and cultivate new relationships with alumni and friends.
 - Further develop and steward established relationships with alumni and friends.
 - Demonstrating a culture of transparency, collaboration, and open communication about philanthropic and alumni strategies with the campus community, key volunteers, etc.
- ▶ Providing effective unit-based leadership by:
 - Overseeing all aspects of the Office of Advancement including annual, major, and planned giving activities; engagement of alumni, friends, and other constituencies (community, church, etc.); stewardship and reporting; endowments; prospect research and management; advancement services; and event management.
 - Managing the staff, supervising the creation of measurable outcomes through annual operational plans with key performance indicators, and evaluating performance.

Role of the Vice President for Advancement

- Developing and implementing an effective prospect management system to ensure productive donor identification, cultivation, solicitation, and stewardship, working closely with the President, faculty, Trustees, and others who can assist with this process.
- Working with major gift staff to develop and implement complex and sensitive strategies and plans for solicitation of individual, corporate, and foundation prospects.
- Managing a focused personal portfolio of 50–75 principal and leadership gift prospects and donors.
- Provide executive leadership to key volunteer committees.
- Creating within the division a commitment to team unity and success while allowing for the praise of individual performance contributing to such success.
- Providing professional development and performance assessment.
- Represent the University at events and functions, traveling as necessary to achieve the University's goals.

Desired Characteristics

- ▶ Unafraid to employ creative and versatile methods to counter emerging challenges, demonstrating flexibility and remaining emotionally steady through setbacks.
- ▶ Has a growth and builder mindset, entrepreneurial spirit, and a commitment to continuous quality improvement.
- ▶ Demonstrates strategic leadership and an energetic, driving personality that proactively pursues collaborative teamwork and partnerships, both internally with University leadership and externally in the community.
- ▶ Ability to successfully leverage evolving change in diversity of alumni demographic to include substantially more multi-ethnic stakeholders.
- ▶ Capacity to integrate new technology to manage workload and the developing needs of diverse and first-generation students.

- ▶ Understanding of the requisite groundwork for organizational transformation and change management.
- ▶ A leader who is adroit with autonomy in decision-making.
- ▶ A persuasive communicator who is able to listen effectively, has strong oral and written communication skills, and a demonstrated ability to compellingly and comfortably communicate with a variety of audiences, inspiring support, involvement, and investment.
- ▶ Proven ability to initiate and nurture highly effective interpersonal relationship with individual trustees; prospects and donors; faculty, staff, students; and other external constituencies.

Application Process

This search is assisted by Gonser Gerber.

Applications should consist of:

- 1) a detailed cover letter addressing the expectations of the position.
- 2) a written statement that describes your understanding, experience, and commitment to North Park's three core identities of being Christian, city-centered, and intercultural; and describes your faith journey and how it aligns with the mission and values of the University.
- 3) a current curriculum vitae (CV).
- 4) a list of five professional references with contact information and a brief description explaining the working relationship of each to the applicant.

References will not be contacted without the explicit permission of the candidate. All documents should be submitted in PDF format.

Nominations and applications may be directed in confidence to search@gonsergerber.com or Gonser Gerber Search, c/o Gonser Gerber LLP, 1776 Legacy Circle, Suite 100, Naperville, IL 60563. The position is open until filled but **only applications received by July 29, 2022, can be assured full consideration.**

Assisting North Park University with this search is Erin Phillips (ephillips@gonsergerber.com and 951-858-9265), Senior Consultant with Gonser Gerber LLP. Nominators and prospective candidates may reach out directly to arrange a confidential discussion about this opportunity.

North Park is committed to providing and maintaining a welcoming environment, and will not tolerate discrimination, harassment, sexual misconduct, relationship violence, retaliation, or any form of intimidation by any person in any form directed against students, faculty, or staff of the institution. To assure that its commitment is met, North Park has adopted two policies: [Policy Against Discrimination, Harassment and Retaliation](#) and Title IX/Sexual Misconduct Policy. The Policies prohibit discrimination or harassment of any member of the University community because of his or her race, color, national origin, sex, age, disability, veteran's status, or other protected status, as those terms are defined by applicable local, state, and federal law, subject to North Park's right, as a religious institution, to make decisions on the basis of religious beliefs and lifestyle consistent with the religious principles espoused by the [Evangelical Covenant Church](#).