



CLAREMONT LINCOLN
UNIVERSITY

Socially Conscious Education™

Claremont Lincoln University
Claremont, California

SEARCH SPECIFICATIONS

Vice President for University Advancement

Prepared By



BRYANT GROUP

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CLAREMONT LINCOLN UNIVERSITY

Vice President for University Advancement

Search Specifications

The Opportunity

Claremont Lincoln University is a newly created entity formed by the vision and passion of philanthropists Joan and David C. Lincoln. The university specializes in offering Socially Conscious Online Master's Degrees. Located in picturesque Claremont, California, just 30 miles east of downtown Los Angeles, it is the only non-profit, accredited, fully online, exclusively graduate institution in the United States.

David C. Lincoln (1925-2018) was an engineer, entrepreneur, philanthropist, venture capitalist, education advocate, and non-profit leader. His companies and other interests have been tremendously successful due to his business acumen and management practices, but also his ethical commitment to advancing the common good. David often said, "Good ethics is good business."

Joan and David were particularly pleased with the idea of creating a university that reflects the power and potential of the Golden Rule, treating others as you would like to be treated. They



believed the outcome of this approach to education would be tolerance and respect among different cultures and religions as well as the ability to better address global problems using collaboration and cooperation to reach solutions and help repair the world.

The University is seeking a seasoned and entrepreneurial fundraiser with experience in startup institutions or programs to create and implement a comprehensive advancement program that is sustainable and scalable.

Claremont Lincoln University has retained BRYANT GROUP to manage the search for the Vice President for University Advancement.



Claremont Lincoln University

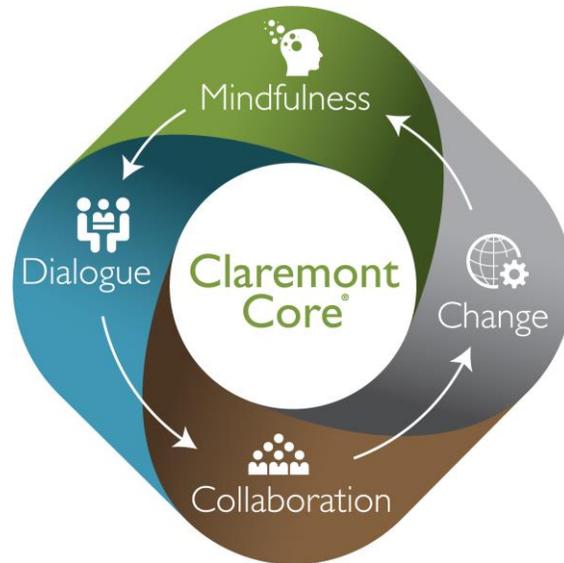
Claremont Lincoln University is revolutionizing the online educational experience for students. The phrase “Online by Design” means that everything about this institution was designed from the very beginning to create an online experience unlike any other university currently operating in the country. Contrary to what many think of “online,” one of CLU’s hallmarks is engaged, live interaction between students and faculty.

The mission of Claremont Lincoln University is to be a place where students learn how to treat others as they would like to be treated. Students learn the skills necessary to understand differences among religions, governments, organizations, and individuals; how to respect those



differences; and how to cooperate and collaborate with those of different viewpoints to resolve problems between them peacefully.

The University is led by President Eileen Aranda, Ph.D., who is a pioneer in the world of online education. She was at the forefront of online teaching at Arizona State University and the University of Phoenix. In addition, she was a friend and business consultant to David C. Lincoln from 1979 until his passing in 2018. Dr. Aranda was the University's first chief operating officer and became president in 2014, following Rev. Dr. Jerry Campbell's retirement.



All students engage in the Claremont Core[®], a sequence of four innovative courses dedicated to Mindfulness, Dialogue, Collaboration, and Change. The Core takes students through a process of self-awareness and steadily evolves towards engagement with others and society at large.

Coursework is completed in 15 months including the required Capstone Action Project. The Capstone Action Project brings the Core values into everyday life. Many students' projects have been adopted in real-world settings. To read about some of this amazing work, go to <https://www.claremontlincoln.edu/giving/appeal/>.

In addition, to degree programs, the University offers a number of certificate programs.

CLU was accredited by the WASC Senior College and University Commission (WSCUC) in February 2016.



University Facts

Claremont Lincoln University

Founded:	December 2010; incubated until becoming a fully independent university in July 2014
President:	Eileen Aranda, Ph.D.
Total University Enrollment:	100+
Degree Programs:	Peace and Social Justice (formerly known as Interfaith Action) Social Impact Organizational Leadership-Civic Engagement Organizational Leadership-Ethics Organizational Leadership-Healthcare Organizational Leadership-Human Resources
Non-Degree Programs:	Certificates in socially conscious topics such as Anti-Human Trafficking Human-Centered Design Unconscious Bias Digital Story Telling Gender Equity & Inclusion Cultural Competency Empathy: The New Language of Leadership
Faculty:	Faculty pool of 60 part-time scholar practitioners
Student to Professor Ratio:	Average is 10:1; maximum is 20:1
Staff:	23
Campus:	One building (under renovation), located next door to the Claremont Museum of Art and the Metrolink train depot
Governance:	CLU is governed by a Board of Directors.
Operating Budget:	\$7 million
University Web Site:	https://www.claremontlincoln.edu



University Advancement

University Advancement at CLU is comprised of Development, Donor Relations and Alumni Relations, with a staff of two.

The Vice President for Advancement will have the opportunity to build a program from the ground up. The Vice President will be responsible for a mix of traditional and non-traditional, innovative advancement vehicles including major gift identification and solicitation, business-to-business opportunities, underwriting, sponsorships, development of a faculty and staff giving program, alumni development and solicitation, as well as other corporate and foundation giving.

The Vice President for Advancement will be a key member of the University's senior leadership. The senior staff, including the President, have all attended Indiana University's week-long course on fundraising and all stand ready to partner in the fundraising efforts of the University. The University is under contract with fundraising counsel and is working with a fundraising database.

The Advancement staff is housed in the campus offices located in Claremont, California.

The following chart reflects total philanthropic support of Claremont Lincoln University for the past three fiscal years:

FISCAL YEAR	NUMER OF DONORS	TOTAL SUPPORT
2017	29	\$27,260,001*
2016	28	\$9,973,500**
2015	19	\$18,019,368***

*This amount includes a gift of \$27M+ from a single donor. Support was \$136,897 without this donor.

**This amount includes a gift of \$9.9M+ from a single donor. Additional gifts totaled \$67,270.

***This amount includes a gift of \$17.9M+ from a single donor. The remaining 18 gifts totaled \$102,826.

Position Description

Vice President for University Advancement

Claremont Lincoln University seeks a full-time Vice President for University Advancement to serve as the University's chief advancement officer. The Vice President will build and provide the strategic leadership of a comprehensive advancement program for the University.

Organizational Relationship

Working collaboratively with the senior staff and advancement colleagues, the Vice President will lead comprehensive fundraising initiatives for the University. The successful candidate will provide vision, imagination and significant demonstrated fundraising experience. Reporting to the President of the University, the Vice President will serve as a member of the President's leadership team.



The ideal candidate for this position will be an experienced leader with a demonstrated track record as a successful fundraiser, with experience and ability in building a comprehensive fundraising program, including prospect identification, annual giving, major gifts, corporate and foundation giving, and stewardship. However, Claremont Lincoln University is a non-traditional graduate school so the Vice President of University Advancement will also be presented with the opportunity to develop non-traditional, creative and innovative fundraising strategies. This position calls for a professional with a strong work ethic, authentic leadership skills, intellectual curiosity, courageous creativity, an ability to have fun, and a high level of confidence.

Major Responsibilities

- Evaluate existing program components and prepare a plan for building a comprehensive fundraising program.
- Implement CLU's development programs, including annual gifts, major gifts, corporate and foundation gifts, underwriting, donor recognition and stewardship, as well as non-traditional methods culminating from business-to-business development.
- Establish and maintain effective working relationships with CLU Board of Directors and University colleagues to ensure their integration into the University's overall development program.
- In collaboration with the President and the development committee of the Board, establish fundraising strategies for the University. Regularly evaluate fundraising programs, assess progress toward goals, and report on results to all appropriate parties.
- Manage a portfolio of individual major gift prospects and develop and implement cultivation and solicitation strategies for each assigned prospect. Coordinate and staff the President, Board members, and other executives regarding their major gift portfolios and/or their activities with prospects.
- Work closely with the President on major gift strategies, involving her at appropriate times. Provide the President with consistent updates and effective preparation for donor meetings in a timely manner.
- Involve faculty and staff of the University in fundraising efforts.
- Collaborate with the University's marketing and communications professionals to provide a communication and outreach plan to promote the fundraising and advancement objectives of the University.
- Create a zero-based budget, tied to advancement strategy and action plan. Show projected and realized ROI.
- Provide strategy, counsel, and staffing to the University's Board and participate in related committees with respect to development functions.
- Serve as a member of the President's senior leadership and help lead the University as part of that team.

Key Competencies

- Highly collaborative and ability to integrate fundraising activity fully with senior leadership.
- Effective communicator, both verbally and in writing.



- Superior interpersonal skills, working equally comfortably and effectively with scholars, administrators, professional and administrative staff, and alumni.
- Creative thinker. Open-minded.
- Trustworthy, open, inclusive and honest at all times.
- Donor-focused and results-oriented.
- Strategic, visionary thinker, with an extraordinary ability to take action.
- Budgeting skills, both in creation and accountability. Selfless and determined.
- Passionate about the mission of CLU.

Minimum Requirements

- Bachelor’s degree and least seven years of progressively responsible experience in institutional development/advancement, or related experience.
- Ability to understand the University’s key priorities and discern ways in which they present fundraising opportunities. Identify sources of support that direct giving to the University’s key objectives.
- Past success partnering with a President, Dean, Executive Director or equivalent.
- Familiarity with database operations.

Preferred Qualifications

- Master’s degree.
- Fundraising experience in a small shop.
- Demonstrated ability to build programs.
- Demonstrated experience working with volunteers and not-for-profit boards, proactively identifying opportunities to engage volunteers as ambassadors and stakeholders and supporting their work.
- Budget management experience.

Biographical Profile

Eileen Aranda, Ph.D.
President

Dr. Eileen Kelly Aranda is the second president of Claremont Lincoln University. Prior to her presidency, she served as executive vice president for strategy and chief operating officer for the university.

Dr. Aranda earned an MBA and a PhD in Business from the University of Washington, specializing in strategic management and organizational development. Her undergraduate degree in anthropology focused on Southeast Asian Studies. She has taught at the W.P. Carey School of Business at Arizona State University and The American Graduate School of International Management. She also has management



experience in both private and public organizations and for more than three decades she was a management and education consultant domestically and abroad.

Dr. Aranda is a sought-after public speaker and executive educator in the areas of critical and creative thinking, multi-cultural negotiations, fostering compassionate leadership, and effective management and organization change at the local, national and international levels. She has co-published several works on leadership and organizational management, including *What You Say Does Count: Helpful Verbal Behaviors in Negotiating Commercial Transactions* (McGraw Hill) and *Teams: Structure, Process, Culture and Politics* (Prentice-Hall), which focuses on fostering effective teams taking into account structure, process, culture and politics.

Dr. Aranda has been involved with many community activities including Valley Leadership, Girl Scouts Arizona Cactus-Pine Council, Arizona Venture Team Project, and Sun Lakes Charities.

Dr. Aranda was born in Seattle and is married to Luis Aranda who earned his Bachelors of Music and Masters of Education degrees from the University of Arizona. He received his Juris Doctorate from the College of Law at Arizona State University where he has been on the faculty of the W.P. Carey School of Business since 1975 and is now Professor Emeritus.

Claremont, California

Claremont is home to many prestigious colleges and universities and is known for its tree-lined streets with numerous historic buildings. It was rated by *CNN/Money magazine* (2007) as the fifth best place to live in the United States. In 2016, it was named the best suburb in the West by *Sunset Magazine*. Due to its large number of trees and residents with doctoral degrees, it is often referred to as "The City of Trees and PhDs."



Thirty miles east from Downtown Los Angeles, Claremont might look like an Eastern seaboard village with blocks of bustling, locally-owned shops. Or perhaps a small Midwestern, railway town with a train depot within walking distance of trendy restaurants and hearty pubs. In fact,



Claremont does have a stop on Southern California’s Metrolink rail system and will soon host an LA Metro Gold Line station, just outside of the new Claremont Lincoln University building.

Claremont’s tree-lined streets, “The Village” shopping district, distinctive hotels, day spas, and stately college campuses make it a destination for Southern Californians.

The city boasts more than 80 cafes, restaurants, and coffeehouses across a wide variety of cuisines, most of them owned and operated by “Claremontonians.” Many eateries offer regional craft beers. Claremont packs an experience unmatched in the region into just 14 square miles.

Claremont is also close to many Southern California attractions, including mountains for winter sports and summer get-aways, the desert for famous music festivals including Coachella and Stagecoach, amusement parks like Disneyland, Universal Studios, Six Flags, Magic Mountain, and Raging Waters, national parks, beaches, and Hollywood.

Application Procedure

To apply for the Vice President for University Advancement at Claremont Lincoln University, please submit your resume and cover letter in confidence to:

John Toolan
Vice President
BRYANT GROUP
jtoolan@bryantgrp.com

BRYANT GROUP is the industry leader in executive search for philanthropy. For more than 30 years, BRYANT GROUP professionals have focused on recruiting successful development and advancement professionals for institutions of higher education, hospitals and medical centers, and other nonprofits in the U.S. and internationally. The firm also offers team-effectiveness education and leadership coaching to help our clients build powerful advancement teams.

