

# SEARCH PROSPECTUS

Vice President for Development and  
Alumni Relations and Executive Director  
for the Montgomery College Foundation



**MONTGOMERY  
COLLEGE**



# SEARCH PROSPECTUS

## Vice President for Development and Alumni Relations and Executive Director for the Montgomery College Foundation

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# The Opportunity

Montgomery College (MC) in Maryland invites inquiries, applications, and nominations for the position of Vice President for Development and Alumni Relations, and Executive Director of the Montgomery College Foundation.

Reporting to Dr. Michelle Campbell, the Senior Vice President for Advancement and Community Engagement, and with responsibility to the MC Foundation Board of Directors, the VP/Executive Director leads, manages, and oversees the MC Foundation and the development and alumni relations team.

This position is responsible for leading, collaborating with, and supporting a team of 20 professionals and a 20-member Montgomery College Foundation Board of Directors.



# Position Summary

## Responsibilities and duties of the Vice President's position include:

### MC Foundation Leadership

#### Duties include:

- Leads the 20-member Montgomery College Foundation Board of Directors, who have fiduciary responsibility for the MC Foundation's assets, investments, and endowment.
- Works within the reporting relationships of, and in accordance with, the terms set forth in the Operating Agreement between the MC Foundation and Montgomery College.
- Recruits and engages board members through fundraising, volunteerism, and advocacy.
- Ensures the development and implementation of appropriate board structure and policies; ensures the creation and implementation of foundation plans (e.g., annual plans, strategic plans, campaign plans, etc.) in support of Montgomery College's mission and priorities, as well as in coordination with the Advancement and Community Engagement Division and other College departments.
- Ensures the foundation and its staff are in compliance with all federal, state and local regulations with respect to 501(c)(3) organizations as educational foundations.
- Engages board members through committee work of the foundation. Provides professional development opportunities and coaching to major gift officers who staff individual foundation committees.
- Provides guidance and leadership to the Strategic Planning Committee, in an effort to better align foundation activities with the strategic vision and transformational aspirations of the College. Acts as a liaison with the College to collect data necessary to implement and track Strategic Plan goals.
- Ensures the success of ongoing fundraising efforts at the \$6 million to \$10 million per year level. Provides leadership toward meeting the current comprehensive fundraising campaign goals, in collaboration with the MC Foundation Board of Directors, the Campaign Council, the Senior Vice President for Advancement and Community Engagement, and the development and alumni relations team.
- Develops relationships between persons of influence and the College and the foundation. Solicits influential leaders for financial support, advocacy, and involvement in board and other volunteer roles.



# Position Summary (continued)

- Involves the Montgomery College Foundation Board in the identification, cultivation and stewardship of donors and prospective donors.
- Manages 40 to 50 prospects personally. Makes five to seven visits per month with prospects of \$100,000 or more gift capacity.
- Matches prospective donors with institutional needs.

## College Leadership

### Duties include:

- Oversees four areas (development, alumni relations, donor relations, foundation finance) and leads a team of 20; directly supervises seven staff and provides effective supervision and guidance for the team.
- Provides career development opportunities for team members in support of their professional growth.
- Sets and implements annual and long-term fundraising goals in collaboration with the Senior Vice President for Advancement and Community engagement and staff.
- Monitors progress and evaluates results of the team's efforts.
- Collaborates with applicable college departments to assess the effectiveness of the foundation's work related to student access, completion, and post-completion success.
- Works with the Senior Vice President for Advancement and Community Engagement to complete the current \$50 million campaign by 2028. Leads, plans, and implements campaign efforts for major institutional needs, including scholarships, program enhancements, and emergency assistance.



# Position Summary (continued)

- Works closely with the communications team on messaging for campaign materials and donor events, including speeches by College leadership.
- Engages and involves the College President and Senior Vice President for Advancement and Community Engagement in the cultivation and solicitation of 25 to 30 influential leaders and prospects at the \$250,000-plus giving capacity level. Involves other senior leaders across the College in major gift solicitations of \$50,000 or more.
- Guides the development team in the creation of all meeting agendas and materials; develops viable major gift prospect list; develops relationships with philanthropic and business leaders in the community. Brings prospects to campus.
- Oversees the marketing and branding of campaign fundraising and annual giving materials in alignment with the College brand. Works with team in the creation of letters, proposals, and publications to persuade prospects to support College fundraising and program priorities.
- Works with the Director of Advancement Services on customer relations management (CRM) software system issues and implementation related to the engagement of donors, parents, alumni, and friends of the College and foundation.
- Coordinates with Director of Advancement Services on prospect research activities, wealth screenings, and feasibility studies.
- Oversees the management of the current financial database system with the Director of Foundation Finance.
- Oversees donor cultivation and stewardship, planned giving opportunities, and scholarship development.

## Financial Management, Foundation Finance, and Donor Stewardship

### Duties include:

- Assumes financial responsibility for the foundation and oversees the Director of Foundation Finance and the foundation finance staff with respect to budgeting, fundraising expenses, gift processing, etc.
- Ensures that all aspects of the foundation remain compliant with federal and state laws and regulations and with the policies and procedures of the foundation.
- Oversees all financial responsibilities and fiduciary management of foundation assets with the Director of Foundation Finance.



# Position Summary (continued)

- Oversees development events and communications that complement development identification, cultivation, and solicitation strategies through foundation receptions, scholarship luncheons, the *Foundation Focus* newsletter, etc.
- Coordinates direct marketing efforts of annual giving with alumni relations and communications efforts.
- Oversees the College operational budgets of the four reporting offices.

## Alumni Relations

### Duties include:

- Supports communications, events, and activities of the Montgomery College alumni office, which are led by the Alumni Relations Director.
- Works with the Alumni Relations Director to engage alumni through advocacy, volunteerism, philanthropy, and meaningful alumni programs that strengthen their connection to the institution.
- Works with the Alumni Relations Director on the recruitment and engagement of the Montgomery College Alumni Association Board of Governors.
- Aligns the efforts of the Alumni Association with the Montgomery College Foundation's work.
- Increases alumni participation in giving and volunteerism, and develops metrics for evaluating the work of the alumni relations office.
- Coordinates efforts between annual giving and alumni relations to increase support of students and college initiatives.



# Required Qualifications

- Bachelor's degree in related field required.
- Master's degree in field related to business, development, fundraising, nonprofit management, or a field where knowledge and skills are transferable is preferred.
- At least 10 years of experience in development with demonstrated success in the following areas:
  - Capital campaign planning and fundraising
  - Soliciting major gifts of \$100,000 or more
  - Annual giving
  - Planned giving
  - Donor stewardship and database management
  - Leadership and supervisory experience
- Expertise in major gift fundraising strategies and visits.
- Knowledge of laws governing foundations.
- Expertise in planning, organizing, and directing comprehensive capital campaigns.
- Ability to write convincing, persuasive and explanatory letters and proposals.
- Ability to make presentations to internal and external groups on campaign plans, fundraising efforts, and major College initiatives.
- Ability to communicate clearly both orally and in writing to the College community.
- Effective in working independently and collaborating with internal and external people.
- Ability to plan, implement, and conduct fundraising/foundation-related and alumni-related special events.
- Ability to manage staff and communicate effectively.
- High proficiency in software packages such as: Word, Excel, PowerPoint, Ellucian products, etc.
- Expertise in developing and maintaining relationships with current and prospective donors and community members.





# MC FOUNDATION

## Foundation Mission

Montgomery College Foundation provides critical financial and nonfinancial resources for advancing the Montgomery College mission to transform student lives and enrich the diverse communities it serves.

## Foundation Aspirational Attributes

The foundation vision reflects two overarching aspirational themes guiding our work in support of MC:

### Become a catalytic force

- Be transformational: achieve “big idea” impact.
- Embrace a model of innovation and entrepreneurship.
- Focus on business and community leadership engagement.
- Commit to philanthropic excellence, including stewardship.
- Support MC in carrying out the “public good.”
- Demonstrate a sense of urgency: “Do what we say we will do in timely manner.”

### Serve as influential resource to ensure student success

- Be scholarship-focused to address growing demand.
- Support MC “student completion” objectives.
- Assist MC in removing economic and social barriers.
- Embrace MC focus on diverse/vulnerable student populations.
- Help initiate and enhance innovative student support services.
- Balance access to quality education with resource constraints.

## Foundation Vision

The Montgomery College Foundation aspires to be an innovative partner in support of Montgomery College and its vision to serve as the community’s institution of choice to transform the lives of students in Montgomery County. It embraces its strategic roles as ‘funder,’ ‘ambassador,’ and ‘facilitator’ to champion equitable access and robust academic opportunities that will ensure student success.



# Montgomery College

Chartered in 1946, Montgomery College has served the community with distinction and achieved a position of national prominence. Montgomery College is located in Montgomery County, Maryland—a vibrant, diverse, and economically robust community of more than one million people, with immigrants making up about one-third of the population. The county is adjacent to Washington, D.C., and 30 miles south of Baltimore.

The College is governed by a 10-member Board of Trustees appointed by the governor of Maryland. Montgomery College serves nearly 45,000 credit and noncredit-seeking students on three campuses in Germantown, Rockville, Takoma Park/Silver Spring, and in our new East County Education Center. It also includes a collegewide Workforce Development and Continuing Education unit, training centers in Gaithersburg and Wheaton, a central administrative services center, community engagement sites, and other off-campus locations.

Montgomery College is a Minority Serving Institution (MSI), a Hispanic Serving Institution (HSI), and an Asian American and Native American Pacific Islander Serving Institution (AANAPISI). The College is highly visible in the community and enjoys extraordinary support from the Montgomery County government; local representatives of state government; educational, business, and civic leaders; its two foundations; alumni; and the general community. This support has been essential to Montgomery College's operation as a high-quality, affordable, and accessible higher education institution. The College is widely recognized for the quality and scope of its programs in the arts and humanities, business, engineering and science, developmental education, health sciences, many career areas, workforce development, and trades.

The College's Board of Trustees, composed of leading citizens of Montgomery County, provides effective stewardship for the College, including a record of positive, supportive relationships with its chief executive officer and responsiveness to both student and institutional needs.

## Affordable



**Save nearly 50%**

Compared to public four-year schools

## Supportive



**17:1**

Student-to-faculty ratio

## Welcoming



**#1**

Ranked most diverse community college in the continental US

## Flexible



**500+**

Online credit classes available

# Montgomery College (continued)

## OUR MISSION

Montgomery College is where students discover their passions and unlock their potential to transform lives, enrich the community, and change the world.

## OUR VISION

Montgomery College will serve as the community's institution of choice to transform the lives of students and Montgomery County.

## OUR VALUES

Equity and Inclusion

Excellence

Integrity

Respect

Innovation

Adaptability

Sustainability

## Campuses

The College has three campuses and an East County Education Center. The Takoma Park Campus opened in 1950 and was later renamed the Takoma Park/Silver Spring Campus when the west side of the campus was added in the early 2000s. The Rockville Campus opened in 1965, the Germantown Campus in 1978, and the East County Education Center in 2024.

The College's Germantown Campus, located in "DNA Alley," is home to the Bioscience Education Center and the Pinkney Innovation Complex for Science and Technology at Montgomery College, or PIC MC. The campus is a hub of education, business, and entrepreneurship, where industry partners co-locate and actively interact with faculty and students to achieve both educational and economic success. The campus also is home to the Center for Early Education, a member of the International Association of Laboratory Schools. In addition to having a county-run business incubator, Holy Cross Germantown Hospital is located on the campus. The College is the only community college to have a hospital on its campus. During spring 2021, the campus hosted a mass vaccination site in partnership with the state of Maryland and Montgomery County.



# Montgomery College (continued)

The Rockville Campus is the largest campus of Montgomery College, serving about 15,000 students each semester. The community of faculty, staff, and students enjoys academic and cultural programs that reflect the international flavor of an exceptional suburban campus. The campus has a state-of-the-art Science Center—with a dinosaur skeleton in its atrium—and recently opened the new Long Nguyen and Kimmy Duong Student Services Center. The campus also houses the Robert E. Parilla Performing Arts Center.

The Takoma Park/Silver Spring Campus is home to several modern facilities, including the Gwendolyn and Morris Cafritz Foundation Arts Center and the Cultural Arts Center, which support the county's vibrant arts community. The campus is also home to the Health Sciences Center, where nurses, sonographers, and surgical technicians along with many other allied health professionals receive education and training. The Catherine and Isiah Leggett Math Science Center opened to students in Spring 2024.

MC'S newest learning location, which opened for classes Fall 2024, is the East County Education Center (ECEC). The 55,193-square-foot space features classrooms, training labs, and student advising space, while offering both credit and noncredit courses. The new center is the first step in MC's expansion into East County and expects to serve more than 1,000 students in the first year.

## Fundraising

In the past eight years, Montgomery College and the Montgomery College Foundation have secured more than \$115 million in grants and philanthropic gifts. This includes almost \$85 million in federal and state grants from organizations such as the National Science Foundation, the U.S. Department of Labor, and the National Endowment for the Humanities, and approximately \$31 million from individuals, corporations, and foundations. Many of these awards are aimed at opening doors to in-demand jobs and closing skill gaps in key industry sectors. One of the largest was a multimillion-dollar grant to lead a consortium of community colleges to deliver cybersecurity degree and certificate programs.

## Partnerships

In addition to its academic partnerships with Montgomery County Public Schools (MCPS), the College and MCPS also partner to offer the Alternative Certification for Effective Teachers (ACET) program, a teacher preparation program for degree-holding professionals who wish to become teachers. The College has many organizational partnerships, which often address jobs skills needs in the Washington, D.C., area, in the sciences and other high-technology areas. Partner organizations include the Smithsonian Institution, the Library of Congress, the American Film Institute, the Marriott Corporation, health care providers, various biotechnology firms, and many others. The College's Paul Peck Humanities Institute has offered Smithsonian Faculty Fellowships for 23 years, most recently in a virtual format with the theme, "Humans and the Footprints We Leave: Climate Change and Other Critical Challenges."

# Application Process

## How to Apply

Greenwood/Asher & Associates is assisting Montgomery College in this search. Applications should consist of (1) a resume/curriculum vitae, (2) a cover letter (maximum five pages) addressing the candidate's interest in the position, qualifications, and narrative addressing the Opportunities and Challenges listed above in this Prospectus, and (3) a list of five references. **All applications submitted by Friday, October 18, 2024, will receive full consideration.**

Applications (resume/CV, cover letter, and five references) can be submitted in confidence to:

- Jeremy Duff, Vice President of Executive Search  
[jeremyduff@greenwoodsearch.com](mailto:jeremyduff@greenwoodsearch.com)
- Maggie Mayes, Senior Executive Search Consultant  
[maggiemayes@greenwoodsearch.com](mailto:maggiemayes@greenwoodsearch.com)

## Compensation and Benefits

Salary will be competitive and commensurate with qualifications and experience.

The Montgomery College benefits package includes generous paid vacation, sick leave, paid holidays, medical, dental, vision, group legal benefits, professional development, retirement plans, educational assistance, tuition waivers for employees and dependents, and wellness programming including onsite gyms, pools, and classes.





MONTGOMERY COLLEGE  
MAKE YOUR MOVE®

Access

**45,385**

students seek degrees, certificates, and training

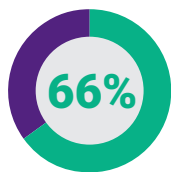
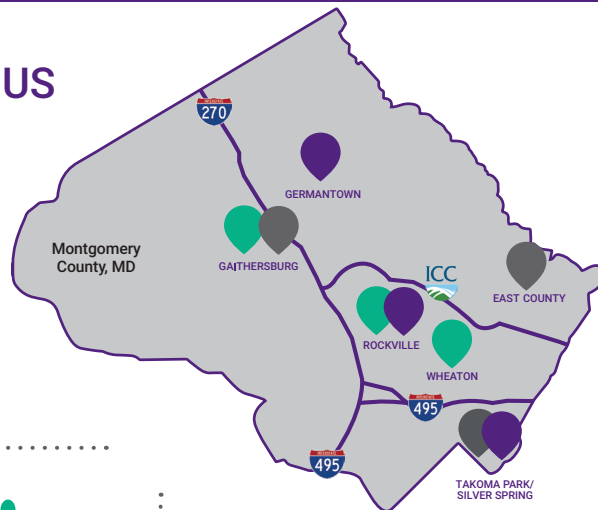
**79%**

students of color

WHERE YOU NEED US

- 3 campuses
- 3 training sites
- 3 community engagement centers

online



66% students attend part time



**24**

average age of degree-seeking student



**39**

average age of training/certificate-seeking student

**24%**

receive Federal Pell Grants (federal financial aid)

**\$27,238**

average household income of Federal Pell Grant recipients



start early

high school students can earn a diploma and a college degree at the same time

achieve your goal

MC Alumni



Carl Buch  
President  
Buch Construction



Sol Graham  
Founder  
Quality Biological, Inc.



Julie Verratti  
Founder  
Denizens Brewing Co.

choose your path

**144**

degree and certificate options prepare HVAC techs, nurses, engineers, teachers, lab bench workers, and scientists

**533**

transfer institutions including University of Maryland, Towson, Georgia Tech, and MIT

Opportunity



**\$5,394**

**Montgomery College**  
annual tuition and fees;  
approximately half the cost  
of University of Maryland

**open access**

high-quality,  
locally provided  
postsecondary education  
for all residents

**\$51M**

in scholarships,  
including  
Federal Pell Grants,  
distributed in 2021

**9**

**faculty members** named  
Maryland professor of the year

**in the classroom:**

subject matter  
and  
industry experts

**94%**

faculty with a master's  
degree or higher

**Alumni Fuel Montgomery's Economy**



**Shruti Mistry**  
**Team Lead for External Heart  
Rhythm and Rate Devices Team**  
Food and Drug Administration



**Alexander Camacho**  
**Systems Engineer**  
Leidos



**Rowda Muhammad**  
**Biomufacturing  
Associate**  
GlaxoSmithKline



**Dimitri Tselenchuk, Ph.D.**  
**Senior Scientist**  
Meso Scale Diagnostics, LLC



**Sadiksha Thapa**  
**Nurse**  
MedStar Georgetown  
University Hospital

“MC creates the homegrown talent who energize our economy. Each new hire—each new skill learned—is a success story because every wage earner contributes to the greater economy.”

—**James Muir III**  
Vice President  
Hughes Network Systems, LLC  
MC Alumnus



MCPS graduates  
who stay in state for  
college attend MC

**degree holders**  
**earn \$11,300 more**  
**per year,**  
on average, than  
Maryland high  
school graduates

**79%**

alumni stay in Montgomery County  
and enter the workforce

**\$1B**

MC adds to the county's economy



**MONTGOMERY COLLEGE**

240-567-5000 | [montgomerycollege.edu](http://montgomerycollege.edu)

Montgomery College is an academic institution committed to promoting equal opportunity and fostering diversity among its students, faculty, and staff.