

RH PERRY & ASSOCIATES
SEARCH COUNSEL TO HIGHER EDUCATION



Marywood
UNIVERSITY

EXECUTIVE SEARCH PROFILE
**VICE PRESIDENT FOR
UNIVERSITY ADVANCEMENT**



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Interactive

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The Opportunity

Marywood University seeks a strategic, visionary, and results-oriented executive leader to partner with the President and the Board of Trustees to lead the planning, implementation, and evaluation of a comprehensive university advancement program. The Vice President for University Advancement (VPUA) will join the President's Cabinet and lead a multidisciplinary team dedicated to fostering a campus-wide culture of philanthropy and engagement that supports the University's mission, strategic priorities, and long-term institutional sustainability.



The University



Overview

Marywood University serves a diverse and growing community of more than 3,000 students across its undergraduate, graduate, and doctoral programs. Grounded in the Catholic intellectual tradition and the charm of the Sisters, Servants of the Immaculate Heart of Mary, the University offers a personalized learning environment with a student-to-faculty ratio of 12:1. The faculty is highly credentialed, with approximately 87% of full-time members holding a Ph.D. or other terminal degree in their field. Marywood remains committed to access and affordability, with a significant majority of students receiving financial aid.

The University's academic portfolio is designed to meet the evolving demands of the modern workforce, offering over 80 degrees from the bachelor's to the doctoral level. A regional leader in professional education, Marywood is home to the area's only School of Architecture, a flagship program that has recently expanded to include a new degree in Architectural Engineering. These additions sit alongside other forward-looking programs in Artificial Intelligence (AI), Financial Crimes Investigation, and Construction Management. Furthermore, the University continues to grow its doctoral footprint; in addition to the Ph.D. in Strategic Leadership and Administrative Studies, Marywood is launching a new Doctor of Education (Ed.D.) program to equip the next generation of academic and organizational leaders.

A testament to its commitment to the health sciences, Marywood dedicated the Pascucci Family Health Sciences Pavilion in 2024. This state-of-the-art facility serves as a hub for interprofessional education, housing advanced simulation labs and learning spaces for Nursing, Physician Assistant, Respiratory Therapy, and Nutrition and Dietetics students. It stands alongside the existing O'Neill Center for Healthy Families to support the University's growing healthcare enrollment.

The University's impact extends far beyond campus, with a global network of 33,752 living alumni. This engaged community, combined with a significant investment in the physical plant valued at nearly \$150 million, underscores Marywood's stability and its enduring legacy in higher education.

Marywood University is fully accredited by the Middle States Commission on Higher Education. In addition, the University holds specialized accreditations for its professional programs, including Clinical Psychology (APA), Business (ACBSP), Nursing (CCNE), Social Work (CSWE), Nutrition and Dietetics (ACEND), Physician Assistant Studies (ARC-PA), and Speech-Language Pathology (CAA), ensuring that graduates meet the highest standards of professional practice.

Mission & Core Values



Mission

Marywood University, sponsored by the Congregation of the Sisters, Servants of the Immaculate Heart of Mary, roots itself in the Catholic intellectual tradition, the principle of justice, and the belief that education empowers people. The University integrates an enduring liberal arts tradition and professional disciplines to create a comprehensive learning experience. The undergraduate and graduate programs promote academic excellence, advance innovative scholarship, and foster leadership in service to others. Within a welcoming and supportive community, Marywood challenges individuals of all backgrounds to achieve their full potential and make choices based on spiritual and ethical values. Marywood University prepares students to seek sustainable solutions for the common good and educates global citizens to live responsibly in an interdependent world.

Core Values

In support of the mission, the Marywood University community actively espouses five core values:



Catholic Identity // The pursuit of truth, goodness, beauty, justice, and the common good within the context of the Catholic faith tradition and in dialogue and service with persons of diverse faiths and worldviews.

Respect // Honoring the uniqueness and dignity of each human person; demonstrating ethical and just interactions; and caring for the earth and all creation through a commitment to sustainability.

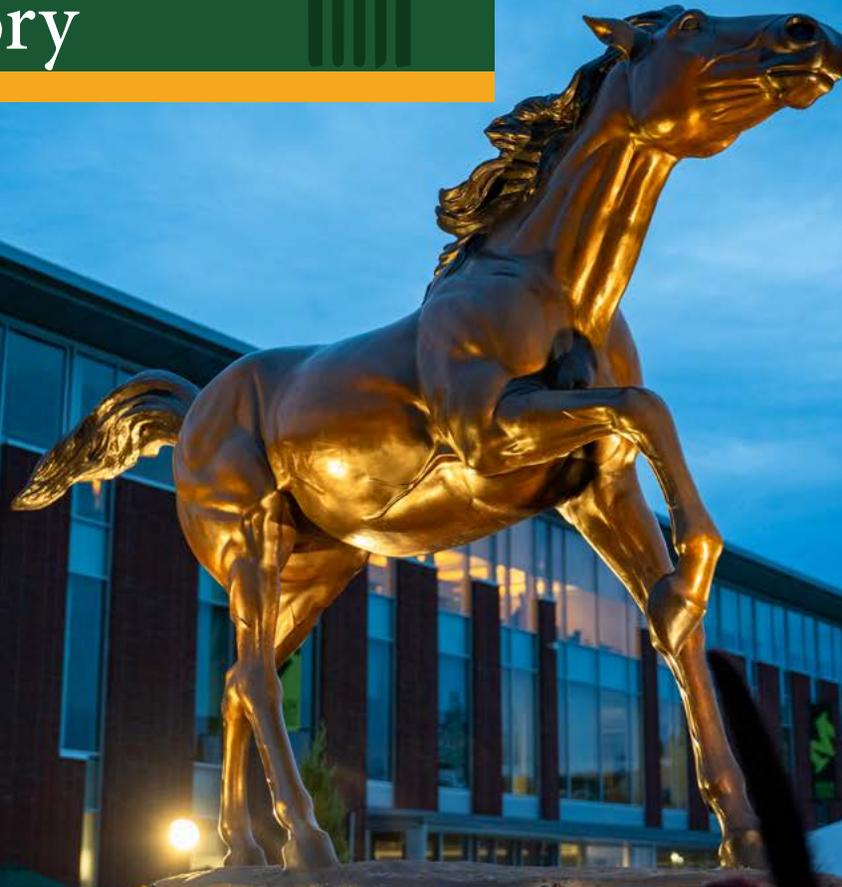
Empowerment // Access to education that enables all to achieve their full potential to live as conscientious citizens in a pluralistic society.

Service // A commitment to promoting social responsibility which fosters community engagement to meet real needs.

Excellence // Manifesting Marywood University's pursuit of the highest level of achievement in support of "Sanctitas, Scientia, Sanitas" (Holiness, Knowledge, Health).



History



Marywood University was established in 1915 by the Congregation of the Sisters, Servants of the Immaculate Heart of Mary (IHM). As the first college for women in Northeast Pennsylvania, the institution was founded on the conviction that education is a powerful tool for social change. While Marywood has evolved significantly, becoming fully co-educational in 1989 and achieving university status in 1997, it remains deeply rooted in the IHM core values of Catholic identity, respect, empowerment, service, and excellence.

For over a century, the IHM Sisters have guided the University's mission, with Sisters historically serving as presidents and key administrators. The institution has continuously adapted its governance to meet the needs of a changing world. In 2024, Marywood appointed its first lay president, Lisa Lori, Esq., signaling a new chapter that honors the IHM legacy while embracing broad professional leadership to guide the University's strategic future.

The University is organized into two primary colleges: the College of Health, Human Services, and the Sciences and the Reap College of Creative and Professional Studies. Marywood

has consistently pioneered new educational pathways in the region; it was the first local institution to offer doctoral degrees, currently distinguished by the Ph.D. in Strategic Leadership and Administrative Studies and the Psy.D. in Clinical Psychology. Additionally, the University is home to the region's first School of Architecture, which has recently expanded to include Construction Management.

Marywood's academic philosophy is enriched by centers dedicated to community engagement and social justice, including the Center for the Living City, the Center for Law, Justice, and Policy, and the Truth, Racial Healing, and Transformation (TRHT) Center - a nationally recognized initiative for racial equity.

Most recently, Marywood has solidified its reputation as a hub for the health professions with the 2024 dedication of the Pascucci Family Health Sciences Pavilion. This state-of-the-art facility features advanced simulation laboratories that foster interprofessional education, allowing students in psychology, nursing, respiratory therapy, and nutrition to train together in a collaborative, real-world environment.

Location



Marywood University is situated on a stunning 115-acre campus that serves as both an academic hub and a designated national arboretum. Located in the leafy, residential Green Ridge neighborhood of Scranton, Pennsylvania, the campus offers a serene environment that blends historic collegiate architecture with modern innovation.

Scranton, the county seat of Lackawanna County, is a revitalized city of approximately 76,000 residents known for its affordability and rich history as the “Electric City.” The region offers a vibrant cultural scene, including the Steamtown National Historic Site, and hosts professional minor league sports teams affiliated with the New York Yankees and Pittsburgh Penguins. As the gateway to the Pocono Mountains, the area is a haven for outdoor enthusiasts, offering year-round access to skiing, hiking, and lakes.

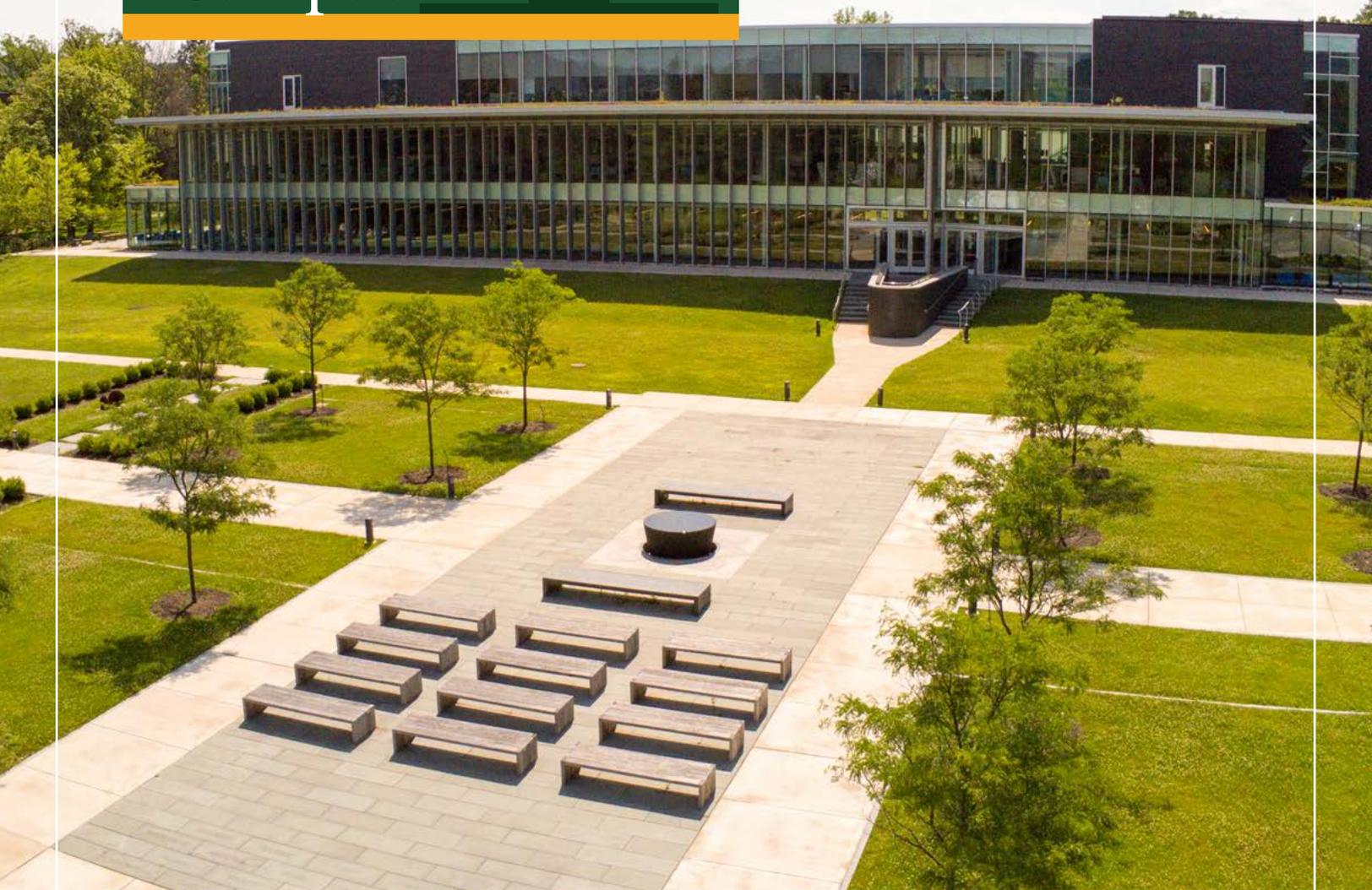
Strategically located for professional and personal travel, Marywood is just minutes from the Wilkes-Barre/Scranton International Airport. The University offers the best of both worlds: a safe, close-knit community with easy access to major



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metropolitan centers. New York City and Philadelphia are just a 2.5-hour drive away, while Washington, D.C., Boston, and Pittsburgh are all accessible within a few hours, making Marywood a central hub in the Northeast corridor.

Campus



Marywood University is situated on a scenic 115-acre campus in the historic Green Ridge neighborhood of Scranton, Pennsylvania. Officially designated as a national arboretum, the grounds offer a park-like setting featuring over 100 species of trees and shrubs, providing a serene backdrop for academic and student life.

The campus architecture is a striking blend of the traditional and the contemporary. The historic heart of the University is the Liberal Arts Center, crowned by the iconic Rotunda. This architectural centerpiece features a spectacular domed ceiling with murals painted by Roman artist Gionippo Raggi, symbolizing the University's enduring commitment to the liberal arts and its Catholic heritage.

In contrast, the Learning Commons represents the University's forward-looking vision. This state-of-the-art facility utilizes extensive glass to merge interior learning spaces with the

surrounding natural beauty. It houses a 21st-century library with collaborative study areas, and the university's radio and TV studios.

For students in the health professions, the newly dedicated Pascucci Family Health Sciences Pavilion stands as a hub of innovation. As an expansion of the Keith J. O'Neill Center for Healthy Families, it offers advanced simulation laboratories and interprofessional training spaces that mirror modern healthcare environments.

Student well-being is centered at the Center for Athletics and Wellness, an 84,000-square-foot facility that hosts the 1,500-seat Insalaco Arena. It features a premier Aquatics Center with an eight-lane pool, a 5,000-square-foot fitness center, a rock-climbing wall, and an elevated jogging track. This blend of historic charm, modern academic infrastructure, and top-tier recreational facilities makes Marywood's campus a uniquely supportive environment for personal and professional growth.



The Position



Marywood University invites applications for the position of Vice President for University Advancement (VPUA). This is a full-time, exempt, Cabinet-level executive appointment reporting directly to the President. As a senior executive officer and a member of the President's Cabinet, the VPUA provides strategic leadership and administrative oversight for a comprehensive advancement operation that includes major and principal gifts, annual giving, alumni relations, and corporate and foundation

relations. The successful candidate will serve as the President's chief advisor and lead gift officer, balancing executive leadership with the hands-on cultivation of leadership-level philanthropy to advance the University's mission and long-term sustainability. The VPUA leads a multidisciplinary team of advancement, grant, and corporate partnership professionals in a role defined by its commitment to fostering a campus-wide culture of philanthropy, stewardship, and institutional responsibility.



Opportunities



The next Vice President for University Advancement will inherit a program with a reputation for excellence and a stable, supportive infrastructure. The successful candidate will benefit from:

- New, energetic president leader who is eager to be highly active with donors and seeks a vice president who will advise her on stewardship and fundraising strategies that are aligned with institutional goals and strategic objectives.
- A strong donor base and a chance to strengthen relationships while at the same time significantly expand and diversify the donor base by leveraging new initiatives and strategies.
- Highly engaged faculty, staff, students, and alumni who are eager to tell Marywood's story and support advancement work through storytelling, outreach, and stewardship.
- Strong and committed board members who can be collaborative partners on the road with the president and VP.
- Recent \$30M capital campaign that resulted in new and expanded facilities and programs.
- A University with a great story to tell to donors about growth and mission.
- Expanded donor opportunities as Marywood opens new markets.
- Pennsylvania's centrality in politics and funding with strong potential for state/federal grants and infrastructure support.

The next Vice President for University Advancement should be prepared to:

- Navigate the competitive nonprofit and higher-ed fundraising environment comprised of many institutions and causes competing for limited philanthropic dollars.
- Demonstrate a willingness to be on the road visiting donors and cultivating relationships on behalf of the University.
- Lead the advancement efforts during a time in which Catholic higher education is under stress as an industry, with a complex landscape around student aid, nursing funding, and other mandates.
- Rebuild, re-energize, or restructure the advancement operation as needed to meet the University's goals.
- Engage with and enliven the alumni base.



Essential Duties & Responsibilities



Strategic Leadership & Governance

- Provide vision and leadership for the University's advancement strategy, ensuring full alignment with the institutional strategic plan and long-term financial goals.
- Serve as a member of the President's Cabinet, contributing to University-wide strategic planning and advising the President and Board of Trustees on advancement performance, campaign progress, and philanthropic trends.
- Foster a campus-wide culture of philanthropy, engagement, and stewardship while leading with integrity and a commitment to the mission of the IHM Congregation.

Fundraising, Grants & Campaign Management

- Lead the planning, execution, and successful completion of all fundraising campaigns and initiatives, including annual giving, major gifts, and special fundraising efforts.
- Direct major and principal gift strategies, personally managing prospect identification, cultivation, solicitation, and stewardship for leadership-level philanthropy.
- Provide executive oversight of foundation, corporate, and government grant strategies, ensuring proposal prioritization and alignment across academic and administrative units.
- Strengthen and expand corporate partnerships and sponsorships to support academic programs, student success, and other strategic priorities.

Alumni Relations & Engagement

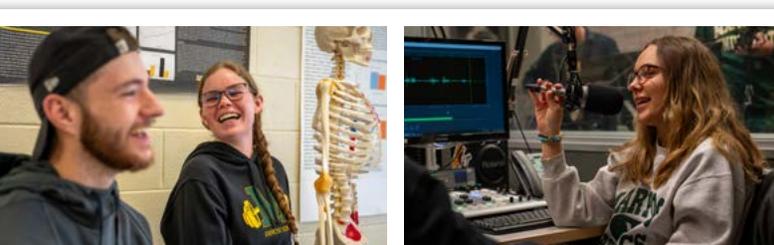
- Provide leadership for alumni relations programs designed to build and sustain meaningful engagement across diverse generations and geographies.
- Engage alumni as volunteers, ambassadors, and advocates to support the University's mission and institutional priorities.
- Oversee alumni events and volunteer leadership structures to ensure they are strategically aligned with the University's goals.

Advancement Operations & Stewardship

- Oversee advancement services, including data management, prospect research, and the use of CRM systems to support informed decision-making.
- Establish and monitor Key Performance Indicators (KPIs) to evaluate the effectiveness of advancement, grant performance, and return on investment.
- Ensure effective stewardship practices that demonstrate accountability, transparency, and compliance for all donors, grantors, and sponsors.
- Coordinate with Finance & Administration on grant budgeting, restrictions, and reporting to ensure institutional compliance.

Leadership & Administration

- Supervise and provide leadership for a multidisciplinary advancement team, focusing on the recruitment, development, and retention of high-performing professionals.
- Manage the division's budget and resources responsibly and in alignment with institutional priorities.
- Promote collaboration across all University divisions to advance shared fundraising, grant, and sponsorship goals.



Essential Duties & Responsibilities



Required Qualifications

- A Bachelor's degree from an accredited institution.
- Significant senior-level advancement or business development experience (approximately 10+ years) with a proven track record of securing major gifts, closing high-value deals, or generating significant revenue through strategic relationship management.
- Demonstrated success in major gift solicitation, capital campaign management, and the cultivation of leadership-level philanthropy.
- Proven success as a networker with a great, dynamic, and charismatic personality
- Proven ability to design and align fundraising strategies with institutional strategic plans and capital priorities.
- A deep understanding of and commitment to the mission of Catholic higher education and Marywood University's unique identity, with the ability to compellingly articulate faith-based priorities to donors.
- Strong experience in managing and developing multidisciplinary teams, evaluating staff performance, and building departmental capacity.

Preferred Qualifications

- A Master's degree or higher in a relevant field.
- While higher education experience is valued, the University highly encourages applications from sophisticated leaders in business development, corporate relations, or non-profit sectors who possess the relational agility to translate their success into a collegiate environment.
- Direct experience overseeing diverse advancement functions, including grant writing, alumni engagement strategies, and complex event management.
- Highly personable and authentic storyteller traits, with the ability to communicate institutional impact and needs to a wide variety of constituents.
- Politically and culturally savvy, with the ability to navigate complex landscapes and sensitive issues with patience and perseverance.
- Proven success as a visible and engaged campus leader capable of partnering effectively at the Cabinet level with the President and Board of Trustees.



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Application Procedures

Completed applications are due by **April 6, 2026**. To ensure full consideration, you will be required to submit: 1) a current resume or CV; 2) a cover letter addressing the position; and 3) the contact information for three professional references (a current or former supervisor, a current or former direct report, and a professional colleague). Submit your application securely through our website [here](#).

For further information, please contact:

Mr. Kevin Cavanagh
Senior Consultant
(646) 342-1700
marywoodvpua@rhperry.com

Dr. Michael Pressimone
Senior Consultant
(610) 927-7300
marywoodvpua@rhperry.com

RH Perry & Associates
206 East Chestnut Street
Asheville, NC 28801
(828) 785-1394
www.rhperry.com

RH Perry Policy

RH Perry & Associates is committed to the highest standards of professionalism in all dealings with candidates, sources, and references. We fully respect the need for confidentiality and assure interested parties that their background and interests will not be discussed without their consent.

Marywood Univeristy Policy

Marywood University “honors the uniqueness and dignity of each human person” (Core Values of Marywood University, Respect). The University declares and affirms a policy of equal educational and employment opportunity and nondiscrimination in its educational programs and all other activities that it operates both on and off University property. Marywood is committed to maintaining a comfortable, healthy and safe learning, living and working environment for all members of the Marywood community. Marywood does not condone and will not tolerate discrimination, harassment, or assault based on race, sex, color, national origin, age, creed, religion, disability, marital status, citizenship, genetic information, military/veteran status, use of a guide or support animal, or any other characteristic protected by applicable federal, state, or local law. These are explicit civil and legal applications of the formulation of religious beliefs already cherished in Marywood University’s Mission, Core Values, and practices.

marywood.edu