Senior Vice President for Advancement
Virginia Polytechnic Institute and State University (Virginia Tech)
Blacksburg, Virginia

THE SEARCH

Virginia Tech, a premier public research university dedicated to excellence in education, research, and engagement, seeks a dynamic and visionary leader. Reporting directly to the President, the Senior Vice President for Advancement will provide strategic leadership that builds on Virginia Tech's record of outstanding performance and achievement. As a CASE 50-designated organization, the university's aligned and integrated advancement model comprises development, engagement, and marketing and communications, with dual reporting relationships across academic colleges and other university units.

The Senior Vice President fosters a culture of philanthropy aligned with the university's strategic priorities, driving the momentum needed to reach a $500M annual fundraising goal. The role requires a seasoned professional with the demonstrated ability to manage high-performing teams in a large and complex higher education environment, foster relationships with diverse stakeholders, and secure major philanthropic support. Committed to Virginia Tech's public land-grant mission and its guiding ethos, *Ut Prosim* (That I May Serve), the Senior Vice President collaborates closely with the President, Board of Visitors, and university leadership to advance institutional priorities and enhance philanthropic engagement.

Serving as a key member of the President's Cabinet and President's Council, the Senior Vice President works to strengthen Virginia Tech's national and international profile, align advancement strategies with university goals, and deepen relationships with internal and external stakeholders. This includes serving as Executive Vice President of the Virginia Tech Alumni Association Board of Directors, playing an active role in the Leadership Council of Boards, and engaging alumni volunteers and university leaders to support strategic priorities. The Senior Vice President serves as an ex-officio director on the Board of the Virginia Tech Foundation, and liaison to the Foundation's Development and Nominating Committee.

Reporting Relationship
The Senior Vice President for Advancement reports to the University President, Tim Sands, and will serve on the President's Cabinet and President's Council. The Senior Vice President will oversee a growing and dynamic organization of approximately 340 centralized and embedded advancement professionals, including six direct reports, which include the Vice President for Advancement and the Vice President for Marketing and Communications.

KEY RESPONSIBILITIES

Strategic Leadership
- Lead the advancement division through an established 10-year comprehensive, multi-year fundraising, engagement, and communications growth model that drives philanthropic contributions from today's $250 million annual level to a $500 million level, drawing on support from individuals, corporations, foundations, and other sources. This includes reaching ambitious yet achievable goals, securing resources for key funding priorities, and executing targeted cultivation and solicitation strategies.
- Provide strategic counsel and support for the President, establishing a strong working relationship that maximizes efforts in the development of philanthropic support. Assist in the transition of university leadership and administration, as appropriate.
- Work closely with the President, Executive Vice President and Provost, Executive Vice President and Chief Operating Officer, deans, vice presidents, athletics director, and other senior leaders to identify fundraising priorities, participate in strategic planning, and develop collaborative strategies in support of the university's priorities, initiatives, and opportunities.
- Implement best practices and continuously assess existing programs, including annual giving; principal, leadership, and major gifts; planned giving; corporate and foundation relations; and alumni engagement; prospect research; relationship management; stewardship; marketing and communications; and identify opportunities for improvement and innovation.
- Utilize data analytics to track progress toward goals, measure the effectiveness of programs, and inform strategic decision-making. Provide regular reports to the President, Board of Visitors, and other key stakeholders.

Fundraising and Development
- Cultivate, solicit, and steward a select group of principal and transformational gift prospects
- Provide vision and active leadership to the principal and major gift team in their work to secure major, principal, and transformational gifts
- Provide leadership to LINK: Center for Advancing Partnerships team in their work to provide university-level support to deliver engagement and philanthropic opportunities for companies and foundations.
- Ensure effective coordination of advancement efforts across the university system, aligning college- and unit-level priorities with institutional goals. Facilitate collaboration among academic and administrative leaders to maximize fundraising opportunities.
- Lead the planning and execution of comprehensive fundraising campaigns. This includes setting campaign goals, developing campaign messaging, and managing campaign resources.
- Represent the university at external events and cultivate relationships with key stakeholders, including donors, community leaders, and industry partners.

Engagement
- Serve as the Executive Vice President for the Virginia Tech Alumni Association Board of Directors.
- Play an active role in the continuing development of the Leadership Council of Boards.

- Serve as ex-officio Board Director for the Virginia Tech Foundation Board, serving as liaison for the Development and Nominating Committee.
- Recognize the important role alumni play in the long-term success of Virginia Tech by fostering collaboration between university administration and the Virginia Tech Alumni Association, Leadership Council of Boards, and other alumni volunteers.
- Develop and implement strategies to enhance and sustain alumni engagement and participation in philanthropic giving, volunteer opportunities, and other forms of support. Foster strong relationships with alumni networks and organizations.
- Cultivate and steward relationships with the Board of Visitors, Alumni Association, Foundation Board, and other key volunteers. Engage them in fundraising and engagement activities.

Marketing and Communications

- Collaborate closely with the Vice President for Marketing and Communications, who reports jointly to the President and Senior Vice President for Advancement, to ensure a cohesive and compelling institutional narrative that supports advancement goals. This includes oversight of WVTF RadioIQ, a non-commercial educational public radio station that can be heard across all of Virginia. It is owned by the Virginia Tech Foundation and operated by Virginia Tech within the Advancement division.
- Oversee the development and execution of impactful and aligned marketing and communications strategies across all university-, college-, and unit-level platforms.

Management and Team Leadership

- Provide leadership, management, and mentorship to a large team of advancement professionals. Foster a culture of collaboration, innovation, and high performance.
- Assess the effectiveness of the current organizational structure and make recommendations for improvements. Recruit, hire, and develop talented staff.
- Oversee the budget for the Advancement division, ensuring responsible and efficient use of resources.
- Establish clear performance goals and metrics for the advancement team.
- Foster a positive and inclusive work environment that upholds the university's Principles of Community.

DESIRED QUALIFICATIONS AND CHARACTERISTICS

Required Qualifications

- An advanced degree and extensive experience in a collaborative, integrated, and aligned university advancement model
- A proven track record of success in leading and managing large, complex organizations
- A demonstrated ability to cultivate and steward relationships with diverse constituencies
- Exceptional communication, interpersonal, and presentation skills
- Strong strategic thinking and problem-solving abilities

CONTACT INFORMATION

The Search Committee will begin reviewing candidates immediately and will continue until the position is filled. For best consideration, all applications, nominations, and confidential inquiries should be submitted by March 15, 2025. Applications should include a resume. Cover

letters are welcome but optional.

Applications, nominations, recommendations, or confidential inquiries should be made to:

Lisa. J. Wilkes, Ph.D., Office of the President
email: svpsearch@vt.edu Phone: 540-231-6231

If you are an individual with a disability and desire an accommodation, please contact:

Eleanor Webster, Office of the President
email: pres_office@vt.edu Phone: 540-231-6231

Virginia Tech does not discriminate against employees, students, or applicants on the basis of age, color, disability, sex (including pregnancy), gender, gender identity, gender expression, genetic information, ethnicity or national origin, political affiliation, race, religion, sexual orientation, or military status, or otherwise discriminate against employees or applicants who inquire about, discuss, or disclose their compensation or the compensation of other employees or applicants, or on any other basis protected by law.

For inquiries regarding non-discrimination policies, contact the Office for Equity and Accessibility at 540-231-2010

APPENDIX

UNIVERSITY BACKGROUND

Dedicated to its motto, *Ut Prosim* (That I May Serve), Virginia Tech takes a hands-on, engaging approach to education, preparing scholars to be leaders in their fields and communities. Founded as a land-grant institution in 1872, Virginia Tech is Virginia's most comprehensive university and a leading research institution as well as one of the nation's senior military colleges. With more than 2,500 instructional faculty, Virginia Tech offers more than 280 undergraduate and graduate degree programs to more than 38,000 students. Of those students, 80 percent are undergraduate students, and 20 percent are graduate students. Fifty-seven percent are male, and 43 percent are female. Virginia Tech is ranked 7th in the nation for number of engineering graduates, 53rd in the nation on the National Science Foundation Rankings by Total R&D Expenditures. Its operating budget for 2024-25 is $2.27 billion and its endowment is approximately $1.95 billion.

The university offers more than 110 bachelor's degree programs and over 120 master's and doctoral degree programs through its nine academic colleges: Agriculture and Life Sciences, Architecture, Arts, and Design, Engineering, Liberal Arts and Human Sciences, Natural Resources and Environment, Pamplin College of Business, Science, Virginia-Maryland College of Veterinary Medicine and the Virginia Tech Carilion School of Medicine.

UNIVERSITY LEADERSHIP

Virginia Tech is led by Timothy Sands, the university's 16th President, who reports directly to the Board of Visitors. Cyril Clarke, Executive Vice President and Provost, and Amy Sebring, Executive Vice President and Chief Operating Officer, lead the academic and administrative areas, respectively.

Leadership:
Office of the President
Virginia Tech's Executive Leadership Teams
President's Council
Senior Vice President for Advancement
Office of the Executive Vice President and Provost
EVP & Provost Staff
EVP & Provost Organizational Chart
Office of the Executive Vice President and Chief Operating Officer

STRATEGIC PLANNING AND STRATEGIC CHANGES

Mission Statement

Inspired by its land-grant identity and guided by its motto, Ut Prosim (That I May Serve), Virginia Tech is an inclusive community of knowledge, discovery, and creativity dedicated to improving the quality of life and the human condition within the Commonwealth of Virginia and throughout the world.

Core Values

- Virginia Tech embraces four core values:
- Diverse and Inclusive Communities
- Knowledge and Innovation

- Opportunity and Affordability
- Excellence and Integrity

Strategic Priorities

Based upon its motto, vision, mission, core values, and comprehensive research land-grant identity of research and discovery; teaching and learning; and outreach and engagement, the Virginia Tech community identified four strategic priorities that include:

- Advance Regional, National and Global Impact
- Elevate the Ut Prosim (That I May Serve) Difference
- Be a Destination for Talent
- Ensure Institutional Excellence

These pillars support the university's overarching aspirations of:

Virginia Tech Advantage, the commitment to ensure the full educational experience to all students regardless of financial need, through expanded scholarship support for in-state students, support for experiential learning such as study abroad and paid internships, and support for mentoring, advising, food insecurity, and emergency funds.

Virginia Tech Global Distinction, the commitment to expand our international prominence through impactful research and attracting and empowering the most talented faculty, staff, students, and partners.

President Tim Sands identified the two overarching priorities to mobilize the university community, and Senior Vice President for Advancement Charlie Phlegar responded in kind with a $500 million, 10-year fundraising goal for Virginia Tech Advantage, and a comparable goal for Virginia Tech Global Distinction as university leaders shape the initiative. Both priorities are embraced by Executive Vice President and Provost Cyril Clarke and all academic deans.

Virginia Tech Principles of Community

Virginia Tech is a public land-grant university, committed to teaching and learning, research, and outreach to the Commonwealth of Virginia, the nation, and the world community. Learning from the experiences that shape Virginia Tech as an institution, we acknowledge those aspects of our legacy that reflected bias and exclusion. Therefore, we adopt and practice the following principles as fundamental to our on-going efforts to increase access and inclusion and to create a community that nurtures learning and growth for all of its members:

We affirm the inherent dignity and value of every person and strive to maintain a climate for work and learning based on mutual respect and understanding.

We affirm the right of each person to express thoughts and opinions freely. We encourage open expression within a climate of civility, sensitivity, and mutual respect.

We affirm the value of human diversity because it enriches our lives and the university. We acknowledge and respect our differences while affirming our common humanity.

We reject all forms of prejudice and discrimination, including those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. We take individual and collective responsibility for helping to eliminate bias and discrimination and for increasing our own understanding of these issues through education, training, and interaction with others.

We pledge our collective commitment to these principles in the spirit of the Virginia Tech motto of Ut Prosim (That I May Serve).

THE ADVANCEMENT DIVISION

At A Glance
- The next Senior Vice President for Advancement will join a best-in-class, high-momentum organization encompassing development, alumni engagement, and marketing and communications.
- In the last 10 years, Virginia Tech's Advancement division has doubled new gifts and commitments (NGC) from $100 million to maintaining over $200 million raised for four consecutive years. The division aims for a 3-year NGC average of $300 million this decade.
- The undergraduate alumni giving rate doubled from 9% in 2016 to 22% in 2022, driven by strategic initiatives like Giving Day, small gift integrations, and a reimagined Senior Class Gift Program.
- The Boundless Impact campaign (2019–2027) aims to raise $1.872 billion and engage 120,000 alumni; as of December 2024, it had reached $1.75 billion and nearly 108,000 engaged alumni.
- Long-term alumni growth trends uniquely position the division for increased philanthropic potential, with the number of alumni over 80 expected to grow tenfold in a generation.
- Virginia Tech's 2017 rebranding, supported by accessible resources and a collaborative structure between central marketing and communications and academic colleges and units, has significantly elevated the university's national and global presence, evidenced by a 124% increase in national media placements from 2017 to 2024.
- Virginia Tech earned CASE 50 membership in 2023, recognizing top advancement operations, a testament to the division's success under outgoing leader Charlie Phlegar.
- Since its 2015 creation, the Advancement division has built a highly collaborative, matrixed structure that integrates college and unit leaders to drive engagement, relationship management, and strategic messaging across the university.

Virginia Tech Board of Visitors
The Board of Visitors of Virginia Tech is a public corporation that serves as the governing authority for the university. The corporation is under the control of the General Assembly of the Commonwealth of Virginia. The Board of Visitors is composed of 14 members, 13 of whom are appointed by the Governor. As public trustees, the members of the board have the responsibility for the continuing operation and development of the institution as a state land-grant university, and for the evolving policies within which it must function. The most important responsibility of the Board is to ensure that the university's educational and research programs effectively meet the evolving needs of Virginia's citizens within the mission of the institution. The board is charged

with the care, preservation, and improvement of university property and with the protection and safety of students.

Virginia Tech Alumni Association

The Virginia Tech Alumni Association is a nonprofit, 501(c)3 corporation founded in 1875. The mission of the association is to support alumni programs and services, facilitate communication between alumni and Virginia Tech, and leverage the resources, talents, and initiatives of alumni and friends in a way that will keep them supportive, involved, and interested in the future of Virginia Tech. The organization serves all alumni and students through engagement, communication, advocacy, and enrichment and innovation, with strategic alignment to Virginia Tech's core values and advancement mission. Since 2023, the board has grown in size and structure to better align to and support the presidential priorities, drawing on the deep expertise of engaged alumni who want to serve the university.

Virginia Tech Foundation

Virginia Tech Foundation Inc. (VTF) is a nonstock corporation established in 1948 for the sole purpose of managing Virginia Tech's endowment and real estate portfolio. VTF exists and operates as a separate, independent entity with its own officers and governing board — managing, investing, and distributing private resources to advance Virginia Tech's mission and its strategic priorities. VTF shares two distinct priorities with the university: Virginia Tech Advantage and Virginia Tech Global Distinction. For more information, please visit: https://www.vtf.org

Enrollment (fall 2024)
- More than 38,000 students
- 80 percent undergraduate; 20 percent graduate
- 57 percent male; 43 percent female

Admissions
- 52,365 applications for the fall 2024 first-year class, the fourth consecutive year for a record number of applications, signaling sustained demand for a Virginia Tech education
- 3.5 percent increase in applicants identified as first-generation college students

Academics
- 110+ undergraduate majors
- Comprehensive range of colleges
- 120+ master's and doctoral degree programs
- Graduate School, Virginia-Maryland College of Veterinary Medicine, Virginia Tech Carilion School of Medicine
- Learn more about special academic programs, including the Honors College, studying abroad through the Global Education Office, and support for international students.

Faculty
- 2,575 instructional faculty members (both full and part-time)
- 76 percent of faculty are tenured or tenure-track
- Fall 2023 student to faculty ratio: 13 to 1

Research
- Top 6 percent of universities in the nation for research expenditures

- Ranked No. 54 in the National Science Foundation's Higher Education Research and Development Survey
- Over $450 million in extramural research expenditures in FY24, surpassing the goal of $410 million two years earlier than planned
- 145 invention disclosures, 26 license deals, and $89 million in corporate and foundation philanthropy in FY24
- 230 acres, 40 buildings, and 220 companies housed in the Virginia Tech Corporate Research Center

Athletics
- Strong athletic tradition in the Power 4 Atlantic Coast Conference
- Passionate fan base for Hokie football in Lane Stadium, where the 66,000 seats regularly sell out
- Solid men's and women's basketball programs, with the women reaching the 2023 Final Four
- Full complement of 20-plus varsity athletics programs with a commitment to compete and succeed in the NIL era. Learn more at HokieSports.

SUSTAINABILITY

Virginia Tech serves as a model community for a sustainable society. Sustainability is an integral part of the fabric of the university as it pursues enhanced economic stability and affordability, diversity and inclusion, environmental stewardship, expansion of knowledge, and education of future leaders. Virginia Tech strives to be a leader in campus sustainability and was 1 among The Princeton Review's top "Green Colleges" for 2021. The pursuit of sustainability is achieved through Virginia Tech's administration; physical environment and operations; student life and experience; campus culture and behavior; and academic learning, discovery, and engagement. The Sustainability Office and the university's Climate Action Commitment guide this pursuit.

MAIN CAMPUS LOCATION AND LOCAL CULTURE

Situated on a plateau between the Blue Ridge and Allegheny mountains, Blacksburg is continually ranked as one of the best places in the United States to live and for small business and careers. Home to about 45,000 residents and ample attractions, it is a town that perpetually earns its good reputation. With abundant leisure activities, a reasonable cost of living, safety, moderate climate, and award-winning services, Blacksburg is known nationwide as a well-managed, forward-looking community.

Founded in 1798, Blacksburg is rich in history and offers a vibrant culture. Resting in Montgomery County, Blacksburg has a delightful downtown, paved with wide red-brick sidewalks and lined with Victorian streetlamps and park benches. Unique stores, art galleries, and eclectic restaurants are ready for exploration.

Outside magazine named Blacksburg as one of the top 10 places to live in the country because of its proximity to some of the best hiking, camping, rafting, golfing, climbing, and caving in the region. Venture Out is Virginia Tech's outdoor recreation program. From the Appalachian Trail to the Washington-Jefferson National Forest, Blacksburg has much to offer.

In 2024, the university teamed up with the town of Blacksburg, the town of Christiansburg, and Montgomery County to launch the [Partnership for Progress](#) to develop a shared vision for the future of the region.

Blacksburg at a glance:

- **Safe:** The nationally accredited [Virginia Tech Police Department](#)operates 24 hours a day and provides full police service to the university community.
- **Welcoming:** Blacksburg residents gave the highest ratings to their town's appearance, openness, and acceptance, as well as its many cultural opportunities, safety, and low crime rate in the National Citizens Survey.
- **Connected:** Award-winning [Blacksburg Transit](#) provides town-wide public transportation at a reasonable cost and a game-day shuttle for football and basketball games.
- **Wired:** As a high-tech, professional environment, Blacksburg is one of the most "wired" communities in America.

CAMPUSES AND FACILITIES

With 250,000 living alumni and students who have come to Tech from every state and more than 100 countries, Virginia Tech is [rooted in many places](#).

Blacksburg
Virginia Tech's main campus in Blacksburg has 2,600 acres, 221 buildings, an airport, Lane Stadium, Cassell Coliseum, the [Moss Arts Center](#), an adjacent [research park](#), and a 1,800-acre [agriculture research farm](#). As the university meets the global demands of the future, the Blacksburg campus is constantly adapting to fulfill learning and research needs. See [a list of all buildings on Virginia Tech's Blacksburg campus.](#)

Roanoke
The New River and Roanoke valleys are linked more tightly than ever thanks to collaborations among Virginia Tech, [Carilion Clinic](#), and other partners. Roanoke is the home to the university's ninth college, the [Virginia Tech Carilion School of Medicine](#) and the adjoining [Fralin Biomedical Research Institute (FBRI) at VTC.](#) Both are part of the VTC Health Sciences and Technology Campus in the Roanoke Innovation Corridor. Since its founding in 2010, FBRI has experienced unprecedented growth: doubling its enterprise and lab facilities in Roanoke, while also investing in brand-new laboratories on the Children's National Research & the Innovation Network in the greater Washington, D.C., metro area. The city is also home to [Virginia Tech Roanoke Center](#), the [Virginia Tech Center for Organizational and Technological Advancement](#), and the [Hotel Roanoke & Conference Center](#), which is owned by the [Virginia Tech Foundation](#).

Greater Washington, D.C., Metro Area
With facilities, faculty, graduate degrees, and research in the region since 1969, Virginia Tech has a long history in the greater Washington, D.C., metro area and is rapidly expanding its network. The university offers 45 graduate degree and certificate programs and has facilities in several Northern Virginia locations. These include: [The Virginia Tech Research Center-Arlington,](#) which is the Northern Virginia home of the [Nation Security Institute](#) and the [Commonwealth Cyber Initiative](#); The [Washington-Alexandria](#)

Architecture Center; The Marion duPont Scott Equine Medical Center in Leesville; and the Occoquan Watershed Monitoring Laboratory in Middleburg.

In 2025, the university opened the Virginia Tech Innovation Campus Academic Building One, an 11-story building that will advance research, education, and partnerships in AI, intelligent interfaces, quantum science, and next-generation technology. The campus's strategic location in Alexandria positions Virginia Tech to unite industry, government, and academia in dynamic project-based learning and research to shape the way emerging technologies influence society, driving a new era for the greater Washington, D.C., metro area's tech ecosystem. Academic Building One will unlock the power of our faculty and students to solve the world's most pressing problems through technology. Whhnorsile plans for the new site were announced in November 2018 as part of the Commonwealth of Virginia's successful bid to attract Amazon's HQ2 to Northern Virginia, business leaders in the area stress that the impact of the Innovation Campus will far exceed meeting the campus's goals to grow the tech-talent pipeline.

Across the Commonwealth, Virginia Tech has facilities in and offers courses to residents of Abingdon, Richmond, Virginia Beach, and Newport News, where there is a Tech Center Research Park, a fusion of the best of today's research parks and innovation districts. Additionally, there are Virginia Cooperative Extension offices in every county in the state and an 1,800-acre agriculture research farm near the main campus.

Switzerland
The Steger Center for International Scholarship in Riva San Vitale is home to several study abroad programs for students.

For more information about Virginia Tech, please visit https://www.vt.edu/