

**POSITION: Vice President for Development**

**HEBREW UNION COLLEGE - JEWISH INSTITUTE OF RELIGION**

**היברו יוניון קולג - מכון למדעי היהדות**

**INSTITUTION:**

**LOCATION: New York City**

(with frequent travel including Cincinnati, Los Angeles and Jerusalem)

**WEBSITE: HUC.edu**

**BACKGROUND:**

Hebrew Union College-Jewish Institute of Religion (HUC-JIR), the nation's first institution of Jewish higher learning, was founded in 1875 and serves the needs of the 1.5 million North American Reform Jews in over 900 synagogues and hundreds of educational and community organizations. As rabbis, cantors, Jewish educators, Jewish not-for-profit leaders and scholars, HUC-JIR's alumni/ae serve in Jewish leadership roles around the world, as religious thinkers, innovators and educators. The institution plays a unique and vital role in shaping the future leadership of the Reform Judaism movement in North America.

Hebrew Union College-Jewish Institute of Religion is a global seminary and university of graduate studies offering a wide variety of academic and professional programs. In addition to its Rabbinical School, the College-Institute includes Schools of Sacred Music, Education, Graduate Studies and Jewish Non-Profit Management. The Jerusalem campus offers the Year-in-Israel Program for students from abroad, an Israeli Rabbinical Program, and serves as a significant academic center for the Progressive Movement in Israel. HUC-JIR currently enrolls a collective total of 500 students among its four campuses, located in Cincinnati, New York, Los Angeles and Jerusalem.

The College-Institute has a 2009-10 annual operating budget of approximately \$32 million and an endowment with a current value of \$105 million, and recently completed a successful campaign to raise more than \$135 million in endowment and annual giving. There is a short-term campaign underway to raise an additional \$30 million in endowment funding. The College-Institute generally raises a total of \$17-20 million in cash and pledges in any given fiscal year.

HUC-JIR has now engaged a consulting firm to conduct a development audit, to be followed by a feasibility study.

The institution has experienced recent significant financial challenges and has made

appropriate adjustments to maximize resources, including budget cuts and phased retirement plans, to meet the challenge. The board and leadership of the College have participated in a strategic planning process and have adopted a blueprint for the future.

#### **THE OPPORTUNITY:**

The Vice President for Development will have the opportunity to help have an impact on the life of the Reform Jewish community of North America. He/she will work with a President who has demonstrated success as a willing and engaged fundraiser and with a group of savvy, committed and involved lay leaders.

The Vice President will be expected to engage the entire HUC-JIR community— President, board, academic and administrative leadership, faculty, staff, students, alumni and current supporters—to create and nurture a robust, sustainable institutional development program that supports institutional priorities.

#### **REPORTING RELATIONSHIPS:**

The Vice President for Development reports to the President, Rabbi David Ellenson. Reporting to the Vice President for Development is a multi-campus team that currently comprises (at the national level) the Director of Institutional Giving; Manager, Information Services; and Research Assistant (most in the national office in New York); The Director of Development, Western Region (Los Angeles); the Director, Development and Public Affairs, Central Region (in Cincinnati, currently vacant); the Director, Development, Eastern Region (New York), and their respective staff.

The Vice President will work closely with the Board of Governors (the international board with ultimate fiduciary responsibility for the institution) as well as with the Boards of Overseers (the four regional boards, each affiliated with a campus). He/she will also work closely with the academic and administrative leadership for each campus.

#### **SPECIFIC EXPECTATIONS AND RESPONSIBILITIES:**

The Vice President for Development is expected to:

- 1 Develop specific development strategies and goals with the President, and campus/division leadership teams (vice presidents, deans and program directors).
- 2 Participate in the identification of institutional priorities and create compelling funding/naming opportunities that support these priorities.
- 3 Build programs and strategies to marshal the full resources of the institution to create and foster an ongoing culture of philanthropy.
- 4 Design and implement strategies to identify new prospective donors and create an engagement plan to cultivate and solicit their financial support.
- 5 Create a methodology to foster collaborative working relationships with

congregational leadership. Develop and articulate a compelling rationale for individual congregants with capacity to support HUC-JIR.

- 6 Work with the President, Board members, vice presidents, deans and other appropriate parties to prepare/train/support their major gift cultivation and solicitation activities.
- 7 With the President, solicit board members for their financial support.
  - Develop a strategy to most effectively involve the President to cultivate and close significant gifts.
  - Serve as a front-line fundraiser, cultivate and solicit a portfolio of major gift prospects.
  - Oversee the entire range of development activities, as appropriate to the goals of the program, including but not limited to corporate and foundation giving, planned giving, annual fund, special events, web-based fundraising, etc.
  - Continue and enhance the significant progress already made toward \$30 million endowment campaign. Work with leadership to plan for future campaigns—annual, capital, scholarship, endowment or other.
  - Participate in the identification, recruitment and education, stewardship and solicitation of new board members.
  - Manage the Public Relations team to ensure that marketing/communications programs support and advance development goals.
  - Track, anticipate and respond to trends in philanthropy to best position the institution's ability to take advantage of emerging trends.
  - Institute best practices in development to ensure that the institution is competitive in the philanthropic market.
  - Teach, challenge, motivate, inspire and lead the multi-campus development team to accomplish goals and objectives set forth by strategic development plan for the institution.

#### **IDEAL CANDIDATE QUALIFICATIONS:**

The ideal candidate will be an experienced leader in the field of institutional development and will have/bring:

##### **Education**

- 1 An advanced degree is preferred.

##### **Experience**

- 2 Demonstrated record of success leading the growth and advancement of the development program in a major academic or other not-for-profit setting.
- 3 Knowledge about and commitment to best practices in the field of development, including technology.
- 4 Experience in/deep understanding of the North American Jewish community, personally, professionally or both. Specifically, an understanding of congregational life and the structure and opportunities available within the Reform movement.

- 5 Experience in a higher education or other academic setting.
- 6 Sophisticated thinker—able to craft a nuanced case for support and messages that are compelling to potential donors.
- 7 Strategic—able to create and implement a broad-based strategy to engage the entire HUC-JIR community to create a short- and long-term robust, sustainable development culture.
- 8 Experience working successfully with chief executive, chief academic and other institutional leaders.
- 9 Understanding of and ability to work effectively with volunteer leadership and a board of directors.
- 10 Front line major gift experience. The ability to identify, cultivate and solicit six- and seven- figure gifts (and beyond).
- 11 The ability to understand and match the needs and objectives of prospective donors with the development goals of HUC-JIR.
- 12 An understanding of the synergy between development and marketing; familiarity with social networking and other current trends and tactics.
- 13 Judgment and experience required to create a strategy that engages the President, vice presidents, deans, board and others at the appropriate levels.
- 14 Experienced manager of people—the willingness and ability to serve as an advocate for the development department, institution-wide.

#### **Personal Qualities**

- 1 Energetic, positive, “can do” approach.
- 2 Temperament and commitment to work in partnership with academic leadership, alumni and others who are in a position to help advance the institution’s development efforts.
- 3 Well-developed interpersonal skills required to work effectively with the President, board leadership, vice presidents, deans, faculty, staff, alumni, students, donors, community leaders, and others.
- 4 Consultative, collaborative approach—flexible, sensitive, a good listener.
- 5 A motivator and developer of people. The maturity and credibility needed to serve as a mentor to staff and colleagues.
- 6 Able to inspire and rally people at all levels around a common goal.
- 7 Polish, presence and ability to represent HUC-JIR to its multiple constituencies.
- 8 Creative, innovative, resourceful—able to maximize resources and results.
- 9 Passion for the HUC-JIR mission.

#### **COMPENSATION:**

Compensation will be competitive and commensurate with experience and accomplishments.

**CONTACT:**

HUC-JIR has retained Howe-Lewis International and Storbeck/Pimentel & Associates to conduct this search in a unique partnership arrangement. While you should feel free to contact directly the representatives of either firm with inquiries, nominations and expressions of interest, Storbeck/Pimentel & Associates will be coordinating the search process and confidential candidate files.

**Esther Rosenberg or Patty Greco  
Partner**

**Co-Managing Directors  
Principal**

**Howe-Lewis International  
LLC**

**100 Park Avenue – 34<sup>th</sup> Floor  
Suite 6000**

**New York, NY 10017**

**(212) 697-5000**

**HUC@howe-lewis.com**

**Shelly Weiss Storbeck, Managing**

**Susan VanGilder, Associate**

**Storbeck/Pimentel & Associates,**

**1400 North Providence Road –**

**Media, PA 19063**

**(703) 865-8817**

**S.VanGilder@StorbeckPimentel.com**