VICE PRESIDENT FOR DEVELOPMENT AND ALUMNI ENGAGEMENT SEARCH PROSPECTUS
Founded in 1883, Stetson is a top-ranked, comprehensive university known for academic rigor and active citizenship.

As Central Florida’s first private university, it enrolls more than 4,400 students at its three locations: a historic campus in DeLand, between Daytona Beach and Orlando; its College of Law campus in Gulfport near St. Petersburg and Law Center in downtown Tampa.

At its core, Stetson is a community with a deep commitment to learning and values. Faculty, staff and alumni create an environment that nurtures students’ intellect, opens them to new possibilities, and gives them the space and resources to develop holistically as free thinkers, leaders and innovators.

Toward this end, and as a dynamic and diverse reflection of its communities, Stetson champions the respectful, constructive exchange of ideas and viewpoints. It places high value on preserving, building and restoring the connections that celebrate individuality and uplift us all.

The university’s steadfast commitment to teaching and learning means that it has maintained its 13:1 student-to-faculty ratio even as it has increased undergraduate enrollment 47.6 percent since 2010, in a period of dynamic institutional growth.
"The incredible gift of Stetson University is the opportunity to form one-on-one relationships. Within a university of this size, not only was it possible to make friends with classmates but also to form lasting relationships with professors who not only teach but guide. It was life changing for me to have someone listen and really understand what made me tick, what I was truly passionate about. For me, that was a professor who helped me understand how I could take the joy I found in surfing, combine it with my ever-deepening concern for the environment and turn it into a career."

— Lauren Hill ’08, surfer, writer and environmental activist
Beyond the classroom, world-readying initiatives engage Stetson students in immersive research and creative performances, in internships where they hone their skills and networks, in leadership roles, study abroad and in partnership projects that improve communities. This mix of high-impact, experiential learning develops in students the competencies that future employers and society require.

Stetson embraces its ability as an institution of higher learning to harness wisdom, spur progress and set the example. Linking its campuses is a shared commitment to social justice, environmental sustainability and other forms of social responsibility that inspires students to address complex challenges with imagination, heart, analysis and resolve.

The university is often recognized for civic engagement, service-learning and its community partnerships. Representing a new generation of leaders, students university-wide devoted more than 130,000 hours of service to their communities through pro bono work, the Bonner Program and Stetson’s Center for Community Engagement as well as other projects.

Financial investments in abiding and emerging endeavors have breathed new life into the university and support strategies that help Stetson position itself to remain competitive, relevant and distinctive in an ever-changing landscape.

Since 2010, Stetson’s endowment has grown 156% to $353 million. Its Beyond Success - Significance comprehensive campaign concluded in 2019, surpassing its goal of $200 million. Institutional and donor support have provided resources that support technology, faculty learning, and an array of curricular and co-curricular programs in a vibrant campus environment where students flourish.

Students benefit from the cascading effects of the Stetson experience – one that transforms them into global, socially responsible citizens who go beyond their personal success to achieve a life of significance.
STETSON UNIVERSITY

MISSION & VALUES
The mission at Stetson University is to provide an excellent education in a creative community where learning and values meet, and to foster in students the qualities of mind and heart that will prepare them to reach their full potential as informed citizens of local communities and the world.

EXTERNAL RECOGNITION
Stetson ranks No. 4 among the Best Regional Universities (South) and No. 2 among the Best for Veterans Regional Universities by U.S. News & World Report (2021). It is also recognized on U.S. News regional lists for Best Value and Best Undergraduate Teaching.

Stetson values the development of the whole person committed to engaging and building lifelong connections with the larger world through Personal Growth, Intellectual Development and Global Citizenship. To that end, the university fosters policies, practices, and modes of inquiry to support and explore these values areas.

U.S. News (2021) ranks Stetson’s College of Law No. 1 for Trial Advocacy (23 times at No. 1 in 25 years) and No. 3 for Legal Writing (consistently among the top since the ranking’s inception in 2005).

$306,000,000
Total University Endowment*
(As of Sept. 30, 2020)

64.2%
Six-year Graduation Rate

76.2%
Undergrad Retention Rate

3.3
Average GPA of Fall 2020 class

53%
Of first-year students in top 25% of graduating class

34%
Student Body Diversity

Stetson is one of Money’s Best Colleges, among the Princeton Review’s Top 386 Colleges (2021) and one of College Magazine’s Top 10 Pet-Friendly Universities.
A Timeline of Recent Achievements

The past few years at Stetson have been historically busy — from welcoming the largest incoming class to the DeLand campus in 2015 to the naming this spring of three new deans.

The changes have coincided with the university’s Strategic Map for 2014 to 2019 and its overarching goal of establishing Stetson as a university of choice for “innovative approaches to tackling complex challenges.”

**2015**

- Stetson welcomes its largest incoming class to date (1,073), achieving a goal of 3,000 undergraduate students in DeLand a year earlier than planned. Stetson Law welcomes 919 students and retains its top trial-advocacy ranking.
- *U.S. News & World Report* ranks Stetson No. 8 in its annual “10 MBA Programs with the Most Diversity.”
- Stetson’s Institute for Water and Environmental Resilience is established. The Institute focuses on water and environmental research and public policy.

**2016**

- Stetson is the only college/university nationwide to receive the President’s Higher Education Community Service Honor Roll recognition “with distinction”— cited in all four categories of the honor roll for the second consecutive year.
- Stetson’s Department of Education is awarded accreditation by the Council for the Accreditation of Educator Preparation for seven years.
- To respond to the need for additional housing and residential programming, the Community Catalyst House program launches in what were single-family homes owned by Stetson. Stetson Palms and Stetson Oaks open, featuring apartment-style student housing off campus. Housing for the Lambda Chi Alpha fraternity also expanded.

**2017**

- Stetson graduates its largest class, with 879 students, eclipsing the 2016 total of 830.
- Student-athletes who entered Stetson in 2010 graduate at a rate of 91 percent, according to the NCAA’s Graduation Success Rate Report.
- Stetson receives the Collegiate Engagement Hunger Hero Award from Feeding Children Everywhere.

Donald Payne becomes the first Hatter to sign with an NFL team in the modern era, training initially with the Baltimore Ravens and later moving to the Jacksonville Jaguars.

Noel Painter, Ph.D., is named Executive Vice President and Provost. Previously, Painter served as interim provost and a faculty member in the School of Music.
History

New York entrepreneur Henry A. DeLand, who helped establish the city of DeLand in 1876, founded the university as DeLand Academy. Later, in 1889, the school’s name was changed to honor its benefactor, hat manufacturer John B. Stetson. DeLand Hall (at right) was built in 1884 and is the oldest building in Florida used continuously for education.

Stetson’s Community Education Project is awarded a $210,000 grant to expand classes for incarcerated men in Tomoka Correctional Institution, as well as begin offering college credit for courses in the fall. The prison education program receives statewide attention as a result of these efforts.

The David and Leighan Rinker Center for International Learning presents Stetson’s first annual Global Citizenship Symposium, developed with the goals of providing education, support and opportunities for activism around topics of global significance.

Cici and Hyatt Brown (above), longtime Stetson University trustees and supporters, announce an $18 million donation — the largest single gift in the university’s history — for the enhancement of health and science education.

Michèle Alexandre, J.D., a leading civil rights scholar, becomes the next dean of Stetson University College of Law, and its first African American dean.

In February, Stetson President Wendy B. Libby, Ph.D., Stetson’s ninth president, announces her decision to retire in June 2020 after 11 years in the top leadership role. Libby is Stetson’s first female president.

A ribbon-cutting ceremony in January marks the official re-opening of the fully renovated and expanded Carlton Union Building (CUB). Under renovation for two years, the project expanded the 1950s-era building by 48 percent to 84,320 square feet, and provides a larger dining hall and kitchen, coffee shop, bookstore, post office, WHAT Radio station, SGA offices, Student Lounge and Faculty/Staff Lounge.

Christopher F. Roellke, PhD, becomes the 10th president of Stetson University.

From the onset of COVID-19 in March 2020 through today, Stetson never closed.

Stetson continued teaching and learning online. Hybrid classes were added and many students continued in-person instruction with appropriate safety measures. In August 2020, students returned for the fall semester, which ended at Thanksgiving, and more students returned in Spring 2021. There has not been a single incidence of COVID-19 transmission in a classroom setting. Stetson plans to return to in-person classes on campus in Fall 2021.

Safer Stetson provides more insight into Stetson’s handling of the pandemic.

Find out more about Stetson University’s history

STETSON UNIVERSITY
Planning and Finances

POSITIVE OPERATING OUTCOMES

For the fiscal year ending June 30, 2020 - and consistent with prior years - Stetson University (including both DeLand and the College of Law) achieved positive operating results.

$130 Million Annual Operating Budget

$306 Million Endowment As of Sept. 30, 2020

FINANCIAL LINKS

Approved Budget 2020-2021

Audited Consolidated Financial Statements

Bond Ratings
S&P A- Stable
Moody’s A3 Stable

2019-2020 REVENUE

- Tuition and Fees
- Gifts and Grants
- Endowment
- Educational Services
- Auxiliary Services

2019-2020 EXPENDITURES

- Compensation
- Educational Services
- Auxiliary Services
- Facilities and Utilities
- Debt Services
- Contingency
Stetson University is an independent, private university governed by a self-perpetuating Board of Trustees. As a collective body, the trustees hold the authority and responsibility to ensure the fulfillment of the institution's mission, are ultimately responsible for the university's fiscal health, and select and appoint the president. Each college or school has a board of advisers.

Stetson is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS) to award bachelor’s and master’s degrees in the College of Arts and Sciences and School of Business Administration; bachelor’s degrees in the School of Music; and Juris Doctor, Master of Jurisprudence and Master of Laws degrees in the College of Law.

Degrees and Governance

Accreditations

$34,793
Average Undergraduate Tuition Aid Package 2019-20

$49,140
Undergraduate Tuition 2020-21

$45,580
Law Tuition 2020-21
Growth and Facilities

A GROWING CAMPUS

In 2015, Stetson University announced the Beyond Success – Significance campaign, with a goal of raising $200 million. A portion of that campaign, nearly $40 million, was aimed at improvements to the physical environment.

MARSHALL AND VERA LEA RINKER WELCOME CENTER

Starting in 2016, a number of new or improved facilities opened their doors to the community and guests, including the three-story, brick-and-glass, $7 million Marshall and Vera Lea Rinker Welcome Center. The center houses Admissions and Enrollment Management, as well as a one-stop service area for students, including the Registrar, Bursar, Financial Planning, and Career and Professional Development.

VETERANS LAW INSTITUTE AND VETERANS ADVOCACY CLINIC

In October 2018, the College of Law cut the ribbon on its newest renovation, the Veterans Law Institute. The facility houses the Veterans Advocacy Clinic, which provides free legal assistance.
CARLTON UNION BUILDING (CUB) RENOVATION AND EXPANSION

One of the largest projects on campus, the $32 million renovation and expansion of the Carlton Union Building was completed in January 2019. The project nearly doubled the size of the facility to more than 84,000 square feet. The CUB highlights Stetson’s commitment to environmental sustainability from its design and construction to ongoing functional practices including solar panels. As part of the renovation, the student Revolving Green Fund and Environmental Fellows installed 231 solar panels on the roof to generate energy and offset the facility’s carbon footprint.

SANDRA STETSON AQUATIC CENTER

In February 2019, the university opened the Sandra Stetson Aquatic Center. The $7 million, two-story facility on nearby Lake Beresford is home to Stetson’s men’s and women’s rowing teams, the Institute for Water and Environmental Resilience, and research facilities for the Environmental Science and Studies Department.
Stetson is a vibrant intellectual community where learning and values meet to educate the whole person. In bringing together learning and values, the university encourages all of its members to cultivate academic inquiry, demonstrate personal integrity, commit to active forms of social responsibility, develop an appreciation for the spiritual dimension of life, and embrace leadership in an increasingly complex world.

The university emphasizes an education grounded in liberal learning with practical experiences infused in its programs, culture and community. In fact, because of our academic merit and scholarly distinction in the liberal arts and sciences, Stetson was the first private university in the state of Florida to be awarded a chapter of Phi Beta Kappa. Stetson’s liberal education fosters in students critical and creative thinking, problem solving, and the ability to see the world from multiple perspectives. It creates an inclusive environment that stimulates open, honest discourse.

Based on essential learning outcomes for a 21st century college education (outlined in the AAC&U’s Liberal Education and America’s Promise initiative), Stetson’s curriculum delivers broad knowledge of human culture and the natural and physical world as well as in-depth inquiry into a major field of study. Every undergraduate student completes a capstone experience (an original research project, recital, artistic work or portfolio).

“\textit{The key to educational excellence lies not in the memorization of vast amounts of information, but rather in fostering habits of mind that enable students to continue their learning, engage new questions, and reach informed judgments.}”

— Association of American Colleges and Universities, College Learning for the New Global Century
VALUES DAY
A day of reflection, community and action is dedicated to the university’s core values of personal growth, intellectual development and global citizenship.

STETSON SHOWCASE
This daylong celebration of achievement fosters an appreciation for academic excellence at Stetson. Student presenters share their original research, projects, portfolios and performances.

THE HONORS PROGRAM
Stetson’s Honors Program, founded in 1956, is the oldest program of its kind in the Southeast. It provides a select group of students academically enriched, uniquely integrated and intellectually stimulating experiences that extend well beyond the classroom.

Faculty, who are true teacher-scholar citizens, challenge and support, question and empower, involve and motivate their students. They emphasize linking and synthesizing ways of knowing and doing, and importantly, focus on transferable intellectual and practical skills—such as communicating effectively, working cooperatively, and behaving ethically and responsibly—that prepare graduates for meaningful lives and work.

The university attracts bright, highly motivated students who are passionate about engaging with and improving their communities. They are inquisitive, thoughtful, intellectual and creative.

The close and collaborative student-faculty relationships that evolve open wide the world and challenge students to make a difference in it.

Students graduate from Stetson and go on to rewarding careers and advanced study in selective graduate and professional programs.

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13:1
Student-Faculty Ratio

94%
Of Full-Time Faculty
Hold a Terminal Degree

107
Areas of Study

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The College of Arts & Sciences is devoted to 21st century liberal learning and committed to excellence in its main undergraduate divisions — the humanities, natural sciences, social sciences, and education — and in its graduate programs. College faculty members come from premier graduate programs and are distinguished in their respective fields as active researchers and scholars.

A college distinction is the required senior project in every major; students undertake endeavors appropriate to their field of study, and many present finished products at regional and/or national conferences or venues. A growing number of students in the sciences have received nationally competitive NSF-sponsored Research Experience for Undergraduates summer fellowships.

At the heart of the college’s general education curriculum lies a radically integrated writing core; and, through an extraordinary range of experiential learning opportunities, students make practical connections between the classroom and local, regional and global communities.
tetson’s School of Business Administration offers innovative and personal learning experiences that use the latest techniques and technologies to keep pace with the ever-changing business landscape.

AACSB-accredited in business and accounting at undergraduate and graduate levels, the school has recently expanded its international offerings and highlights the development of student professional competencies. All student majors must complete two Experiential Learning Requirements (ELRs), such as an internship, study abroad or campus leadership experience.

Stetson faculty embrace the teacher-scholar model, equally emphasizing sound pedagogy and discipline-specific research.

Building on an innovative business core of interdisciplinary courses, signature programs exist in entrepreneurship (Joseph C. Prince Entrepreneurship Program), professional sales (Centurion Sales Program) and investments (Roland George Investments Program).

School of Business Administration
Founded in 1900 as Florida’s first law school, Stetson University College of Law enjoys national preeminence in trial advocacy and legal writing, with highly successful trial team, moot court and dispute resolution programs.

Based in Gulfport, Florida, since 1954, Stetson Law leads the nation in blending legal doctrine with practical training and provides hundreds of externship opportunities. It is internationally recognized for leadership in biodiversity law, elder law, higher education law and policy, international law, legal communication, social justice advocacy and veterans advocacy.

Students receive careful mentoring from exceptional professional faculty who are authors, lawyers and leaders in their fields as well as involved in influential leadership organizations such as the American Bar Association.

Law students’ ratings of student advising (academic and career) at Stetson are significantly higher than Stetson’s peer and aspirant schools (LSSSE 2017).

Stetson graduates include prominent attorneys, judges, CEOs and advocates for positive change, whose contributions to the practice of law have improved the human condition.
Florida’s first music school, the Stetson University School of Music is recognized throughout the state for its graduates’ influence on K-12 education and nationally for its music academic preparation, performance degree outcomes, and choral and instrumental ensemble performances.

In a distinctly undergraduate-only program, students benefit from individual training and daily engagement with diverse and artistically active faculty.

With a strong instrumental program and nationally renowned vocal program — as well as a special emphasis placed on touring and

School of Music

**DEGREE PROGRAMS**

- Music
- Music with Business
- Music Composition
- Music Education
- Music with Outside Field
- Music Performance
- Music Technology
- Music Theory

**STUDENT PERFORMERS & PERFORMANCES**

- 12 music ensembles (bands, choirs and orchestras)
- 350 music majors and minors
- 200+ concerts and recitals in 2019-2020
- 450 student musicians in ensembles (pre-COVID 19)
The duPont-Ball Library subscribes to the belief that libraries today must be change agents and learning incubators that foster collaboration and exploration. Over the years, Stetson’s library has expanded to encompass various forms of literacy: information, visual, financial and technological. Librarians advance teaching and lifelong learning, collaboration and innovation through library services, information resources, technologies and facilities.

To meet the contemporary academic library mission of active involvement in teaching and learning, Stetson librarians explore the ways in which students learn and implement strategies that best support their academic development. They also partner with academic departments to design technology-infused curricula so that the next generation of college graduates succeed and thrive in a technology-driven, fast-paced global economy.

Stetson’s award winning Innovation Lab is one example of such work. Students and faculty propose research projects that determine the direction the lab takes, the equipment bought and the resources supported.

The duPont-Ball Library

AT-A-GLANCE

The library houses 200,000 print books and provides access to approximately 200,000 e-books and 160,000 e-journals. It serves 3,000 students and 300 faculty.

The library also offers a strong collection of scores, CDs, and streaming audio and video subscriptions; special collections; an extensive digital archive; numerous computer workstations and wireless access points; the Writing Center with peer tutors; and the Hollis Family Student Success Center.
Student Engagement

Stetson offers students hundreds of opportunities to get involved, hone their leadership skills and follow their passions.

Students form a vibrant Hatter community where learning extends beyond the classroom and into co-curricular activities that include intramural and club sports, academic fraternities, interest- or demographic-specific clubs and groups, Greek life, student government, media, international learning and more.

With an emphasis on maintaining a safe and respectful community, the university fosters active student engagement that improves students’ academic performance and satisfaction with their Stetson experience.

Students on both campuses choose from a wide array of organizations, lectures, competitions and wellness programs. They become involved in alternative spring break travel experiences, an active Student Bar Association and numerous other activities.

Compared to students at organizational and regional peer institutions (NSSE 2017), Stetson seniors are:

17% more likely to have worked with a faculty member on a research project
16% more likely to report Stetson encouraging attendance at campus activities and events
14% more likely to have had discussions very often with people of a race, ethnicity or religion other than their own
Stetson’s Athletics program competes at the highest level of collegiate sports with 429 participating scholar-athletes.

Offering 17 NCAA Division I sports, Stetson is a member of the Pioneer Football League and the Metro Atlantic Conference (rowing) as well as the ASUN Conference for all other sports.

Stetson’s mascot is “John B.,” named after the university’s benefactor, John B. Stetson. The university’s colors are green and white, and its athletics teams are called “Hatters.”

Stetson Athletics focuses on five core values: Championship Culture, Integrity, Excellence, Pride/Tradition and Leadership.

In 2017-18, a total of 180 Stetson student-athletes made the ASUN Honor Roll. Additionally, in May 2018, the NCAA’s multiyear Academic Progress Rate report for all Division I athletics teams nationwide showed that nearly all of Stetson’s NCAA Division I sports performed well above the minimum threshold.

Recent competition highlights:
- Stetson Baseball at the NCAA Super Regionals
- Stetson Beach Volleyball ranked No.7 nationally
- Stetson Football finished 8-2, Coach Roger Hughes, Ph.D., was named PFL Coach of the Year

Athletics generates national exposure for Stetson alongside other Division I institutions in its conferences.

DIVISION I SPORTS
- Men’s Baseball
- Men’s Basketball
- Men’s Cross Country
- Men’s Football
- Men’s Golf
- Men’s Soccer
- Men’s Tennis
- Women’s Basketball
- Women’s Beach Volleyball
- Women’s Cross Country
- Women’s Golf
- Women’s Lacrosse
- Women’s Rowing
- Women’s Soccer
- Women’s Softball
- Women’s Tennis
- Women’s Volleyball

120+ Student Organizations
378 Students in 15 Club Sports
21% Participating in Greek Life
Community Engagement

Community involvement is an integral part of the Stetson experience, as 71% of Stetson undergraduates work to affect change through meaningful service (compared to a national average of 54%, NASCE 2018). The university is locally, regionally and nationally recognized for its partnerships and engagement with its communities.

Multiple academic partnerships exist with area schools, hospitals, businesses and other organizations. Stetson also hosts a poverty and homelessness conference for leaders and educators; addresses water and other environmental concerns; advocates for veterans; offers a community school of music; and assists lower-income residents with their tax returns.

Since 2005, the Bonner Program has been one of Stetson’s strongest catalysts for student-led community transformation and social justice. Bonner students work with community partners to address complex challenges such as poverty and homelessness through service internships.

More at stetson.edu/su-engage
Central Florida

Stetson’s historic campus is in DeLand, Florida, which has received numerous awards for its eclectic and exciting downtown, including being named one of the best small towns in America by CNN. There are plentiful shops, restaurants, festivals and live music, all within easy walking distance of the campus.

Stetson is 30 minutes from Daytona Beach, New Smyrna Beach and the Canaveral National Seashore. The campus is an hour north of Orlando and the attractions of Disney World, Universal Studios and SeaWorld. The Space Coast, home to Port Canaveral and Kennedy Space Center, are over an hour away from Stetson. The Central Florida area also has some of the most beautiful natural attractions, including freshwater streams, rivers, lakes and unique natural springs. Just over two hours west are the Gulf Coast, Tampa and St. Petersburg.
Summary of the Position

Stetson University seeks inquiries, nominations and applications for the position of Vice President for Development and Alumni Engagement. Located in beautiful DeLand, Florida, Stetson University is the oldest private university in the state, recognized for providing its students with a superior liberal arts education and its profound commitment to student success and academic excellence. As a result, Stetson alumni and parents form a community that takes great ownership of, and is deeply committed to, the University and its future.

Stetson has seen a decade of growth, change and resource augmentation and now, under the new leadership of President Christopher Roellke, Ph.D., Stetson University stands ready to bring the kind of attention and make the investment needed to bring the development program to the level of the best contemporary development operations. In June 2019, Stetson completed a comprehensive campaign that exceeded its $200 million goal. With an energetic new president, Stetson has an opportunity to build on this success by engaging its alumni, friends and parents more fully in the life of the institution, as well as to immediately plan for continual and increased philanthropic activity and building the University’s endowment.

The new vice president will be dedicated to Stetson’s mission and values and will, in particular, be a champion for the liberal arts and strategic professional preparation. The vice president serves as the chief development officer for the University and advises the president and other senior-level leaders on all development matters. As a key member of the president’s senior leadership team, the vice president participates in strategic planning and works collaboratively with leadership across the institution to support key academic and University priorities, initiatives and opportunities. A superior ability to think strategically at the institutional, departmental and individual prospect levels is of the utmost importance.

Stetson seeks a collaborative, forward-thinking and goal-oriented development leader with a robust track record as a major/principal gift fundraiser and manager of a sophisticated
fundraising operation, who will play a leadership role in future comprehensive campaigns of considerable size and ambition.

The University’s strong reputation for intellectual rigor and individualized attention provides a solid base for expanding its reach and further engaging its alumni and donor base. Stetson strives for a diverse and inclusive community and calls on an entire campus—student, faculty and staff—to shape that journey. Stetson seeks a vice president who has substantial leadership and management acumen and commitment to diversity, equity and inclusion, and the ideal candidate will have successfully led or had a major leadership role in development or advancement programs for at least 10 years, with a substantial proportion of that experience in the service of one or more institutions of significant complexity and accomplishment. As would be expected, superior communication and relationship-building skills are required, with an advanced degree preferred. A facility with data and an approach that uses information technology to drive strategy is required. The vice president will be an inspirational team builder with the capacity for embedding development best practices within institutional values and aspirations. The successful candidate will serve as an encouraging manager and mentor capable of bringing further cohesion to a department of eager, committed and engaged development professionals.

The Stetson University community stands poised to build upon a long and successful history of uniting in support of the University’s goals. Its new vice president for development and alumni engagement will play a central role in leading the University to a new era of attainment and excellence.

To submit a nomination or express personal interest in this position, please see Procedure for Candidacy at the end of this leadership profile.
Role of the Vice President for Development and Alumni Engagement

The vice president is responsible for providing overall leadership for the comprehensive development efforts at Stetson University. As the University’s lead fundraiser, this individual manages a development operation that seeks financial support from individuals, foundations and corporations. As a senior officer of the University, the vice president contributes to the formulation and communication of institutional priorities and strategic plans.

Additionally, the vice president collaborates closely with the president, provost, vice presidents, deans, the faculty, and alumni to build philanthropic support for key educational, research and campus-life priorities to meet the needs of students, to support the faculty in their educational and research endeavors and to maintain the University’s facilities.

Specific duties and responsibilities include but are not limited to the following:

- **Leadership and management:** Provide the development team with innovative, energetic and strategic leadership. Develop staffing and budget plans to meet the mission of the office and to plan for the future. Recruit, train and develop staff both as representatives of the University as well as in the profession. Develop a strong sense of teamwork and establish an environment of mentoring and support. Provide regular communication with staff.

- **President’s senior leadership:** As a key member of the president’s senior leadership team, the vice president participates in strategic planning and works collaboratively with leadership across the institution to support key academic and University priorities, initiatives and opportunities.

- **Partner with the president:** Provide active counsel and support for the president, establishing a strong working relationship with him that maximizes the efforts in the development of private support. Demonstrate alignment with the University leadership and mission. Partner with the president to work in close concert with the chair of the University’s board of trustees to ensure the optimal involvement and impact of the members of the board within the development program.
• **University collaboration:** As the head of development, collaborate with other offices and departments on effective communication strategies in order to meet the University’s strategic goals. Develop and maintain effective relationships with internal stakeholders (deans, faculty, administrators, current students and staff) and educate and inform internal stakeholders of development strategies and tactics. Collaboration with the College of Law in Gulfport, Florida is especially important.

• **Manage prospect and donor relationships:** 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 transformative gifts. Develop plans and resources to strengthen the University’s base of fundraising volunteers and strategies to improve individual giving, particularly among alumnae and friends.

• **Broaden the scope of prospective donors:** Broaden the reach of the University’s relationships with prospective donors on the national and international front to expand the scope of sustained, meaningful engagement among a larger percentage of Stetson alumni. Engage with and cultivate recent graduates as a pipeline for the future. Work with faculty to increase and support their development efforts and capabilities, to enhance collaboration across campus, to cultivate the next generation of major donors and to nurture loyal and supportive alumnae.

• **Enhance alumni engagement:** Recognize the important role of alumni engagement and how this plays in the long-term success of the University’s fundraising effort. Ensure alignment in the development and implementation of fundraising strategies, communications, cultivation and stewardship activities to increase the alumni participation rate. Creating an alumni relations and development organization that is actively inclusive of individuals from all backgrounds with diverse perspectives and a history of successfully championing diversity.

• **Information technology:** Understand and support information technology resources that will enhance innovation, effectiveness, service and efficiency in prospect research and development efforts.
Opportunities and Expectations for Leadership

The vice president will have a demonstrated track record of success in development with the ability to provide strategic direction and leadership for a strong team. The following represent some of the immediate opportunities that the new vice president will address during the first two years in office.

**Build on success and strategic vision for the future:** The vice president will assume the position at an opportune time. Stetson has a new president who is developing a vision for the future that capitalizes on the institution’s history, values and strengths to promote educational excellence. The vice president will have the chance immediately to consider what comes next for the University’s fundraising operation. Working across the University, the vice president will chart a course for the institution to follow for the next several years, including current important fundraising needs and the anticipation of its next campaign effort. Of particular import in this plan will be an expression of the resources needed for the campaign and to sustain the program in the longest term, along with a reasonable expectation of the timing and impact of the return on that investment.

**Participate as a trusted advisor to the president and his leadership team:** The vice president will be the University’s chief fundraiser. The vice president will lead and execute fundraising strategies based on a compelling philanthropic vision that aligns with the University’s mission and strategic priorities. As a critical part of the process, the vice president will meet with the president regularly as a trusted advisor to provide guidance and counsel on issues and opportunities related to developing, implementing and advancing a comprehensive development strategy. The vice president will engage the president in high level, principal gift fundraising strategies and activities, provide exceptional staffing support on presidential fundraising initiatives and ensure the president’s time is appropriately leveraged and maximized for high-value meetings aimed at securing impactful gifts. The vice president should be comfortable serving as a key consultant and advisor to the president on matters of donor and board relations as
it pertains to philanthropic initiatives, and will apply professional expertise as the chief fundraiser and fundraising strategist to the broader Stetson community and its leadership. The next vice president should bring a professional and seasoned approach to the overall fundraising process, especially at the highest levels of giving. The vice president will be expected to provide a complementary and strategic partnership to the president and leadership to staff and campus partners inside and outside of development.

**Build, align, focus and inspire the advancement team:**
Stetson has a development team of over 30 in a central University development structure with a number of intentional vacancies across the organization, providing an important opportunity for the vice president to recruit new members to their team. On that note, the vice president is expected to bring a fresh perspective to assess the current organizational structure and staffing plan. The vice president will bring vision, innovation and initiative towards the implementation of sophisticated and best practices in development at the University. This leader will hire and realign as needed to meet the needs of the University’s development program and ensure strength at all levels within the team — entry-level, mid-level and senior-level — across all functions. The vice president will recruit, mentor, coach and retain top talent and create a positive, forward-looking, goal-oriented team that has strong morale. This leader must foster and promote diversity, equity and inclusion within their team and across the alumni base.

**Build the infrastructure, systems and processes required of a first-rate, high performance development program:** Building infrastructure, systems and processes will be one of the most important jobs of the vice president — in short, the vice president will need to build a modern, first-rate operation that emulates best practices of the finest development programs. The data integrity and prospect research and management unit must be strengthened. This will become a highly proactive unit that is vital to the creation of a major gift pipeline program and alumni engagement. The unit will ensure that development officers have the information they need for successful and informed outreach, assist in preparing prospect profiles and briefings for leadership, conduct and make routine comprehensive wealth screenings of the database to identify the top prospective donors and develop a proactive prospect assignment and clearance process.
that ensures that all highly rated prospects are assigned and cultivation strategies are in place. Ultimately, the infrastructure, systems and processes must be in place and ready to support the demands of a campaign. The university and board are committed to putting resources to this endeavor.

**Establish personal and professional credibility and respect, and build trust internally and externally:** Stetson enjoys a rich history and a collaborative culture. The vice president will provide counsel to the senior leadership team, faculty and staff in matters related to philanthropy. Beyond that, the vice president will become an integral member of the senior leadership team in addressing and resolving all issues of importance to Stetson. It will be essential for this executive to have shown a propensity for relationship-building, defined by a visible and team-oriented style. This will require a high level of engagement within the University, its leadership teams and the external community. The vice president must spend the time necessary to build strong and open relationships with all fellow members of the senior leadership team while also becoming knowledgeable about the development environment of today and into the future.

Just as philanthropic support will continue to be crucial to the University’s future, Stetson’s strong presence in the Orlando and Tampa areas provides fertile ground for win-win strategic partnerships with industry and/or other non-profit/non-governmental organizations. With a successful College of Arts and Sciences, College of Law, School of Business Administration, and School of Music, Stetson has much to offer potential partners. The vice president will play a leading role in this effort.
Professional Qualifications and Personal Qualities

The ideal candidate will be a skillful, clear and effective communicator with demonstrated experience working successfully with colleagues across an institutional community. The vice president will have a demonstrated track record of success in development with the ability to provide strategic direction and leadership for a strong team. The vice president will be a systematic thinker and respected colleague with the skill and ability to learn and embrace Stetson’s distinct traditions, values, mission and vision.

The successful candidate will have the following professional qualifications and personal characteristics:

- **Vision and leadership:** Ability to lead the development organization with vision and creativity; an entrepreneurial outlook and eye to new possibilities and emerging challenges; and an ability to build and motivate a team, and to inspire joy in one’s work.

- **Proven effectiveness and expertise in development:** Proven track record in fundraising in higher education or in a large nonprofit organization at the major and principal gift levels; experience leading or managing a major comprehensive campaign with the ability to clearly articulate campaign priorities to a variety of internal and external constituents; a deep understanding and knowledge of the complexities of running a comprehensive fundraising program, including annual, major, principal, planned and corporate and foundation giving; and experience working with and/or leading volunteers, including foundation, campaign and alumni boards.

- **Creativity:** Proven success in innovative thinking and calculated risk-taking combined with excellent execution of both complex and routine strategies and initiatives; ability to think creatively and to leverage technology, including the use of social media; ability to serve as a thought leader on matters of philanthropic giving and donor cultivation and relations; and an ability to balance the values of Stetson with forward-thinking approaches.

- **Strategic and analytical ability:** Excellent strategic and analytical ability; an understanding of data and familiarity with analysis and strategic planning; commitment to transparency in reporting; demonstrated experience using data to identify and assess effectiveness of development policies and practices; capacity to produce regular and systematic comparative reports that detail annual progress toward development goals; and capability to employ information on national and international trends in higher education and on developments in competitor institutions effectively in planning.
• **Commitment to diversity, equity and inclusion:** Appreciation of difference; strong commitment to inclusiveness, understanding of nuance and the ability to think intentionally with an awareness of the various ways in which the campus is experienced differently by different students and how that may affect development strategies.

• **Superior communication skills:** Engaging speaker, strong writer and active listener who will communicate effectively with all constituencies, including department heads, faculty, administrators, current students, alumni and the public.

• **Collaboration and management:** Enthusiasm for shared ideas and teamwork toward University goals; open, transparent and collaborative with the ability to understand the role of development within the broader context of the institution; a history and successful track record of working effectively with campus leadership to build bridges within an institution or organization; ability to manage and motivate an enthusiastic and successful professional staff; set clear direction and articulate goals and expectations for excellence and achievement; ability to manage up and down, with commitment to training and encouraging staff toward growth and professional success; demonstrated leadership and strength in creating and supporting an environment of continuous improvement; a commitment to professional development; and an openness to change and the capacity to affect change.

• **Personal qualities:** Outstanding interpersonal skills with the ability to navigate a complex environment and to understand and relate effectively with diverse constituents and to partner in a sophisticated way with institutional leadership, the board, top prospective donors and community leaders; a strong sense of accountability, integrity and authenticity; a sense of urgency and engagement; honesty, integrity, candor and a strong moral compass; genuine interest in forming a team with staff and University leaders; a personal presence that is active and inclusive; ability to observe, listen, learn and clarify needs while engendering trust quickly among diverse constituencies; ability to travel regionally, nationally and internationally on behalf of Stetson; engaging personality and high energy; presents with humility; possesses a good sense of humor; and is optimistic.

• **Credentials:** A bachelor’s degree is required; an advanced degree is preferred. A minimum of 10 years, with a significant proportion of that experience in the service of one or more institutions of significant complexity and accomplishment, including experience with a major fundraising campaign.
Leadership

Christopher Roellke, Ph.D. is the former Dean of the College Emeritus and Professor of Education at Vassar College, and became the 10th president of Stetson University on July 1, 2020. Roellke is widely regarded as an exceptionally effective and collaborative higher education leader who is past president for the Association of Education Finance and Policy, a 2014 Fulbright Scholar, and the founder and fundraiser of Vassar College’s Urban Education Initiative.

A graduate of Cornell University and Wesleyan University, Roellke has served three presidents at Vassar College. As Dean of the College, he was one of three tenured faculty members on the President’s Senior Leadership Team and oversaw the Dean of Studies, Dean of Students, Campus Life and Diversity, Career Development, portions of Equal Opportunity/Affirmative Action/Title IX, Accessibility and Educational Opportunity, Safety and Security, and Campus Activities.

He has worked with senior leadership and the Vassar community in the development of its strategic budgeting priorities and oversaw international partnerships and exchanges, including Vassar’s junior year abroad programs in Europe, Russia and Costa Rica. An American Council on Education Fellow, Roellke has also served as a visiting scholar at Yale Law School conducting research on school finance litigation.

A dedicated fundraiser, Roellke has secured donations for major Vassar campus life and renovation projects, career development and local community outreach programs. He directly oversaw several major campus life construction and renovation projects, including the $8 million renewal of the central dining facility to better serve the needs of students and faculty. He has successfully solicited grants from the Dyson Foundation, Mellon Foundation, Arthur Vining Davis Foundation, and Metropolitan Life and Economic Policy Institute, and helped to create outreach and support for alumni and parents.

Roellke’s wife, Kim, is a veterinarian and they have three daughters, Emma, Julia and Olivia. President Roellke and his wife were introduced to the Stetson communities during welcome ceremonies in both DeLand and Gulfport in November of 2019.
Procedure For Candidacy

All applications, nominations and inquiries are invited.

Applications should include, as separate documents, a CV or resume and a letter of interest addressing the themes in this profile.

WittKieffer is assisting Stetson University in this search, which will remain open until an appointment is made.

Application materials should be submitted using WittKieffer’s candidate portal.

Nominations and inquiries can be directed to:
Mercedes Chacón Vance and Veena Abraham
StetsonVPDAE@wittkieffer.com

Equal Opportunity and Non-Discrimination

Stetson University is an equal opportunity employer and does not discriminate on the basis of race, color, religion, gender, sexual orientation, national and ethnic origin, age, marital status or disability in the recruitment and employment of its faculty and staff. Stetson University’s commitment to equal employment opportunity and nondiscrimination extends to recruitment, employment, advancement and promotion, compensation and benefits administration, training and development and other personnel actions.

For more information about Human Resources visit our main page. [https://www.stetson.edu/portal/human-resources/](https://www.stetson.edu/portal/human-resources/)

For information on all opportunities at Stetson University visit our Job Opportunities page [https://www.stetson.edu/administration/human-resources/job-opportunities.php](https://www.stetson.edu/administration/human-resources/job-opportunities.php)

For information about life at Stetson University and some of the professional and social opportunities visit our Quick Links [https://www.stetson.edu/administration/human-resources/employee-resources.php](https://www.stetson.edu/administration/human-resources/employee-resources.php)

For information on employee benefits, visit our benefits page [https://www.stetson.edu/other/benefits/](https://www.stetson.edu/other/benefits/)