



HERZING[®]
— UNIVERSITY —

Vice President of Philanthropy and Engagement
Opportunity Guide

www.herzing.edu

About Herzing University

VISION

The vision of Herzing University is to be the lifelong learning partner for its students, employers, and communities in optimizing their economic and human potential.

MISSION

To educate, support and empower all students for success in work, learning and engagement in their communities and global society.



60+ Years of Serving Students



50,000+ graduates



40+ programs



12 campuses across 8 states, and a nationwide online presence

13 consecutive years of recognition by U.S. News & World Report for top online and hybrid learning models



Even when I doubted myself, you kept encouraging me and reminded me of the capabilities I have to succeed...

— Aiza D.

Herzing University doesn't just teach us what to think, they teach us how to think.

— Aayusha R.

The culture promoted development, education, collaboration, and successful patient outcomes.

— Dr. Gabrielle Bennett, Herzing faculty member and five-time graduate of Herzing University

What makes the university special is that it truly feels like a family. I believe the people here genuinely care about you and want to help however they can. Whether it's instructors, staff or classmates, there's a real sense of support.

—Stephanie H.

About Herzing University

History

Established in 1965 by Henry and Suzanne Herzing with just 12 students, Herzing University was founded on the mission to advance individuals in the emerging field of technology. The university has since grown significantly in size and scope, but its mission has remained solidly grounded in the power of accessible, high-quality education. Under the leadership of President Reneé Herzing, Herzing has evolved into a non-profit organization with the mission to educate, support, and empower all students for success in work, learning, and engagement in their communities and in global society.

Today, Herzing serves almost 12,000 students across 12 campuses in 8 states, offering programs in a variety of career fields, including a focus on healthcare.

Bringing a deep commitment to accessibility and innovation, Herzing University is one of the top universities, nationally, in educating nurses for the future, bringing a deep commitment to accessibility and innovation.

Herzing University is located in 12 cities across 8 states.

- Akron, OH
- Atlanta, GA
- Birmingham, AL
- Brookfield, WI
- Clarksville, TN
- Kenosha, WI
- Madison, WI
- Minneapolis, MN
- Nashville, TN
- New Orleans, LA
- Orlando, FL
- Tampa, FL

The university also has an online division and a national headquarters in Milwaukee, WI.

Approach

Herzing offers students a unique educational experience. Their innovative career programs are designed to provide real-world skills that increase job opportunities and income potential.

To connect with faculty and staff is to immediately know the unwavering, shared commitment to student success. In fact, in the 2025 Herzing Employee Engagement Survey, a full 92% of respondents noted that they are proud of the work they do. This deep alignment around purpose fosters a culture where collaboration thrives and innovation is encouraged. Engagement is fueled across all levels, creating an environment where students feel supported and where faculty and staff are inspired to continually elevate the whole of the Herzing experience.

Herzing University is a truly unique institution dedicated to providing workforce solutions that address real-world problems for students and the nation. Herzing University is driven by a compelling mission, focusing its efforts on serving students and empowering them to achieve success. This is life-changing work, particularly in high-demand fields like Nursing, where Herzing is a national leader committed to closing talent workforce gaps.

As a fast-moving, financially solid organization, Herzing offers a stable foundation and a great work culture built on long-term employee commitment. They seek mission-driven individuals who are passionate about making a profound impact and contributing to a force for positive change in higher education.



About Herzing University



Their Students

The Herzing student body largely consists of goal-oriented adults and working professionals who seek to balance their education with existing family and employment responsibilities.

To serve these learners, Herzing champions flexibility, offering a blend of on-campus, hybrid, and online options, and provides comprehensive support to ensure a personalized and caring learning environment.

Many of their students apply their newly acquired skills within their current communities, bolstering local knowledge and financial economies.

Herzing also maintains a strong commitment to the military community, offering tailored resources and pathways, which has earned it continuous recognition as a “Military Friendly School.”

Their Programs

Herzing University provides more than 40 career-focused programs spanning diploma, associate, bachelor’s, master’s, and doctoral degree levels (including the DNP) designed specifically to meet the urgent demands of the modern workforce.

The core academic fields are Nursing, Healthcare, Business, Technology, Behavioral Health, and Public Safety.

Bringing a deep commitment to accessibility and innovation, Herzing University has become one of the top universities for nursing. Herzing’s emphasis on excellence in education is integrated with a strong student developmental component that reinforces essential “workplace skills” through a values framework known as the P.R.I.C.E. of Success (Professionalism, Respect, Integrity, Caring, and Engagement).

Life-Long Partner

Herzing is dedicated to being a lifelong learning partner for its students, continually aligning its accredited curricula, including those with specialized accreditations, with the dynamic needs of the modern workforce.

Alumni are also an important part of the Herzing family, and the organization is dedicated to supporting the professional advancement and success of its graduates long after they’ve earned their diplomas.

No matter when or how they attended (on campus or online), Herzing is committed to being a lifelong learning partner.

The Opportunity: Vice President of Philanthropy and Engagement



Herzing University seeks a visionary and strategic individual to serve as the inaugural Vice President of Philanthropy and Engagement. As part of the senior leadership team and reporting directly to the [President](#), this unique opportunity will build and lead the Advancement department from the ground up. The initial focus will be on laying the groundwork, followed by a rapid evolution to securing significant philanthropic resources and expanding community engagement.

As a key partner to the Herzing University President and Trustees, the VP will be responsible for cultivating meaningful relationships and securing substantial new financial resources at all levels, from Alumni and Annual Fund to Principal and Planned Gifts. This unique opportunity allows the individual to not only grow philanthropic revenue but also to develop a cohesive, university-wide strategy that advances institutional goals, enhances regional engagement, and demonstrates Herzing's commitment to social and economic mobility.

In 2024, Herzing underwent a Development Assessment from [Alford Group](#), a national consultancy partnering with nonprofits to accelerate their impact. The Assessment justified the investment in formalizing a dedicated fundraising effort, including this strategic leadership position, and resources to grow the team and culture of philanthropy in the next 36 months.

The successful candidate will establish the infrastructure for a robust Philanthropy department, including data-driven systems for grants and donor engagement. Additionally, they will work with marketing to lead storytelling and visibility efforts, aligning the fundraising strategy with a compelling case for how Herzing supports individuals, families, and communities through workforce development, education access, and inclusive partnerships. This role requires a leader who is not only a successful fundraiser but also a collaborative partner dedicated to building an organization that demonstrates and expands Herzing's transformational impact. Specific financial goals for the new department will be set jointly, as the first year unfolds.

Performance Objectives

Philanthropic Vision and Strategic Leadership

- Develop and implement measurable objectives, strategies, budgets, funding strategies, and timelines.
- Build and execute a comprehensive advancement plan that includes strategies for annual, special campaigns, alumni, major/principal, and planned gifts from all constituencies (alumni, parents, businesses, foundations, and friends).
- Provide collaborative leadership in maintaining a positive and productive working relationship among the Board of Trustees, membership, partner organizations, and volunteers.
- Lead and manage the Advancement Advisory, providing strategic direction and maximizing committee engagement and effectiveness in fundraising, donor stewardship, and relationship building.
- Serve as a close advisor to the President and the Board on matters related to philanthropy and institutional positioning.
- Participate in strategic discussions to develop advancement programs that strengthen Herzing University's financial resources.
- Partner with university leadership to understand funding priorities, empowering and training leaders to pursue gift opportunities and cultivate relationships.
- Recruit, onboard, and lead a high-performing team of advancement professionals.
- Develop and manage annual contributed revenue projections and budgets, setting and achieving annual goals for all fundraising activities.

Donor Relations and Portfolio Management

- Develop and implement donor engagement strategies that directly link giving to a tangible impact on the community.
- Manage a dynamic portfolio of major gift prospects and donors through all stages of the donor cycle, from qualification to stewardship.
- Lead fundraising initiatives by identifying, cultivating, soliciting, and stewarding donors, prospects, and key partners.
- Manage all fundraising technology, leveraging Salesforce to build effective campaigns and create systems, tools, and policies that support best practices in fundraising operations and donor tracking.
- Travel to represent Herzing University, establish presence on Herzing campuses, cultivate strong donor relationships, and build new partnerships.

Community Engagement and Alumni Relations

- Collaborate with internal partners and regional leaders to align advancement and community engagement goals, building brand and community engagement through strategic partnerships in key markets.
- Specifically partner with Alumni Relations to catalyze existing alumni/parent relationships and build a ladder toward active engagement, cultivation, and solicitation.
- Collaborate with marketing resources to create new and innovative marketing and outreach strategies using technology and social networks to increase visibility of the organization for diverse, new audiences.
- Represent the institution at meetings, events, and programs to connect prospects, donors, alumni, and other friends of Herzing University.
- Oversee all advancement communications, donor events, and alumni engagement efforts to enhance Herzing's visibility and public profile.

The Qualified Candidate

Herzing University is looking for a highly experienced and versatile development professional with exceptional communication and interpersonal skills. The ideal candidate will be a self-starter who will be a passionate and articulate advocate for Herzing University's mission and capable of effectively telling its story. This role requires a proven track record of leading a team to achieve ambitious fundraising goals and a strong aptitude for collaborating with diverse stakeholders, including donors, volunteers, alumni, prospects, Board Trustees, and colleagues. Crucially, the successful candidate must demonstrate proven success in leading and executing development efforts across multiple geographic locations. This includes collaborating internally with local leaders and champions at our various campuses to ensure connection and impact within those specific communities, a skill set distinctly different from focusing on a single location.



Specific Requirements Include:

- A minimum of 7 years of progressive experience in advancement, preferably in higher education or organizations of similar complexity; connecting to robust online academic offerings is helpful.
- A demonstrated history of successfully leading and contributing to institutional fundraising campaigns across a variety of fundraising areas, from Annual Fund, Alumni Giving, Online, Mid/Major Gifts, and Planned Gifts.
- Proficiency in utilizing fundraising technology platforms to track and manage donor relationships, with expertise in Salesforce highly desirable.
- Strong public speaking and presentation skills, with the ability to craft a compelling case for support that aligns donor interests with Herzing's mission.
- Demonstrated ability to plan, execute, and follow through on fundraising plans.
- A team-oriented, inclusive mindset with strong supervisory skills and a history of effective collaboration with diverse groups. Past experience in building a team from the ground up is helpful.
- A track record of using data and consultation to inform strategic planning, goal setting, budgeting, and fiscal reporting.
- Career track record that shows stability with an organization and capacity to develop and nurture relationships, culminating in overall success.
- Bachelor's Degree required, Master's degree preferred.

It is the university's practice to recruit and hire without discrimination because of skin color, gender, religion, LGBTQi2+ status, disability status, age, national origin, veteran status, or any other status protected by law. <https://www.herzing.edu/about/diversity>

Herzing University prohibits sex-based discrimination in any education program or activity that it operates. Individuals may report concerns or questions to the Title IX Coordinator. The notice of nondiscrimination is located at <https://www.herzing.edu/title-ix>

How To Apply



Compensation will be a combination of base salary and bonus potential, with final compensation in the mid-\$200,000s. Candidates from any location near Herzing campuses are invited to apply. Relocation assistance is offered.

Equal Opportunity Employer

This employer is required to notify all applicants of their rights pursuant to federal employment laws. For further information, please review the [Know Your Rights](#) notice from the Department of Labor.

APPLY NOW

To ensure confidential tracking of all applicants, no applications will be accepted via email. **ALL INQUIRIES WILL BE HELD IN STRICT CONFIDENCE.**

All candidate-submitted materials and credentials will be reviewed for consistency and accuracy. Candidates can expect that KEES will verify employment/academic/background information both in the screening process and for the finalist(s) in a formal background check. KEES utilizes a 4-step screening process, the first of which is the formal Candidate Application. Applications are reviewed by the KEES team and advanced through various stages of inquiry and confirmation. Applications with specific cover letters will be given priority consideration, on a rolling basis, by November 21. All applicants will be notified of the outcome of the search. Based on the timing of your specific application, you are welcome to reach out for information on the timeline.

This search is being managed by Heather Eddy, President and CEO of KEES, and Senior Project Manager, Randi Blasutti. Questions may be addressed to rblasutti@kees2success.com.

About KEES

KEES (formerly Alford Executive Search) is a woman-owned nonprofit executive search firm dedicated to creating diverse teams with dynamic leadership in the nonprofit and public sectors. We offer a comprehensive range of services, including executive search, leadership development, compensation analysis, interim staffing, and HR support.

Launched in 2013, based on decades of prior work by the Founders, KEES is a leader and noted pioneer in DEIB-focused executive search and culture building. KEES is noted for bringing dynamic and under-radar candidates to the table, regularly placing industry veterans and first-time leaders alike. Recognized for two years in a row on the Hunt Scanlon Nonprofit Top 65, KEES leaders are sought-after experts in search, leadership development, and often first-time roles. To learn more, visit us at [KEES](#).