

CARNEGIE | MUSEUMS OF PITTSBURGH

Four distinctive museums

Vice President for Advancement and Community Engagement

Carnegie Museums of Pittsburgh invites applications and nominations for the position of Vice President for Advancement and Community Engagement. CMP's next Vice President will be an energetic and innovative leader in the advancement field with a passionate commitment to CMP's mission, values, and role in the Pittsburgh community.

The Carnegie Museums of Pittsburgh

Carnegie Museums of Pittsburgh (CMP) was founded by Pittsburgh industrialist Andrew Carnegie in 1895. (The legal name of the organization is the Carnegie Institute; it currently does business as Carnegie Museums of Pittsburgh.) His vision was to create an institution that would bring the best of science, art, music, and literature to the people of Pittsburgh. Over time, the Institute has operated, managed, or founded the Carnegie Library of Pittsburgh, the Music Hall, a school, museums, and various forms of public programming.

Today, CMP is the largest and most comprehensive cultural organization in the Pittsburgh region, known throughout the world for vast collections of artworks and scientific specimens and for an active agenda of curatorial and scientific research. Currently CMP operates four creative, inspiring, thought-provoking museums – Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum – and offers collaborative, cross-museum forms of public programming. In 2017, Carnegie Museums is at the heart of a dynamic city with a vibrant cultural scene.

Andrew Carnegie famously said, “Surplus wealth is a sacred trust which its possessor is bound to administer in his lifetime for the good of the community.” CMP embraces and celebrates its responsibility for making specific, tangible, and meaningful contributions to life in the community it has served for more than a century. A summary of the collective impact of Carnegie Museums in 2016 can be seen in the [Impact Report](#).

CMP serves over 1.4 million people annually, with close to a million visiting its museums and 400,000 children engaging in school-based programs. 28,000+ member households make museum participation and support an ongoing priority. As to economic impact, CMP employs more than 1,000 people, spends \$18 million on products and services in the five-county region, and operates some of the city's most-visited tourist destinations.

Pittsburgh

Pittsburgh is a vibrant city with the accessibility and friendliness of a small town. CMP President and CEO Jo Ellen Parker often refers to it as a “human scale” city in which to live and work. Pittsburgh's growing technology and innovation sectors are bringing new businesses, populations, and opportunities to this forward-looking and progressive city that is undergoing a renaissance from its former reliance on the steel industry. Pittsburgh's affordable standard of living, exceptional health care facilities, and rich cultural and

educational “ecosystem” combine to make it America’s “Most Livable City” in many recent ratings. Wrapped in rivers, intertwined with trails, and packed with parks, Pittsburgh combines sophisticated urban amenities with rich opportunities for outdoor activity. For more information about Pittsburgh, please see www.visitpittsburgh.com.

THE CARNEGIE “COMMONWEALTH”

Governance and Community Engagement

Carnegie Museums of Pittsburgh is governed by a Board of Trustees with fiduciary responsibility for the Institute as a whole. In addition, each museum has an advisory board which guides museum programming and supports fundraising and community engagement. Together, the Board of Trustees and museum boards offer more than 150 dedicated community volunteers the chance to be deeply involved with CMP.

The Board of Trustees consists of up to 48 community leaders who serve as Term, Life, or Public trustees. The Chair of the Board of Trustees and the President & CEO of Carnegie Institute serve on all museum boards and Trustee committees *ex officio*. The chair of each museum advisory board serves on the Board of Trustees; generally, a varying number of other Trustees simultaneously serve as museum board members. Public trustees are appointed from the school district, Mayor’s Office, and city and county councils, ensuring strong relationships with civic leadership. The governance committee of the Board of Trustees approves all appointments to museum boards and oversees operating guidelines for the museum boards.

CMP Cornerstone Commitments

Under the leadership of President and CEO Jo Ellen Parker, CMP has embraced the following Cornerstone Commitments in every facet of its work. While these commitments are expressed in different ways by the various programs and departments across CMP, they define the core values and principles guiding strategic planning for all CMP components.

1. To operate *mission-effective* and *financially sustainable* museums.
2. To take best possible advantage of our commonwealth structure through both *operational and programmatic innovation*.
3. To be digitally sophisticated, making appropriate use of *new technologies* to extend our mission and improve operations.
4. To be an inclusive organization, one that embraces *cultural and social diversity in its programming, services, hiring, and community relations*.
5. To practice transparency, sharing information across the organization and the community in ways that *build understanding, confidence, trust, and support*.

In support of these commitments, CMP has created innovative strategic resources that support all museums and programs. These include the office of the Diversity Catalyst and the Innovation STUDIO.

Facilities and Shared Services

CMP maintains 40 buildings (1.319 million square feet) in the Pittsburgh region, including museums, research, and storage facilities, and Powdermill Nature Reserve in Rector, Pennsylvania. The headquarters of this wide-ranging organization is in the Oakland

neighborhood of Pittsburgh, between the campuses of Carnegie Mellon University and the University of Pittsburgh, in a National Historic Register building designed to serve as a people's "Palace of Culture." CMP provides central shared services, including financial, legal, maintenance, security, technology, HR, and development to all programs, facilities, and museums.

The CMP Museums

[Carnegie Museum of Art](#)

Carnegie Museum of Art (CMOA) is arguably the first museum of contemporary art in the United States, collecting the "Old Masters of Tomorrow" since the inception of the Carnegie International in 1896, when Andrew Carnegie initiated a series of exhibitions of contemporary art and proposed that the museum's collection be formed through purchases from this series. Early acquisitions of works by such artists as Winslow Homer, James McNeill Whistler, and Camille Pissarro laid the foundation for a collection that today is distinguished in American art from the mid-19th century to the present, in French Impressionist and Post-Impressionist paintings, and in significant late-20th-century works. The International, presented every 3 – 5 years, remains an important source for the museum's acquisitions of contemporary art and features artists from around the globe. The next international will take place in fall 2018.

Today, the museum is one of the most dynamic major art institutions in America. The collection of more than 30,000 objects features a broad spectrum of visual arts, including painting and sculpture; prints and drawings; photographs; architectural casts, renderings, and models; decorative arts and design; and film, video, and digital imagery. Through programming, exhibitions, and publications, CMOA curators and educators frequently explore the role of art and artists in confronting key social issues of our time, combining and juxtaposing local and global perspectives. With unique history and resources, CMOA strives to become a leader in defining the role of art museums for the 21st century.

[Carnegie Museum of Natural History](#)

Carnegie Museum of Natural History (CMNH) is among the top natural history museums in the United States. It maintains, preserves, and interprets an extraordinary collection of 22 million objects and scientific specimens, which are used to broaden public understanding of humanity's relationship to the natural world. The historic natural science collections provide opportunities, as never before, to address today's most relevant and critical social, economic and environmental questions. CMNH's mission is to use its collections and scientific expertise to create knowledge that inspires an understanding of natural heritage, communicate the unity and interdependence of humanity and nature, and advocate for the protection of the earth and its inhabitants, while encouraging participation in the natural sciences.

CMNH is co-located with the CMA in the historic Oakland complex, providing an unparalleled opportunity for innovative interdisciplinary programming and activities. Together, CMNH and CMOA welcomed 368,000 visitors in 2016 and reached an additional 58,000 participants through offsite/outreach activities.

For over 50 years, Powdermill Nature Reserve, the environmental research center of CMNH, has provided a unique venue for research, education, and conservation. Located in Rector,

PA, PNR is a place for scientists, students and families interested in the natural world. The Powdermill bird migration research program is home to one of the longest continually running bird-banding stations in the United States. Researchers from around the world conduct diverse long- and short-term scientific studies in herpetology, botany, invertebrate zoology and ornithology.

[Carnegie Science Center](#)

Recipient of the 2003 National Award for Museum Service, Carnegie Science Center (CSC) inspires and entertains by connecting science and technology with everyday life. In addition to providing valuable scientific experiences, CSC engages in outreach programs that serve Pittsburgh's diverse community. Carnegie Science Center came about through the merger of two unique local institutions, The Buhl Planetarium and Institute of Popular Science, with the Carnegie Institute. The Carnegie Science Center was opened in the North Shore neighborhood of Pittsburgh in 1991. It is currently undergoing a major expansion, funded by a campaign that raised AMOUNT in TIME.

Today, Carnegie Science Center delights, educates, and inspires through interactive experiences in science and technology. With a focus on fostering a scientifically literate community, the CSC aspires to be the region's leading family-centered destination for fun and learning and the trusted voice of science for the general public. The CSC strives to excite and inspire boys and girls to explore careers in STEM (science, technology, engineering, and math) through its nationally and internationally recognized exhibits and programs. In addition to attracting and engaging an audience that reflects the diversity of the regional community, the CSC also collaborates with business and community partners to serve as a town square for community dialogue on science and its social implications and to showcase regional science and technology advances.

[The Andy Warhol Museum](#)

The Andy Warhol Museum was founded as a result of collaboration between the Carnegie Institute, the Dia Art Foundation, and the Andy Warhol Foundation for the Visual Arts. Plans to house The Warhol in Pittsburgh, Warhol's birthplace, were announced in 1989, and the museum opened its doors in May 1994. The Andy Warhol Museum occupies a historic building located on the North Shore, approximately a mile from the Science Center location.

The permanent collection includes 900 paintings, approximately 100 sculptures, nearly 2,000 works on paper, more than 1,000 published and unique prints, and 4,000 photographs. The collection also features wallpaper and books by Warhol, covering the entire range of his work from all periods, and includes student work from the 1940s, 1950s drawings, commercial illustrations and sketchbooks; 1960s Pop paintings of consumer products (Campbell's Soup cans) and celebrities (Liz, Jackie, Marilyn, Elvis). AWM also possesses a film and video collection that includes 60 feature films, 200 of Warhol's Screen Tests, and more than 4,000 videos. The Warhol's archives consist mainly of Warhol's papers and other materials from his estate.

CARNEGIE NEXUS and “Commonwealth” Programming

Not all programming takes place within one of the Carnegie Museums. Several increasingly important initiatives are offered collaboratively across museums, collections, or departments, sometimes in partnership with other Pittsburgh cultural organizations or neighboring universities. A primary example is the new [Carnegie NEXUS program](#): in 2016-17 the inaugural series of NEXUS activities explored the perspectives of artists, scientists, historians, actors, novelists, and even puppeteers on humanity’s relationship to the natural world. Other programming, such as the “Innovation Salons” offered by CMP’s STVDIO ([link](#)) addresses issues of innovation and digital culture of interest across scientific and artistic disciplines. The Diversity Catalyst supports internal programming on social inclusion and accessibility and collaborates with regional and national initiatives on these issues.

The Office of Advancement and Community Engagement

ACE staff engage, support and solicit the institution’s core constituencies: members, corporations, foundations, the local and regional community, and government organizations. They manage and strengthen the Museum’s brand and reputation and steward relationships as well as maximize fundraising potential.

In 2017, the former Development department was reorganized as ACE. The reorganization was intended to strengthen a culture of donor-centricity, create more capacity for pipeline development and cultivation of major gifts, and create stronger communication and collaboration across the department. All ACE staff report up to the Vice President: some work in the “central” department and some are embedded in specific museums or programs with “dotted line” accountability to museum or program directors.

The ACE team of close to 60 professional and support staff members work in four divisions – Leadership Giving, Engagement, Institutional Partnerships, and Communications.

Engagement

Responsible for Membership, Annual Fund and mid-level giving as well as prospect strategy, stewardship, and event support, this team develops a strong base of engagement and a pipeline for major gifts.

Leadership Giving

Charged with managing prospects ready to give gifts of \$25K+, this team conducts discovery visits and conducts high-wealth donor cultivation and engagement around donor interests and passions.

Institutional Partnerships

Institutional Partnership staff along with museum-based advancement staff meet identified CMP goals and individual museum development plans. This team works with all corporate, foundation, and government funders to match interests to needs. In addition, and in collaboration with Senior Advancement Officers, the team engages individuals who have identified their interests and passions to be specific to a museum or program.

Communications

The Communications team, in collaboration with communications and marketing staff employed in each museum, discovers, creates, and shares newsworthy and engaging stories about the Carnegie Museums of Pittsburgh for the purpose of advancing the institution's strategies and demonstrating its contributions to the community and society. The team utilizes a variety of platforms including social media, website development, media relations, video, print, photography and the Carnegie Magazine.

Annually, the Museum secures \$20-\$27 million in philanthropic support and engages 30,000+ members and donors in a myriad of social, volunteer, and service activities. The total operating budget for the Office of Advancement and Community Engagement and Communications is approximately \$7.6 million.

Campaign

The Carnegie Museums of Pittsburgh has enjoyed generous philanthropic and membership support. The last campaign, *Building the Future*, which closed in 2007 and raised \$161 million, exceeding the \$150 million goal. It was a comprehensive campaign that provided funding for capital projects, the endowment, annual giving, and unrestricted needs.

In June 2017, the Carnegie Science Center completed the *SPARK!* campaign by raising \$46 million. *SPARK!* supported signature projects of the Science Center, including an expansion currently in construction. *SPARK!* was unusual as a single project "mini-campaign" conducted on behalf of a specific museum, an exception from the general strategy of comprehensive campaign development.

The CMP team is currently working with campaign counsel on planning for the next comprehensive campaign, which is scheduled to enter the quiet phase in the fall of 2018. Over the course of the next year, a feasibility study will be conducted, and key stakeholders will engage to create the case statement.

The Opportunity: Vice President for Advancement and Community Engagement.

Reporting to the President and CEO, the Vice President is responsible for the strategic direction and operational management of community engagement and institutional advancement activities throughout Carnegie Museums of Pittsburgh and serves as a key member of the President's leadership team. The Vice President will provide strategic leadership and operational direction for all aspects of CMP's fundraising, engagement, and communication efforts, including development programs, campaigns, membership, communications, travel program, sponsorship, government relations, and related activities.

Opportunities and Challenges

Formulate and articulate a clear strategic vision and plan for fundraising and communications. Building on a successful program, the Vice President will work with staff, museum directors, and senior leadership to create a comprehensive advancement strategy with clear, measurable goals that aligns with institutional priorities, resulting in deeper engagement among its many constituencies and broader philanthropic support for CMP. The newly-formed major gifts team will play a key role in increasing new donor acquisition, pipeline development and increased

individual giving. The Vice President will harness the power of a committed volunteer network and leverage the expertise and passion of the museums' staffs to engage and inspire prospective donors and tell the CMP story.

Provide inspiration, vision and leadership for the campaign. The Vice President will provide leadership and direction around the launch and successful completion of the upcoming campaign, as well as provide a plan for post-campaign analytics, reporting, follow-up, and future fundraising strategies.

Strengthen and support a newly-reorganized advancement team. The Vice President will be both a strong manager and a dedicated collaborator who will provide creative and decisive leadership in a complex and matrixed organizational culture. The Vice President will be able to balance the twin goals of empowering staff and fostering strategic collaboration within and across all departments and museums. The Vice President will inspire, mentor, connect, and provide the vision for a collaborative and collegial team. To be most successful, the Vice President will work to develop a diverse team, whose members share a clear vision, are able to take risks, and work to fulfill measurable goals.

Partnership with President/CEO: The Vice President will serve as the primary strategy/thought partner for the President and CEO on matters of advancement and community engagement. The President/CEO is an active contributor to advancement and community engagement efforts: the VP will provide active direction and guidance to make the CEO's contributions as effective as possible.

Specific roles and responsibilities include:

- Develop, nurture and maintain productive institutional relationships with business, foundation, and community leaders and groups to enhance awareness of and interest in the programs, services, and financial needs of CMP.
- Create strong communications and public relations programs in support of productive relationships with donors, members, supporters, and the Pittsburgh community at large.
- Develop and lead a comprehensive campaign to raise capital, endowment, and operating funds to contribute to the long-term sustainability of CMP.
- Oversee annual corporate and individual fund-raising programs to maximize the level of ongoing contributions to CMP and meet annual budget objectives. Oversee strong sponsorship, travel, donor recognition, and other programs in support of engagement and advancement.
- Select, develop, motivate, and manage staff so as to assure achievement of goals, adherence to ethical standards, compliance with all appropriate laws and regulations, and strong, respectful relationships with CMP's internal constituencies and external supporters and community.
- Oversee consistent and sound relationship management practices to ensure that data and information are effectively used and communicated across the organization to support both tactical and strategic planning.
- Serve as a key member of the Institute Leadership Team: participate in policy development as a voice for community engagement and donor-centric philosophy. Advise museum directors and the President/CEO of CMP about community engagement and advancement implications of proposed directions.

- Support the CMP Board of Trustees and the four museum boards with regard to recruiting and governance best practices; meeting management; and their roles as ambassadors/fundraisers for the organization.
- Staff the Governance Committee and perform any other duties as assigned by the President/CEO of CMP.
- Serve as the official representative of CMP for special events as directed by the President/CEO of CMP.
- Perform other duties as assigned.

Qualifications

Education and Experience

Successful candidates will have seven or more years of progressively responsible experience in fundraising, development, and/or advancement. Experience in museum, educational, or cultural settings is desirable. An undergraduate degree in the humanities, sciences, museum or non-profit management is preferred. An advanced degree is preferred.

Knowledge, Skills and Abilities

The next Vice President will be a proven leader who values innovation and creativity, and is well versed in current relationship-driven fundraising and engagement strategies and tactics. The ideal candidate will have the ability to articulate passionately the mission, values, and goals of the Carnegie Museums and the willingness to embrace CMP's "Cornerstone Commitments" in the context of community engagement and institutional advancement activities.

The Vice President will have:

- ability to work in a highly-collaborative, matrixed work environment;
- knowledge of current best practices in institutional advancement, including strategic communications;
- experience in all phases of a comprehensive campaign;
- outstanding interpersonal and communication skills;
- strong major gifts cultivation and solicitation skills, including supporting the work of executive and volunteer leadership;
- strong knowledge of and commitment to professional ethics;
- appreciation for the mission and culture of museums;
- commitment to an inclusive workplace;
- familiarity with standard relationship management and fundraising softwares and workflow processes;
- dedication to a philosophy of "donor-centered" fundraising;
- ability to balance productivity and process, independence and collaboration;
- patience, curiosity, and a sense of humor.

NOMINATIONS AND APPLICATIONS

Review of application materials will begin immediately and will continue until the position is filled. Applicants from historically underrepresented groups are encouraged to apply. Nominations, inquiries and applications, including letter of interest and resume, should be forwarded, in confidence, to:

Susan VanGilder, Partner
Kenna Boyd, Associate
Storbeck / Pimentel & Associates, LP
CarnegieAdvancement17@storbecksearch.com

For more information about Carnegie Museum and its programs, please visit:
<http://www.carnegiemuseums.org/>

Carnegie Museums of Pittsburgh is firmly committed to equal employment opportunity for all persons without regard to race, color, religion, creed, national origin, ancestry, sex, gender identity or expression, sexual orientation, age, marital status, citizenship status, veteran status, non-job-related disability or genetic information as those terms are defined under applicable law.