VICE PRESIDENT FOR COMMUNICATIONS AND MARKETING

Position Specification

Skidmore College invites applications and nominations for a creative and dynamic Vice President for Communications and Marketing and to provide excellent leadership, vision, and direction for the Office of Communications and Marketing.

SKIDMORE COLLEGE: AN OVERVIEW

Skidmore is a highly selective, nationally ranked liberal arts college, currently enrolling approximately 2,500 students in roughly 40 degree programs, including programs in both traditional liberal arts and pre-professional disciplines. The College's principal mission is the education of predominantly full-time undergraduates, a diverse population of talented students who are eager to engage in the learning process. Skidmore's faculty and staff create a challenging yet supportive environment that cultivates students' intellectual and personal excellence, encouraging them to expand their expectations of themselves while they learn. In keeping with the College's founding principle of linking theoretical with applied learning – and its more recent expression, "Creative Thought Matters" – the Skidmore curriculum balances a commitment to the liberal arts with preparation for professions, careers, and community leadership.

Skidmore is ranked 38th nationally among prestigious liberal arts colleges by *U.S. News & World Report*, with highlights including its Number 12 ranking in the category of strong commitment to undergraduate teaching and its overall ranking as 29th by high school guidance counselors. The College has also received a wide variety of accolades from media sources including *College Choice*, which places Skidmore at 30th among national liberal arts colleges. Skidmore has also been named a high-value college in *Kiplinger's* "Best Value in Liberal Arts", *Princeton Review's* "Colleges That Pay You Back", and *Money Magazine's* "Schools Where a Liberal Arts Degree Can Pay Off Big", in 2015. *Forbes* recently named Skidmore as one of "America's Most Entrepreneurial Colleges", ranking it seventh overall. In addition, Skidmore was recently ranked 7th among the top 20 baccalaureate institutions for the number of students studying abroad for a semester (data was compiled by the Institute for International Education), and it is also ranked regularly among the top colleges for the quality of its student residences, its dining quality, and its attractive campus.

The history of Skidmore reflects a tradition of dynamic leadership, high aspiration, and corresponding achievement. Founded in 1903 by Lucy Skidmore Scribner as the Young Women's Industrial Club of Saratoga to provide a practical education for women that would also be infused with the liberal arts, the school rapidly developed into a thriving enterprise: it was chartered in 1911 by the New York Board of Regents as the Skidmore School of Arts and then in 1922 as Skidmore College. In 1971, Skidmore became one of the first women's colleges to make a successful conversion to coeducation.

Skidmore's campus is located in what was, at the turn of the twentieth century, a beautiful park of summer homes in Saratoga Springs, New York. The College's campus encompasses more than 750 acres of wooded land a short walk from downtown. While contemporary in architectural style, the campus buildings honor their environment and reflect Skidmore's Victorian heritage in numerous aesthetic details. Among the College's more recent construction projects are the new Arthur Zankel Music Center, which opened in 2010 and has received two awards from the American Institute of Architects; and the Frances Young Tang '62 Teaching Museum and Art Gallery, which opened in 2000. The College also has committed significant resources to student housing; the completion of the Northwoods Apartments in 2006 and replacement of the Scribner Village apartment complex, with Sussman Village completed in 2013, enhance the College's outstanding residential facilities, allowing approximately 90% of Skidmore students to live on campus. These residences, as well as several other newly constructed and renovated buildings, reflect the College's commitment to sustainability by utilizing geothermal heating and cooling systems. The Lucy Scribner Library's 2012 renovation adding 250 seats, including 12 new study carrels and 13 new group study rooms. Additionally, the department of Information Technology was relocated to the Library, along with the College Writing Center and the newly created Documentary Studies lab.

The College is closely aligned with the city in which it is located. Saratoga Springs is the recipient of numerous national awards for its quality of life and vibrant downtown and was named one of the best college towns in the nation (No. 12 on a list of the top 22) based on the area's attractions by *Travel + Leisure* magazine in December 2013. A ten-minute walk from Skidmore puts you in the heart of galleries, clubs, boutiques, and restaurants. The city is also known for its famed mineral waters, an historically significant Revolutionary War battlefield, and the nation's oldest thoroughbred racetrack. Among many other cultural venues at Skidmore and around the region, the Saratoga Performing Arts Center serves as the summer home to the New York City Ballet and the Philadelphia Orchestra and as a venue for top rock and jazz musicians. Set in the foothills of the Adirondack Mountains, Saratoga Springs is a half-hour drive from the tri-city area of Albany, Schenectady, and Troy and a three-hour drive from New York City, Boston, and Montreal. The Adirondacks, Berkshires, and Green Mountains are in easy driving distance.

Institutional Philosophy

Skidmore is deeply committed to the first principle of liberal education—the importance of educating the mind to liberate the soul. The goal of any good college like Skidmore is to educate students who will contribute meaningfully to the world and who understand the importance of intellectual humility, responsible citizenship, and altruism.

Creative thought matters: every life, every career, every profession, is made more profound with creative ability at its core. At Skidmore, the theme of creativity carries throughout and across all disciplines. The goal is to encourage creativity in every area of the Skidmore curriculum, where it matters just as much in science or mathematics or government or management as it does in theatre or dance or the visual arts.

Academic Program

Featured in *Newsweek* (2010) as one of "America's 25 new elite 'Ivies'", the College enjoys tremendous momentum. Indeed, the Skidmore curriculum provides a creative intellectual foundation for every student to live a life of professional success, civic responsibility, and personal fulfillment. Specifically, the College is firmly committed to providing its students with a superior

grounding in the arts, humanities, physical and life sciences, and social sciences, along with the opportunity to pursue career-specific fields such as business, education, exercise science, and social work. The cross-disciplinary, highly sophisticated environment of the College, coupled with skilled faculty guidance, results in a transformational educational experience that promotes a lifelong commitment to learning. Students pursue connections among an unusually wide range of disciplinary and interdisciplinary perspectives, embarking on their careers well prepared to take full advantage of the challenges and opportunities they will encounter in the complex modern world.

The members of the Skidmore faculty are well known for the quality of education, research, and experience they bring to the classroom. Skidmore faculty have earned national and international recognition including Guggenheim, MacArthur, Pulitzer, and Emmy awards, and major fellowships and grants from Fulbright, Getty, NEH, NIH, NSF, and the Andy Warhol Foundation. Though they are accomplished scholars and artists, their emphasis is always on teaching, on translating the richness of their disciplinary and professional experiences into meaningful learning and inspiring their students. Approximately 317 full-time faculty members afford an 8:1 student-faculty ratio on campus. Skidmore's faculty represents many of the top graduate schools in the nation and the world. Over 87 percent of Skidmore's tenured and tenure-track faculty members hold the Ph.D. or the terminal degree in their field. The annual teaching load is five courses.

With more than 40 majors and approximately 40 minors, the flexibility of Skidmore's curriculum allows students to major and minor in multiple fields, pursue an interdepartmental major combining two disciplines, design self-determined majors, and include extensive off-campus learning opportunities as part of their degree programs. Students are encouraged to test their interests and develop their skills through credit- and non-credit bearing internships across the curriculum. The Office of Off-Campus Study and Exchanges organizes a wide range of opportunities abroad for students and faculty members in many regions of the world, and approximately 60% of students study abroad during their Skidmore career. Students also may take advantage of various joint programs in business administration, engineering, and health and allied health.

Skidmore students engage in a multitude of co-curricular activities, including a competitive NCAA Division III intercollegiate athletics program. There are approximately 130 student clubs and organizations. The Skidmore campus is active year-round, and many of the public events are particularly popular in the summer, including the nationally recognized New York State Summer Writers Institute, the Skidmore Jazz Institute, the Storytellers' Institute, and residencies of major dance companies. The College's Summer Programs draw diverse participants and audiences throughout the season and add significantly to the cultural and arts offerings of the region. Beyond the campus, the quarterly journal of the humanities and social sciences *Salmagundi* represents Skidmore within the arena of influential public debate and the arts.

Lucy Scribner Library cultivates rich local primary and secondary collections and puts a world of resources into the hands of our students and faculty through a statewide consortium, interlibrary loan, open access publishing, and other resource sharing initiatives.

The Frances Young Tang Teaching Museum and Gallery invites curiosity and collaborative learning through active engagement with ideas, artworks, and exhibitions. Programming tailored to foster formative connections between contemporary art and students of all ages is central. Critical to this end are direct experiential opportunities for Skidmore students to participate in integral aspects of

museum practice. The Tang Museum collects works of art, which by their preservation and display, provide opportunity for further study. A vigorous publication program serves as a learning tool and will join regular traveling exhibitions as important means of outreach.

President

Dr. Philip A. Glotzbach became the seventh President of Skidmore in 2003. A philosopher, academic administrator, and spokesperson on issues of higher education, he joined the College following eleven years at the University of Redlands in southern California. President Glotzbach is an articulate spokesperson on the issue of science literacy within a liberal arts education and is leading the charge at Skidmore for exciting new initiatives in science education. He also has lectured on effective academic administration and the deep connection between liberal education and responsible citizenship.

During President Glotzbach's tenure, the College has added new academic programs, instituted a new first-year experience, greatly increased both the academic strength and diversity of the student body, significantly enhanced the College's commitment to financial aid, and opened a number of impressive new facilities that have increased the vitality of the College's living-learning environment. In addition, Skidmore has made major strides in sustainability, including significant investments in geothermal heating and cooling and solar energy. Throughout this time, President Glotzbach has placed major emphasis on building and sustaining a campus educational community based on respect and a commitment to excellence. This work has been guided by Engaged Liberal Learning: The Plan for Skidmore 2005-15. President Glotzbach is now leading the implementation of a new and energizing strategic plan, Creating Pathways to Excellence: The Plan for Skidmore College, 2015-2025, focused on completing the building of the Center for Integrated Sciences and more fully integrating the curriculum, among other strategic objectives.

Finances

During President Glotzbach's fourteen years at Skidmore, the College has enjoyed improved diversity and academic preparation of entering classes, increasing student enrollments, rising donor support, steadily increasing net assets, and balanced operating budgets. Investment in the College's physical plant and infrastructure has exceeded $200 million. In the near future, the College will break ground on a new science building, projected to cost approximately $125 million. The building will be Skidmore's largest capital project since the College moved campuses (representing Skidmore's commitment to the STEM fields and the importance of science in a liberal education). The College has made significant investments in its academic programs and particularly faculty, and currently enjoys a favorable student-faculty ratio of 8:1. The College's endowment market value is approximately $350 million, with an annual operating budget of approximately $160 million.

Governance

Skidmore College is governed by its 35-member Board of Trustees. In addition to the President of the College, designated members include the President of the Alumni Association and other alumni representatives. Skidmore is committed to the principle of shared governance. The rights and responsibilities of the faculty, along with descriptions of the role of faculty, student, and all-College governance, are set forth in the *Faculty Handbook* and *Student Handbook*.

The central deliberative body for all-College governance is the Institutional Policy and Planning Committee (IPPC), a group chaired by the President, with a faculty member as vice-chair. Membership includes cabinet members, faculty, staff, and students. The IPPC advises the President with regard to strategic planning and policy matters, taking into account a comprehensive view of significant issues affecting the College. As shared governance is extremely important at Skidmore, decisions requiring a vote of the faculty are considered at the monthly Faculty Meeting, which are typically well-attended and rich with robust conversation.

THE VICE PRESIDENT FOR COMMUNICATIONS AND MARKETING

Reporting to the President, the inaugural Vice President for Communications and Marketing will serve as the College's chief communications officer, acting as a strategic and practical advisor to the President and senior staff in the development and execution of the College's communications and marketing plans for promoting the College and its mission.

As the member of the senior staff overseeing the newly created Office of Communications and Marketing, he or she will lead a team of 20 to raise the awareness and reputation of Skidmore College as a top undergraduate liberal arts institution. The Office is responsible for the design and production of print and electronic publications, the College website, news and media relations, social media, photography, video, and the Skidmore magazine, *Scope*.

Reporting directly to the Vice President for Communications and Marketing are the Directors of Campus and Media Relations, Marketing and Engagement, and Web Design and Development, as well as an Administrative Assistant.

For more information, you may wish to explore the following links:

Office of Communications and Marketing: https://www.skidmore.edu/communications/index.php
This site includes a description of OCM's work, as well as Policies/References, Skidmore news and events, etc.

College News: https://www.skidmore.edu/news/index.php
This is the central news and information website. All of the content is produced by the OCM.

Scope magazine: http://www.skidmore.edu/scope/Scope2016/files/assets/basic-html/index.html#1
This site includes electronic versions of *Scope* magazine, published annually in September for alumni, parents, and friends. *Scope* is produced by the OCM.

Scope monthly: http://www.skidmore.edu/scope-monthly/2017/march/
Skidmore's monthly online version of Scope, produced by the OCM.

Skidmore's Primary Social Media Channels:
www.facebook.com/skidmorecollege
www.twitter.com/skidmorecollege
www.instagram.com/skidmorecollege
www.instagram.com/lifeatskidmore
www.youtube.com/skidmorecollege
https://www.linkedin.com/school/165994

https://plus.google.com/+skidmorecollege
www.pinterest.com/skidmorecollege
Snapchat: SkidmoreCollege

Also, listed below are links to a few internal websites OCM helps to manage:
Academic websites: http://www.skidmore.edu/admissions/academics/index.php
Admissions: http://www.skidmore.edu/admissions/
Advancement: http://www.skidmore.edu/advancement/

Expectations and Responsibilities
The Vice President for Communications and Marketing will be expected to:

- Oversee the consistency of image, tone, and content of all Skidmore College communications, publications, and electronic messages;
- Improve name recognition of the College;
- Enhance the College's reputation by providing the most accurate information possible and being able to differentiate the perspectives of individual College audiences;
- Participate in crisis management, planning, and serve as primary spokesperson for the College in the event of a crisis;
- Promote a culture of continuous improvement that values learning and a commitment to quality for all staff;
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis;
- Analyze and act upon opportunities that develop, deepen, and affirm core messages in the College's growing reputation; and
- Act as an official spokesperson for the College, at the President's designation.

The Vice President for Communications and Marketing has specific responsibility for:

- Establishing the direction of the College's communications and marketing efforts consistent with the College's current goals and objectives, and its long-range plans for strategic positioning;
- Designing, implementing, and overseeing a College marketing plan in consultation with other senior leaders;
- Coordinating and implementing, in collaboration with the leadership in advancement, the athletics department, employee and community relations, admissions, The Tang Teaching Museum, The Arthur Zankel Music Center, and special programs, the communication strategies and materials that support the total effort at College image building and promotion;
- Acting in the leadership role in the development of the College's web presence, use of social media opportunities, and the management of relevant web sites;

- Overseeing the development of media relations materials with regional, statewide, national, and international press; advising on media relations strategies, monitoring media issues and developments, developing connections to raise institutional visibility;

- Directing the coordination of print, electronic (web, video, blogs, email communications) and social media communications. Leading a highly competent staff in writing, editing, photography, design and printing; ensuring that consistency of message and standards of design are met in all official work of the College; and

- Supervising an active professional and support staff with oversight of multiple annual operating budgets that fund the communications and marketing programs.

Educational and Professional Requirements

The next Vice President will be a visionary, strategic, adaptive, and creative leader who will provide leadership in building a unique "brand identity" regarding the distinctiveness of Skidmore College. The ideal candidate should possess:

- Demonstrated success in an equivalent setting with significant leadership experience;

- Proven ability to foster a collegial and collaborative working environment for a diverse team of colleagues;

- Experience in integrated marketing, public relations, market analysis, or communication whether in higher education or elsewhere;

- A proven track record of creative and visionary leadership in the development of communication and marketing plans in collaboration with multiple audiences and internal and external stakeholders;

- An energetic and enthusiastic leader with excellent communication and team-building skills, someone particularly able to persuade and explain, and to communicate in words and images in print, digital, and social media;

- Demonstrated understanding of best practices in online communication and social media;

- The ability to write and edit in a fast-paced, deadline-oriented environment;

- Exceptional organizational skills, including the ability to manage multiple tasks simultaneously;

- Reliable judgment, trusted discretion, strong interpersonal skills to relate to numerous and varied constituencies of the College;

- The ability to work independently and under pressure;

- A track record of being adept and creative with emerging technology and a strong eagerness to learn new skills; and

- A bachelor's degree is required; additional graduate study or degree desirable.

NOMINEES AND APPLICATIONS

The search process is currently underway and will continue until the position is filled. Nominations, inquiries, and expressions of interest should be forwarded, in confidence, to:

Steve Leo, Partner
Matthew Bunting, Managing Associate
Storbeck/Pimentel & Associates, LP
SkidmoreVPCM@storbecksearch.com

For more information about Skidmore College and its programs, please visit: www.skidmore.edu.

Skidmore College is committed to being an inclusive campus community and, as an Equal Opportunity Employer, does not discriminate in its hiring or employment practices on the race, color, creed, religion, gender, age, national or ethnic origin, physical or mental disability, military or veteran status, marital status, sex, sexual orientation, genetic information, predisposition or carrier status, domestic violence victim status, familial status or any other characteristic protected by applicable federal, state, or local laws.