

Randolph-Macon College

Vice President of College Advancement Leadership Profile

Summer 2026



WittKieffer

Executive Summary

Established in 1830, [Randolph-Macon College](#) (RMC) is a distinguished liberal arts institution dedicated to cultivating both mind and character. Located just 20 minutes north of Richmond, Virginia, RMC offers a vibrant, student-centered learning environment. The college boasts a steadily growing enrollment, academically rigorous programs, and a picturesque 125-acre campus featuring modern facilities and thoughtfully renovated historic buildings. As the college enters a new era of leadership, it seeks a visionary Vice President for College Advancement (VPCA) to lead its fundraising, alumni relations, and events management efforts.

RMC's mission underlies the college's ultimate purpose: to prepare students for successful and meaning-filled lives. And that commitment to students' futures is tightly woven in nearly every part of the educational experience, within which the pillars of the college's mission statement articulate how an RMC education lays the foundation for a successful life. *U.S. News and World Report* ranks RMC among the top 100 liberal arts colleges and #68 for Best Value. RMC alumni remain deeply connected as a Yellow Jacket community and as fans and supporters of the institution.

The VPCA will serve as the chief development officer and a key member of the President's Cabinet, working closely with [President Michael Hill](#), the [Board of Trustees](#), and other [senior leaders](#) to shape and execute a bold and comprehensive advancement strategy. President Hill, who began his tenure in August 2025, brings an ambitious and optimistic vision to RMC, and his collaborative approach to advancement makes this a particularly exciting time for a new VPCA to join the institution. The VPCA will be expected to build a strong and productive partnership with President Hill, leveraging his expertise and the widespread enthusiasm surrounding his leadership to elevate the college's philanthropic profile.

A central priority for the VPCA will be the development and execution of an emerging comprehensive campaign. This upcoming initiative will support transformative projects from new academic and residential facilities to significant growth in the college's endowment. The VPCA will play a pivotal role in defining strategic priorities, engaging stakeholders, and driving fundraising efforts to ensure the campaign's success. This will require deep experience in campaign planning and execution, as well as the ability to cultivate principal and transformational gift donors. The ideal candidate will have a track record in expanding a historic donor base to include new friends to the college.

Beyond campaign leadership, the VPCA will be charged with strengthening RMC's donor pipeline, particularly among high-net-worth individuals, corporate partners, and philanthropic foundations. The college's proximity to Richmond and Washington, D.C. presents significant opportunities for expanding outreach and engagement. The VPCA will also refine an already solid alumni relations program to foster deeper connections across generations, working closely with the Society of Alumni and the alumni engagement team to enhance outreach and increase philanthropic support. Internally, the VPCA will lead and develop a high-performing advancement team, setting clear goals and providing strategic direction, professional development, and resource alignment to support the college's ambitious agenda.

The ideal candidate will be a dynamic and entrepreneurial leader with a proven track record in advancement, strong communication and relationship-building skills, and a deep appreciation for the mission of liberal arts education. A bachelor's degree is required, with an advanced degree preferred, along with at least ten years of progressively responsible experience in advancement, ideally within higher education. This is a rare opportunity to join a thriving institution at a pivotal moment in its history and to play a central role in shaping its future. The next Vice President for College Advancement will be instrumental in harnessing the energy, optimism, and potential of Randolph-Macon College to achieve new heights of success and impact.

To submit a nomination or express personal interest in this position, please see *Procedure for Candidacy* at the end of this document.

Role of the Vice President of College Advancement

As the chief advancement officer of Randolph-Macon College, the Vice President for College Advancement works in close consultation with the President, Cabinet, and the Board of Trustees to provide overall leadership and direction for the fundraising, alumni affairs, events management, and college relations program. Essential duties and responsibilities for the position include:

- Serve as a member of the President's Cabinet, the primary management team at the College.
- Leads staff for fundraising, alumni relations, and events management.
- Formulate long-range strategic priorities and plans for fundraising and alumni affairs in consultation with the President, Cabinet, and the Board of Trustees.
- Serve as primary staff liaison to the Board of Trustees Advancement Committee and as a consultant for the Committee on Trustees.
- Direct all fundraising activities of the College and assimilate the work of the Office of Alumni Relations, Office of Events Management, and Office of Development into a unified effort.
- Oversee and manage development activities which involve the Board of Trustees, the Board of Associates, the Society of Alumni, and other significant volunteer organizations.
- In collaboration with College Advancement team members, develop and manage strategy for the annual giving program, athletics fundraising, donor stewardship, planned giving, advancement services, and alumni relations. Monitor and evaluate performance in all these areas.
- Oversee the Special Gifts program to ensure development of strong relationships between the College and corporate and community leaders.
- Cultivate relationships with corporate and community leaders, alumni, and other friends of the college. Create development opportunities via programs and projects that nurture these relationships.
- Develop, review and monitor budget expenditures to ensure fiscal responsibility and attainment of development goals.
- Other duties as assigned by the President of the College.

Opportunities and Expectations for Leadership

With the advent of President Michael Hill's presidency at Randolph-Macon on August 1, 2025, the college has entered an extraordinary and exciting time. President Hill is an ambitious, visionary, and optimistic leader who immediately recognized the strengths at Randolph-Macon and is in the process of developing exciting new goals for the college and his tenure. The next VPCA will need to be able to match President Hill's energy and ambition and see the incredible potential of RMC as it enters this new phase. Specifically, the VPCA will be expected to:

- **Cultivate a strong and productive relationship with President Hill**

Passion for Randolph-Macon runs deep and is widely shared among the college's constituents, clearly reflected in the strong support President Hill has received during his initial months in office. He brings a unique and varied background to the role, and the Board of Trustees' willingness to embrace his candidacy signals their commitment to bold aspirations. For the incoming VPCA, it is especially valuable that President Hill is a skilled and seasoned advancement collaborator, capable of engaging a broad spectrum of stakeholders. Building a durable and effective partnership with President Hill and tapping into both his expertise and the goodwill surrounding his leadership will be essential to the vice president's success.
- **Develop a comprehensive and clear advancement plan**

RMC's distinguished legacy stretches back nearly 200 years, and its dedication to academic excellence paired with a vibrant student life continues to set it apart. The college's growth into a dynamic and inclusive institution is a compelling narrative, and the incoming VPCA will have the opportunity to shape and share that story. With new leadership at the helm, the next VPCA can craft a forward-looking advancement strategy that honors the college's heritage while introducing fresh initiatives and objectives. A recurring theme in discussions with RMC stakeholders is possibility. Though the college has benefited from generous philanthropy, there's a shared belief that alumni have untapped capacity and that Virginia's corporate and foundation sectors offer further promise. Other areas ripe for growth include board engagement, parent giving, and a broadened annual fund. By executing a bold, coherent, and inspiring strategy, the next VPCA can harness these possibilities and elevate RMC to even greater success.
- **Create and execute a new comprehensive campaign**

Randolph-Macon is preparing to embark on a major comprehensive campaign in the near term, and there is a strong sense of momentum behind this initiative. The college's previous campaign, *Building Extraordinary*, concluded in 2016 and surpassed expectations by raising \$125 million against a \$100 million goal. An additional \$115M has been raised in the subsequent years following the campaign as well. The drivers behind the upcoming campaign are substantial and include plans for expanded academic facilities, modernized and additional residence halls, and other buildings, and a dramatic increase in the endowment to support faculty, programmatic growth, and scholarship support. The VPCA will work closely with President Hill and campus leaders to define strategic priorities and shape this landmark effort over the coming year. Success in this role will require deep experience with large-scale campaigns – from initial planning through execution and evaluation of fundraising approaches. This campaign will also serve as a prime opportunity to craft and share Randolph-Macon's compelling story with a broader audience.
- **Build a deeper and wider pipeline of principal and transformational gift donors**

A key factor in the success of the upcoming comprehensive campaign – and in advancing future fundraising efforts – will be strengthening RMC's donor pipeline. One major area for expansion, as noted by campus stakeholders, is the need for a more focused and proactive approach to securing principal and transformational gifts. While RMC is recognized for its impressive alumni participation rate, the number of donors contributing \$1 million or more is not large. Building meaningful relationships with affluent alumni and other potential benefactors could unlock significant opportunities, and the next VPCA will be instrumental in cultivating these connections. Additionally, RMC's proximity to both Richmond and Washington, DC offers

fertile ground for identifying and engaging new prospects. A robust advancement strategy should include a broadened corporate and foundation outreach plan – targeting top employers of RMC graduates, regional funders aligned with the college’s mission, and other philanthropic leaders.

- **Refine alumni relations programming to optimize resources and relationships**

Randolph-Macon boasts a rich institutional legacy and a vast network of alumni. A strong sense of pride in the college, its values, and its traditions is evident in nearly every interaction. While alumni giving, as noted above, is strong, there remains room to deepen and broaden engagement across generations. The next VPCA should be adept at identifying meaningful ways to connect with a diverse alumni population. In particular, the ideal candidate will bring proven leadership in alumni relations and collaborate closely with the Society of Alumni and the alumni engagement team to foster more inclusive and impactful programming and outreach – ultimately driving increased philanthropic support.

- **Support the growth and development of the advancement team**

To strengthen efforts and foster a robust culture of philanthropy, the incoming Vice President for College Advancement at RMC should consider a dual approach to team leadership. First, the VPCA will need to establish clear, consistent, attainable, and aspirational objectives – along with a roadmap for achieving them and metrics to track progress. Second, the VPCA should develop a long-range strategy to support advancement staff at all career stages, helping them build the expertise needed to execute a bold advancement agenda and a new comprehensive campaign. The VPCA will also advise on team structure and resource allocation to best position the division for campaign success and professional growth. Ultimately, the chosen candidate should set ambitious expectations for the advancement team while equipping them with the support, direction, and motivation to reach those goals.



Professional Qualifications and Personal Qualities

The next Randolph-Macon Vice President for College Advancement will be an experienced, innovative professional with a compelling combination of advancement leadership and achievement. The successful candidate will be a high-energy and entrepreneurial leader who can articulate a vision for RMC's future development and alumni initiatives. As an ambassador for RMC, the VPCA will have the personal presence and experience necessary to engage with individual and corporate donors and prospects, and to strengthen partnerships and relationships with alumni, businesses, and foundations. In addition, the ideal candidate should possess the following qualifications and qualities:

- Commitment to and understanding of a private, liberal arts education.
- Deep knowledge of and experience in creating a strategic plan for advancement as well as comprehensive campaign plans.
- Experience partnering with a college President and other campus leaders in the cultivation of donor relationships and development of high-level philanthropic initiatives.
- Experience working with alumni groups and developing alumni programming.
- Proven track record of developing deep relationships, cultivating high-net-worth individual donors, forging relationships with institutional donors, and securing major and principal gifts.
- Experience leading a high-performing advancement team at all levels of experience and title and across advancement disciplines.
- Experience in organizational growth, team-building, and professional development.
- Strong supervisory and managerial skills and a demonstrated ability to work collaboratively, delegate responsibility, and inspire and motivate staff, alumni, volunteers, donors, and board members.
- Excellent oral and written communication and public speaking skills to effectively represent the college to internal and external constituents.
- Team-oriented leadership approach with a high level of integrity and diplomacy.
- Ten or more years of progressively responsible and successful experience in the field of advancement, preferably in a higher education environment.
- A bachelor's degree required; an advanced degree preferred.

About Randolph-Macon College

Overview

Founded in 1830, Randolph-Macon College is a residential, undergraduate, liberal arts college committed to its mission of developing mind and character. A highly student-focused learning community located 20 minutes north of Richmond, Virginia, RMC has a steadily growing enrollment, rigorous academic programs, and a beautiful 125-acre campus with new and recently renovated buildings.

U.S. News and World Report ranks RMC among the top 100 liberal arts colleges and #68 for Best Value. *The Princeton Review* ranks RMC as #14 for Best Science Lab Facilities, #12 for Best Career Services, #18 for Friendliest Students, and #5 for Town/Gown Relations. RMC is a member of the Annapolis Group, the organization of the nation's 130 leading independent liberal arts colleges.

RMC's 1,800 undergraduate students distinguish themselves in the classroom, community, and athletic arena and go on to distinguish themselves in the workplace as lifelong learners, critical thinkers, and citizens of the world. RMC alumni remain deeply connected as a Yellow Jacket community and as fans and supporters of the institution.



Mission

A Randolph-Macon College liberal arts education develops the mind and character of each student.

Values

RMC's mission underlies the college's ultimate purpose: to prepare students for successful lives. And that commitment to students' futures is tightly woven in nearly every part of the educational experience, within which the pillars of our mission statement articulate how an RMC education lays the foundation for a successful life.

- **Academic Excellence:** RMC is committed to academic excellence and devoted to the development of its students. Randolph-Macon emphasizes character development, ethical responsibility, and personal accountability.
- **Vibrant and Diverse Community:** Randolph-Macon students become part of a community comprised of peers, faculty, staff, and alumni from various backgrounds, ethnicities, faiths, traditions, and cultures. The College's historical relationship with the Methodist church laid the foundation for a community that embraces the vibrant exchange of diverse ideas and also celebrates and fosters compassion, cooperation, and understanding.
- **Skills for College Life:** Guided by a faculty of teacher-scholars, Randolph-Macon students acquire and practice the skills and knowledge necessary to solve problems creatively and analytically, communicate effectively, and understand the historical, cultural, and philosophical complexities of the issues they address. A strong focus on individualized advising and mentoring ensures students' academic success.
- **Active Learning:** A Randolph-Macon education strongly emphasizes experiential learning through faculty-guided student research opportunities, international study and travel, service learning, and internships. The

College's proximity to Washington, DC, and Richmond, Virginia, enriches these curricular and co-curricular opportunities to gain practical experience.

- **The Whole Student:** A Randolph-Macon education extends beyond the classroom to include participation in athletics, leadership experiences, community service, and diverse student activities and organizations. Coaches, staff, and faculty mentor students, reinforcing the College's values and lessons.
- **A Career Pathway:** Randolph-Macon prepares students for life after college and professional success by helping them to set career goals, make plans to achieve those goals, and develop the character, leadership, knowledge, and skills necessary to work in diverse settings.

Finances

The College's FY25 budget totaled approximately \$69 million in operating expenses. The market value of RMC's endowment as of September 30, 2025 totaled \$231 million. The endowment provides 14% of RMC's operating revenue that supports academic programs and scholarship aid. A total of 76% of the college's revenues come from tuition, fees, and auxiliaries.

The college's greatest long-term financial focus is the need to sustain and increase resources to deliver on the mission of Randolph-Macon and to meet its strategic objectives. It will be important to diversify funding sources by expanding revenue, and it will be critical to continue the College's recent success in developing philanthropic resources.

Governance

Randolph-Macon is governed by a highly-engaged 45-member [Board of Trustees](#), who make policy on behalf of the College and work closely with the Cabinet to ensure strong financial management of the institution. The Board meets as a full body three times each year and supports committees on all aspects of college life and finances that meet as needed.

Academics

Randolph-Macon has more than 1,800 undergraduate students pursuing their academic paths in more than 55 areas of study. Randolph-Macon is known in the region for strong academic programs in a variety of fields, with a core foundation in the liberal arts. The College made recent investments in pre-professional programs and earned ABET Accreditation in Engineering in 2024 and Virginia Board of Nursing certification of its new bachelor's in nursing in 2023. Other new programs, including Data Science, Cybersecurity, and Criminology, have contributed to enrollment success. A curriculum with plenty of room to explore allows students to learn across several disciplines, and more than 60% of students pursue double majors and minors as well.

Randolph-Macon added a growing graduate program in Physician Assistant Studies in 2022, with more than 50 students enrolled.

The College's reputation for hands-on learning, led by faculty with an exceptional commitment to mentorship, is a core value. Faculty are committed to preparing students to build their own futures through a rigorous academic program that exposes students to most areas of artistic and scientific inquiry.

With a 12-to-1 student-to-faculty ratio, the average class size is 17. The small classes, which are always taught by professors, enable students to be challenged to maximize their potential. Randolph-Macon's curriculum is well-suited to hands-on experiences like robust, funded undergraduate research, faculty-led study abroad, and internship programs. The College's four-week January Term provides students the opportunity to concentrate

intensively on one course, study abroad, or gain valuable career experience through a full-time, month-long internship.

Athletics

Athletics is an integral part of RMC life, with approximately one-third of the student population participating in a varsity sport. A member of the NCAA Division III and Old Dominion Athletic Conference, the College sponsors 18 intercollegiate sports.

Many of the Yellow Jacket teams have experienced recent success, including numerous nationally ranked teams, ODAC championships, and coaching honors, as well as:



- A 2022 national championship in Men's Basketball, and four consecutive NCAA Sweet Sixteen appearances
- A 2023 national semi-final in Men's Football, and four consecutive NCAA appearances
- Seven Old Dominion Athletic Conference football championships in the past ten years
- 2023 appearance in the DIII World Series for Men's Baseball
- Three consecutive NCAA Regional appearances for Women's Softball

Student Life

The student body is exceptional for its engagement in college life and was recently ranked among the “friendliest students” by *The Princeton Review*. Approximately a third are students of color, which closely tracks the College's continued efforts to expand its academic mission to historically underserved communities. Twenty percent are first-generation students, and twenty percent are Pell-eligible.

RMC's 15 residence halls and 11 additional housing options help create a close-knit campus community (75% on-campus residency), resulting in many friendships that continue long after graduation.

The College has invested in programs like show choir and equestrian with full-time coaches who also serve as admissions recruiters. Many of these students engage widely across a variety of activities on campus - embracing athletics, performance, research, Greek life, and more simultaneously. Each class of students continues RMC's strong tradition of sociability and public service with twice-yearly service days. The College has 13 sororities and fraternities, a co-ed service fraternity, and more than 100+ student organizations and clubs.

Alumni

Alumni remain close to the College after graduation and have a long history of giving back to RMC, both financially and with their time and talent. Alumni giving has placed RMC in the top 30 nationally in terms of participation percentage during the last nine years. Those gifts have largely supported the reinvigoration of the campus and have helped the College ensure numerous financial aid options for students.

Randolph-Macon has a variety of ways for alumni to engage with the college, including several groups:

- **Society of Alumni:** Membership in the Society of Alumni (SOA) begins at graduation and provides opportunities to connect with fellow alumni and actively engage with College initiatives. All graduates of the College, as well as former students in good standing with a year or more of academic credit, are members of The Society of Alumni.

- **Young Alumni Board:** The Young Alumni Board's primary focus is to generate ongoing enthusiasm and support for Randolph-Macon College, through activities which allow young alumni the opportunity to get together for networking, social, educational, and community service purposes. The board also works to educate young alumni about the importance of the [Randolph-Macon Annual Fund](#).
- **Multicultural Alumni Association:** The Multicultural Alumni Association (MAA) was created to promote and foster an environment of inclusivity at Randolph-Macon College, and better unite and engage multicultural alumni through leadership, mentorship, scholarship, fellowship, and service.
- **Boydton Society:** The Boydton Society consists of alumni who graduated 50 or more years ago from Randolph-Macon College. New members are inducted each Spring at the Boydton Society Annual Reunion, celebrated during Commencement Weekend with a series of special events.
- **Board of Associates:** Created by the RMC Board of Trustees in 1980, the Board of Associates (BOA) is an organization of RMC alumni who have pledged to join their talents, energies, resources and wisdom to advance the mission of Randolph-Macon College. Through collective involvement and individual activities, members of the Board of Associates strive to procure new and sustained financial resources, to attract qualified students, to enhance the image and reputation of the institution, to enrich the educational experience of the students, and to provide advice and opportunities to students in preparation for fulfilling careers.

Leadership

Michael Hill, President



Michael E. Hill is Randolph-Macon's 16th president. He assumed the office in 2025 after a robust nationwide search.

Dr. Hill was President of Chautauqua Institution immediately preceding his service to Randolph-Macon. The nationally renowned educational community is dedicated to engaged dialogue and cultural enrichment, hosting cultural programs and learning experiences on its campus in western New York and in virtual settings. Dr. Hill led a transformation of the 150-year-old institution through new partnerships, new funding sources, and a bold new vision that extends its reach nationwide. While there, he completed the Institution's largest campaign ever, *Boundless*, a \$150-million effort to bring new facilities and increased endowment support, ending the campaign 18 months ahead of schedule and eclipsing its goal.

Dr. Hill was a first-generation graduate of St. Bonaventure University, the nation's oldest Franciscan liberal arts college, where he was a staff member early in his career. He served on the University's Board of Trustees, culminating his service as the Board's Secretary and co-chair of its most recent presidential search committee. He earned a master's degree in arts and cultural management from Saint Mary's University of Minnesota and a doctorate in education from Vanderbilt University's Peabody College. He has lectured frequently on nonprofit management to international audiences, trade organizations, and as a visiting lecturer for Georgetown University. He is a member of the Robert H. Jackson Center Board of Directors and a member of the Leadership Network of the American Enterprise Institute.

Dr. Hill previously led the non-profit Youth for Understanding USA and served in senior roles at United Cerebral Palsy, Washington National Cathedral, and The Washington Ballet. He was a founding faculty member at George Mason University's Master of Arts Management program, where he taught in an adjunct role for more than a decade and was named faculty member of the year in 2011. His career comes full circle back to this region, as he served as a Dow Jones Fellow at the Richmond Times-Dispatch 30 years ago.



Ashland-Richmond Region

The town of Ashland, Virginia is located just 90 miles south of Washington, D.C., and 15 miles from the State Capitol in downtown Richmond.

Ashland's charming neighborhood streets surround the campus, which is just steps from downtown Ashland, where you'll find an Amtrak train station that serves northeast regional trains bound for Richmond, Newport News, and Norfolk as well as other northern cities. Major and local retailers and restaurants, along with a multi-screen movie theatre and popular Farmers Market, provide shopping, dining, and entertainment options downtown and around it.

With a metropolitan population of more than 1.2 million, Richmond is a regional center for business and commerce, including several Fortune 500 companies. Richmond is often routinely ranked for its rich restaurant scene, with thriving independent restaurants, food trucks, farmers' markets, and national chain restaurants. The area has a strong art scene as well, with several major theaters, galleries, concert venues, and nationally recognized museums. The city was recently named the best river town in America by Outside magazine.

For outdoor enthusiasts, both Ashland and Richmond provide many recreational activities, such as cycling, paddling, fishing, and boating. A regional park system with beautiful forests and streams offers challenging trails for hiking and mountain biking. Sports fans can enjoy NASCAR races, minor league soccer and baseball games, and marathon races, as well as the Yellow Jackets' contests in Ashland, of course!

Central Virginia is indeed central in a region rich in history and the arts, with Washington, D.C., Jamestown, Williamsburg, the Blue Ridge Mountains and the Atlantic Ocean—all within a two-hour drive of Ashland.



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 Randolph-Macon in this search. For fullest consideration, candidate materials should be received by **June 26, 2026**.

Application materials should be submitted using WittKieffer's [candidate portal](#).

Nominations and inquiries can be directed to:

Greg Duyck and Maya Holt-Brockenbrough, Ph.D.

RMC-VPCA@wittkieffer.com

Randolph-Macon College, an equal opportunity employer, is committed to diversity, equity, and inclusion as a central value and encourages applicants of diverse backgrounds and experiences to apply.