



Vice President for Institutional Advancement
Longmeadow, MA

Bay Path University (Bay Path), a private comprehensive university with an innovative and responsive approach to student-centered, career-focused education, seeks an enterprising and purposeful Vice President for Institutional Advancement to lead university-wide fundraising and engagement efforts during an exciting time of expanded reach, impact, and preparation for a comprehensive campaign.

Known for its commitment to providing affordable, workforce-aligned programs that ensure graduates are career-ready, Bay Path educates and empowers students of all backgrounds, including working adults and first-generation learners, to lead with confidence and make meaningful impact in their professions and communities. Consistently recognized among **Top Performers for Social Mobility in the North** by *U.S. News & World Report* and respected for strong allied health, education, and business programs; accessible online options; and its supportive community, Bay Path's practical, applied learning model successfully demonstrates the value of pursuing a college degree and continued career credentialing—serving as an exemplar for strategic academe/industry synergy at a time when educational ROI, workforce development, and economic mobility are pressing challenges across higher education and beyond.

Bay Path offers a residential bachelor's degree for women only on its Longmeadow, Massachusetts campus, as well as bachelor's, master's, and doctoral programs for all learners on campuses in East Longmeadow and Boston, Massachusetts; Guaynabo, Puerto Rico; and online. In 2024, Bay Path expanded its reach and program offerings through the acquisition of Cambridge College, increasing its enrollment to approximately 5,000 learners, gaining new locations, strengthening its online presence, broadening its programs, and expanding its ecosystem of corporate and community partners, alumni, and philanthropic supporters.

Reporting to [President Sandra Doran, J.D.](#), the Vice President for Institutional Advancement (Vice President and/or VPIA) serves as a member of the President's Executive Leadership Team and will define a vision and approach to philanthropy that supports the University's strategic priorities and emergent initiatives. The Vice President manages and provides strategic guidance for a team that encompasses individual giving (annual, major, principal, planned giving), corporate and foundation giving, alumni and constituent relations, stewardship, and advancement services, ensuring the team collectively surpasses ambitious fundraising goals as well as activity benchmarks. Leading by example, the Vice President will manage a portfolio of major and principal gift prospects, and work closely with President Doran in expanding philanthropic support and raising public awareness of the relevance and impact of Bay Path's initiatives, faculty, and student and alumni achievements.

Fostering an advancement enterprise that mirrors the dynamism, resourcefulness, inclusivity, and responsiveness that is emblematic of the Bay Path community, the Vice President for Institutional Advancement will serve as a thought leader and chief architect for Bay Path's targeted and comprehensive campaign efforts, including charting a course for a comprehensive campaign. The Vice President will work internally and externally to accelerate collaborative fundraising and engagement activities and to deepen partnership around intersectional goals—inspiring and co-designing with colleagues across the faculty, student affairs and career services, finance, enrollment, and marketing. Leading through influence and example, the VPIA will engender a spirit of shared success and greater collective impact.



The successful candidate is expected to have at least ten years of increasing advancement leadership and fundraising achievement at a higher education, higher education-adjacent, or purpose-aligned institution with proven success building and leading adaptive and high-functioning teams, ideally in a campaign environment. They should have demonstrable success in identifying and securing major and principal gifts as well as cultivating mutually beneficial corporate and institutional partnerships.

A skilled storyteller and clear communicator, the VPIA will bring an accessible and collegial leadership style and the energy to inspire open dialogue, connection, and collaborative action with varying constituencies and across multiple industries and geographic markets around new ideas and strategic directions. Excellent organizational and interpersonal skills are necessary, along with a philosophy of teamwork and hands-on implementation. The candidate will bring a data-informed approach to decision making and measuring outcomes and an appetite for leveraging technology and digital tools for smarter workflows and the optimization of resources. A bachelor's degree is required. In accordance with its core values and mission, Bay Path is especially interested in recruiting members of diverse communities and individuals with a commitment to multiculturalism and serving the educational needs of all students.

Bay Path University

When Bay Path opened in 1897, its mission was clear: to provide practical, affordable, career-focused education that helps students thrive, achieve their dreams, and make an impact in their communities. From the start, Bay Path embraced an entrepreneurial spirit, continually adapting programs and delivery models to meet the needs of learners and employers. This philosophy is captured in its vision: *"At Bay Path, every learner's dreams of a better career, a richer life, and a brighter future will be realized."*

Today, Bay Path University is a not-for-profit institution with a growing reach, strengthened by its strategic acquisition of Cambridge College. Together, these mission-aligned institutions are expanding access to diverse, historically underserved learners through multiple campuses in Longmeadow, East Longmeadow, Boston, and Puerto Rico, along with a robust and growing online presence.

Recognized as one of the [Best Bang for the Buck Colleges](#) by *Washington Monthly* and a member of the Women's College Coalition, Bay Path offers undergraduate programs, graduate degrees and professional certificates, and fully online degrees designed for adult learners. Its commitment to access is reflected in a culture of accessible enrollment, affordability, and practical degree pathways tailored especially to first-generation students, working adults, and career changers.

With over 65 full-time and part-time faculty members, 270 staff members, and 900 adjunct instructors and an annual budget of \$65 million, Bay Path continues to prepare students to navigate a rapidly changing world. Through innovative academic programs, a pioneering online platform, and its *We Empower Learners and Leaders* initiative, the University delivers on its 125-year commitment to helping students grow, adapt, and flourish.

Sandra J. Doran, J.D., was unanimously elected by Bay Path University's Board of Trustees to be the University's sixth president, beginning her tenure on June 30, 2020. President Doran believes that a college presidency is not a career choice but a calling, one that serves both a personal and institutional purpose. Her distinguished career as an academic leader, senior executive, lawyer, innovator, and entrepreneur has given her a unique skill set she actively applies to advance Bay Path's core mission: empowering learners to become



leaders in their careers and communities with an innovative approach to learning that prepares students to flourish in a constantly changing world. Under her leadership, Bay Path has deepened its commitment to access, innovation, and workforce relevance, culminating in the 2024 acquisition of Cambridge College.

Financial Stability & Framework for Impact

Bay Path University is a financially sound institution. Over the past decade, enrollment has driven a strong balance sheet and history of maintaining a balanced \$65 million annual operating budget. The University maintains a conservative fiscal philosophy with disciplined operating and capital budget management, resulting in minimal debt and well-maintained campuses with minimal deferred maintenance. Bay Path has a proven track record of securing grants to support innovative initiatives that enhance the student experience. Since 2000, the University has received more than \$30 million in external grant funding, including significant federal grants, providing vital operational support for transformational programming and services. Bay Path has expanded its financial and operational footprint with the Cambridge College acquisition, positioning the institution for continued growth and enhanced impact across multiple campuses and online platforms.

As part of the integration of Cambridge College with Bay Path University, members of the Executive Leadership and Senior Leadership Teams met over the summer of 2025 to forge a unified direction. Together they developed a *Framework for Impact* to guide the University's strategic actions over the next three years. The Framework establishes planning and resource allocation related to five priority areas:

- 1) Completion and success of the BPU/CC integration to realize the potential of the merged institutions;
- 2) Expansion and optimization of the academic program portfolio;
- 3) Development of AI and Aul strategies to enable growth, improve service to learners, and reduce the cost of education;
- 4) Creation of a unified brand strategy and website;
- 5) Development and launch of a major comprehensive campaign in support of key institutional strategies.

In a recent phase of organizational redesign, Bay Path strengthened its executive leadership team through a newly envisioned integration of enrollment and marketing and the creation of a chief of staff within the president's office.

The University's endowment is valued at approximately \$90 million, reflecting a stable foundation of philanthropic support with significant room for growth. In recent years, Bay Path has raised approximately \$2 million in philanthropic funding annually.

Institutional Advancement at Bay Path University

The Advancement team is composed of seven development professionals with assignments across annual giving, major and planned giving, foundation relations, donor relations, constituent communications and alumni engagement, and advancement services.

A defining moment in the University's philanthropic history was the successful \$16 million *It Begins Here* campaign in support of three priorities: 1) build resources in support of the 2014 transition of Bay Path College to Bay Path University; 2) development of new academic programs and online modalities; and 3)

construction and 2015 opening of the Philip H. Ryan Health Science Center, a transformative investment in Bay Path's academic future and its presence in the region. The effort not only expanded Bay Path's capacity in healthcare education but also demonstrated the potential for engaging donors around a comprehensive campaign .

The Board of Trustees is committed to the future of the institution and recognizes the importance of a more active and coordinated role in philanthropy. Strengthening trustee engagement and equipping board members as effective ambassadors and partners in fundraising will be a key priority for the next Vice President.

Vice President for Institutional Advancement

The Vice President of Institutional Advancement reports directly to President Doran and is a member of the Executive Leadership Team. The VPIA will work closely with this group in setting priorities and devising strategies for University-wide objectives within and outside of advancement. In close collaboration with senior leadership, faculty, and colleagues across enrollment, marketing, finance, and student engagement, the VPIA will develop fundraising and engagement strategies that capitalize on the strengths and assets of Bay Path in ways that increase annual giving and lay the foundation for long-term gains in endowment and capital support.

They will also work closely with the Board of Trustees, Institutional Advancement Committee, and key volunteers, using their time and talents efficiently and appropriately. The VPIA will effectively communicate President Doran's vision, drawing upon Bay Path's unique identity to capture the excitement and innovation of the University's accomplishments and initiatives in ways that lead to new bases of major gift donors who deeply value Bay Path's mission and are aligned with the University's institutional priorities.

The VPIA will provide thoughtful management and coaching to the Advancement team to ensure that strategic goals are met across annual giving, alumni engagement, major and planned gifts, donor relations, and administrative services. This includes developing and implementing comprehensive annual plans informed by past performance and future capacity for all giving and engagement areas and setting aspirational goals that motivate staff and donors alike to reach new levels of achievement. A critical initiative will be the planning and execution of Bay Path's next comprehensive campaign.

Essential Duties

- Collaborate with the President and other critical stakeholders to develop effective and motivating "cases for support" for myriad initiatives, time-sensitive projects, and potential campaigns that align with the University's priorities & vision, including the creation of robust solicitation materials and gift proposals.
- Develop a strategy that will enable Bay Path to strengthen relationships with current donors and partners while launching a systematic initiative to identify and target a broad, regional, and national constituency of individuals (alumni and friends), foundations, and corporations capable of making major gifts (\$25,000+ annual or restricted gifts).
- Establish and implement prospect qualification, cultivation, and solicitation strategies for Bay Path's major and planned giving donors and prospects. Maintain and continue to develop team and personal frontline responsibility for a major gifts portfolio with a focus on five-, six-, and aspirational seven-figure gift prospects. Apply various giving methods such as current giving, deferred giving, and non-cash gifts.

- In collaboration with academic and administrative colleagues, explore opportunities for partnership with corporate and foundation donors that capitalize upon Bay Path’s career-ready programming and outcomes including experiential learning, workforce training, and certification, and allied professional offerings.
- Set and achieve ambitious fundraising goals including those related to pipeline development and management. Build and maintain best-practice strategies through rigorous data analysis and program assessment. Provide strategic oversight of advancement services to ensure qualification, engagement, and solicitation targets are met, moves are tracked, and donor information is up to date.
- Inspire the advancement staff through effective motivation, mentoring, active communication, and team building. Leverage the strengths of individual staff members, ensure team accountability toward incrementally increasing financial goal outcomes.
- Guide and support the President in their role as chief spokesperson and fundraiser, as well as the Board of Trustees and volunteer leadership in development and alumni-related areas. Capitalize on and support public awareness and special event opportunities for Bay Path such as its annual Women’s Leadership Conference.
- Staff the Institutional Advancement Committee of the Board of Trustees, working closely with the Committee chair and vice chair to develop agendas and present salient information. Guide the Committee’s activities as University ambassadors, champions, and philanthropists.
- Elevate the importance of authentic and innovative stewardship that strengthens donors’ interest in, satisfaction with, and commitment to Bay Path, leading to sustained and increased giving.
- Develop a multi-faceted outreach approach to engage and involve Bay Path’s diverse and geographically dispersed alumni in ways that link their own important experiences to equally transformative experiences for future cohorts of students— ultimately encouraging their commitment and contribution of both a greater number of gifts and greater levels per gift.
- Outside of Bay Path, serve as one of the “leading representatives” of the University, building relationships with major donors, community leaders, and successful business leaders on a continual basis. Exemplify Bay Path’s commitment to diversity, equity, inclusion, and belonging. Strengthen linkages and engage authentically with a broad range of constituents as an ambassador for Bay Path, representing the University positively at all times, and strongly articulating the quality and value of a Bay Path education.
- Apply a keen eye to operational efficiency, optimal use of resources, and digital productivity tools and platforms; plan, monitor, and rigorously manage a development budget, which includes both revenues and expenses.
- Explore opportunities for modifying existing advancement organizational structure, to ensure coordination, productivity, and responsiveness in ways that enhance communication; and to promote team collaboration and professional satisfaction.

Experience and Qualifications

- A bachelor’s degree and/or graduate degree, preferred. CFRE is not required but will be a plus.
- At least ten years of increasing advancement leadership and fundraising achievement at a higher education, higher education-adjacent, or purpose-aligned institution.
- Proven ability to acquire six-figure+ individual and/or institutional major gifts in higher education or nonprofit environments is required for this position, preferably in the context of a comprehensive campaign. Track record of prior professional coaching of staff resulting in the attainment of major gifts, planned or legacy gifts, and/or increasing annual funds.

- A successful track record of working directly with the most senior levels of an organization and its transformational donors is critical, as is a sophisticated, nuanced understanding of the confluence of relationships that facilitate major and principal gift discussions and propel them forward.
- Strength in developing the case and support for strategic and complex fundraising plans. Demonstrated ability to think strategically and to shape messaging to move individuals across the spectrum of prospect development, culminating in significant and potentially game-changing solicitations appropriate to organizational priorities and donor interests.
- Ability to engage and motivate volunteers and other constituent groups and appreciate their role in building an effective fundraising network, inspiring them to action, and making the experience satisfying and fun.
- Diplomacy, tact, and the ability to work across diverse internal and external constituents, building credibility and constructive professional relationships. Demonstrated facility in cultivating relationships and operating through influence rather than authority.
- Capacity to build an advancement platform for a productive and effective division—one where staff are committed to the organization and feel ownership and pride in their work, and where openness and communication are valued.
- Knowledge and comfort with technology, including familiarity with analytic platforms for the purposes of both accurate donor base information *and* analytic planning.
- Ability to adhere to University policies and procedures and to use discretion in handling confidential information within FERPA and HIPAA guidelines.
- Comfort with ambiguity and change.
- Demonstrated tact, sensitivity, maturity, and good judgment.
- Proven record of professionalism, entrepreneurialism, organization, and creativity.
- Extensive travel, nights and weekends required.
- Respect for Bay Path students and alumni, many of whom are/were first in their families to attend college and/or are non-traditional students balancing their work and studies; the ability to act with shared purpose alongside the Bay Path ecosystem of students, alumni, faculty members, administrators, volunteer leaders, strategic partners, and supporters in to build affinity for philanthropic support.

Location, Schedule, and Compensation

Bay Path offers a competitive compensation package with a salary budgeted in the range of \$200,000 to \$225,000 annually for this position. The exact compensation offered will be determined by qualifications and experience. Information about the benefits package is available [online](#).

This is a Longmeadow-based position. Bay Path University is offering a hybrid working schedule for most employees, which allows employees to work in the office or remotely. Vice President candidates should expect an active on-campus presence in Longmeadow, Massachusetts.

Nestled just south of Springfield in western Massachusetts, Longmeadow is a quaint suburban community set along the Connecticut River, offering the perfect blend of historic charm and natural beauty. At its heart lies the iconic village green, a long stretch of parkland that serves as the town's centerpiece, surrounded by the Longmeadow Historic District with its colonial-era homes and preserved architecture. Ranked by Niche as one of the best places to live in Massachusetts, Longmeadow boasts more than 30 percent of its land as preserved open space, offering lush conservation areas and wooded trails. Strong local schools and an active community life make it a vibrant place to live and learn.



Bay Path University's 65-acre primary campus sits adjacent to the village green, providing students with a welcoming, community-oriented environment. The campus features a mix of historic architecture and modern facilities, creating a setting that reflects both tradition and innovation. A suburb of nearby Springfield, MA, Bay Path is conveniently located near major highways and rail lines as well as Bradley International Airport (20 minutes). Longmeadow offers easy access to Hartford (30 minutes), Boston (90 minutes), and New York City (2.5 hours), making it well-connected while retaining its small-town character.

Interested in Learning More?

Bay Path University has partnered with Talent Citizen to assist in this recruitment. To express interest in the search, please contact President Tracy D. Welsh, Managing Director Rachel K. Partin, and Senior Associate Eva Kotilinek to share your resume and cover letter via email at: bpu-vpia@talentcitizen.com.

Bay Path University is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Academic Programs

Bay Path, and with it, Cambridge College, serves approximately 5,000 learners across more than 200 degree programs through three divisions and Cambridge College:

- *Bay Path Online:* With more than 30 fully online, career-focused undergraduate degree and certificate programs tailored for working adults, women and men, Bay Path Online provides flexible pathways through year-round accelerated seven-week sessions, multiple entry points each year, and generous credit transfer policies (including prior learning and military experience). Online students are supported with small classes, industry-expert faculty, and personalized guidance designed to help them balance education, work, and family responsibilities.
- *Traditional Undergraduate Program:* Bay Path's Longmeadow campus offers more than 20 undergraduate programs for women. The campus experience prioritizes flexibility, adaptability, and hands-on learning to prepare students for a constantly changing world.
- *Graduate Division:* Bay Path offers a Graduate Division with over 30 career-oriented master's and doctoral programs for women and men in fields such as Education, Nursing, Healthcare Administration, Genetic Counseling, Occupational Therapy, Physician Assistant, Cybersecurity, Data Science and Business. These programs are designed for working professionals and delivered in flexible online, hybrid, and in-person formats. They prepare students for professional licensure and certification where applicable, and enrollment has grown substantially in recent years, reflecting the University's commitment to providing flexible, high-quality, and career-focused education for adult learners. Students can individualize their degree through multiple concentrations and certifications, tailoring their studies to specific career paths.
- *Cambridge College:* The acquisition of Cambridge College brought over 50 additional undergraduate, graduate, and doctoral programs to Bay Path's portfolio, with a particular strength in serving adult learners, Hispanic students, and international students. Its programs are delivered via online, hybrid, and in-person formats and designed for professionals seeking advancement or career change.

The Student Experience

Bay Path University is deeply committed to access, flexibility, and student success. With open enrollment pathways across its programs, the University lowers traditional barriers while maintaining a strong culture of support and academic rigor. This mission-driven focus has made Bay Path a leader in serving first-generation, Pell-eligible, and non-traditional students looking to advance or complete their education. Graduate students make up approximately 55 percent of the University's total enrollments while undergraduate online enrollment and the undergraduate campus-based program each represent approximately 20 percent of the student body.

Faculty members play a central role in shaping academic life through mentorship and by delivering programs that emphasize career relevance, applied learning, and personalized pathways. Whether students are studying on campus, in hybrid formats, or fully online, they have access to strong academic advising, career development resources, wellness support, and active learning communities. Traditional undergraduates on the Longmeadow campus also benefit from residential life, athletics, and leadership opportunities that round out a well-balanced college experience. At every level, Bay Path's academic and student life offerings are designed to help students not just access higher education, but truly thrive.

Campus Locations

- *Bay Path Main Campus, Longmeadow:* Home to the Residential College for undergraduate women, Bay Path Online, and the Graduate College. The campus offers student housing for both undergraduate and graduate students.
- *Philip H. Ryan Health Science Center, East Longmeadow:* An eight-minute drive from the main campus, this 57,000 square foot state-of-the-art facility houses graduate programs in healthcare and the Ed.D. in Educational Leadership.
- *Cambridge College Boston:* Located in Charlestown, this modern campus features state-of-the-art classrooms, student gathering areas, and administrative offices.
- *Cambridge College Puerto Rico:* Situated in Guaynabo, this campus offers high-quality graduate programs for adult professionals in a bilingual environment, with classrooms, conference rooms, and student service areas.