



VICE PRESIDENT FOR ADVANCEMENT

POSITION PROFILE

OCTOBER 2025



Eastern University invites applications, nominations, and inquiries for the position of

Vice President for Advancement.

Eastern University, a nationally-recognized Christian university, enrolls approximately 9,000 students in its 130+ undergraduate, graduate, professional, seminary, and online programs. The University's picturesque main campus is located in the Philadelphia suburbs in beautiful St. Davids, PA. Eastern's core values of faith, reason, and justice are woven into all of its educational programs. Eastern University is affiliated with the American Baptist Churches USA and has an interdenominational Christian student body, faculty, and administration.

Reporting directly to President Ronald A. Matthews and serving as a member of his Cabinet and Leadership Team, the Vice President for Advancement is responsible for moving Eastern's Advancement program forward to achieve the University's strategic priorities and institutional goals. The Vice President will be an outstanding advancement professional and relationship builder with integrity, a forward-thinking and collaborative leader, and a passionate advocate for Eastern's dynamic mission.

EASTERN UNIVERSITY

Founded in 1925 as Eastern Baptist Theological Seminary, the collegiate division began in 1932 and was chartered as Eastern Baptist College in 1952. Eastern Baptist College became Eastern College in 1972 and then Eastern University in 2001. Since its founding, Eastern has been inspired by faith, a passion for learning, and a commitment to making a difference locally and globally.

VISION

As a community, Eastern University will Listen. Love. Learn. Lead.

MISSION

Eastern University is a diverse, Christ-centered community preparing graduates to impact the world through faith, reason, and justice.

CORE VALUES

Eastern University is dedicated to the following core values:

E



EXCELLENCE

We strive to achieve the highest standards in serving our community through distinctive academic experiences, student services, and community life.

A



AUTHENTICITY

We live with integrity and honesty, upholding the highest ethical standards as we seek to honor God with our lives, relationships, and work.

S



STEWARDSHIP

We treat our resources as gifts God has entrusted to us, including our earth, environment, facilities, and finances.

T



THOUGHTFULNESS

Inspired by our commitment to truth, we think deeply, holistically, and critically about the world God has given us, benefiting from the insights offered by each individual in our rich learning community.

E



ENTHUSIASM

Anchored by our hope and joy in Christ, we approach each situation with optimism, working toward favorable outcomes, and celebrating our successes.

R



RELATIONSHIPS

With an attitude of humility and kindness, we honor and respect the dignity of each individual, promoting community, working to bring reconciliation to broken relationships, and championing diversity, equity, and belonging.

N



INNOVATION

Promoting accessibility and affordability, we seek new and more effective approaches to education, exercising creativity to chart inventive paths forward into the future.





INSPIRE. INNOVATE. IMPACT.

THE 2022-2027 STRATEGIC PLAN FOR EASTERN UNIVERSITY

This plan outlines five imperatives identified as key action steps for Eastern through 2027:

1. **Advancing our Mission**

Promote our Christian Mission and Values within and beyond the University community.

2. **Innovating with Excellence**

Provide innovative, high-quality curricular, co-curricular, and extra-curricular experiences for all students.

3. **Cultivating Community**

Intentionally and systemically create a united, diverse, and equitable Christian community of belonging.

4. **Flourishing Employees**

Continue to invest in our employees' well-being with a focus on compensation, quality of life, recruitment, and retention.

5. **Funding Strategically**

Elevate the Eastern experience through increased income and philanthropic support of University strategic initiatives.

COLLEGES AND SCHOOLS

THE COLLEGE OF ARTS AND HUMANITIES:

Eastern University's College of Arts and Humanities houses majors and minors in the sciences, humanities, and performing arts, creating challenging and invigorating learning environments for exploring the intersections of faith, reason, and justice.

THE COLLEGE OF BUSINESS AND LEADERSHIP:

Eastern University's College of Business and Leadership brings together carefully designed educational offerings from the disciplines of business, leadership, and advocacy.

THE COLLEGE OF EDUCATION AND BEHAVIORAL SCIENCES:

Eastern University's College of Education & Behavioral Sciences offers a wide array of degrees and certifications that prepare students for meaningful careers in teaching, research, consulting, school counseling and psychology, curriculum development, and administration.

ESPERANZA COLLEGE:

Esperanza College operates in partnership with Nueva Esperanza, Inc. and aims to serve the Hispanic community in Philadelphia, PA by enhancing the knowledge, skills, and outlook of young people and adults to live thoughtful, positive, productive, and purposeful lives.

THE COLLEGE OF HEALTH AND SCIENCES:

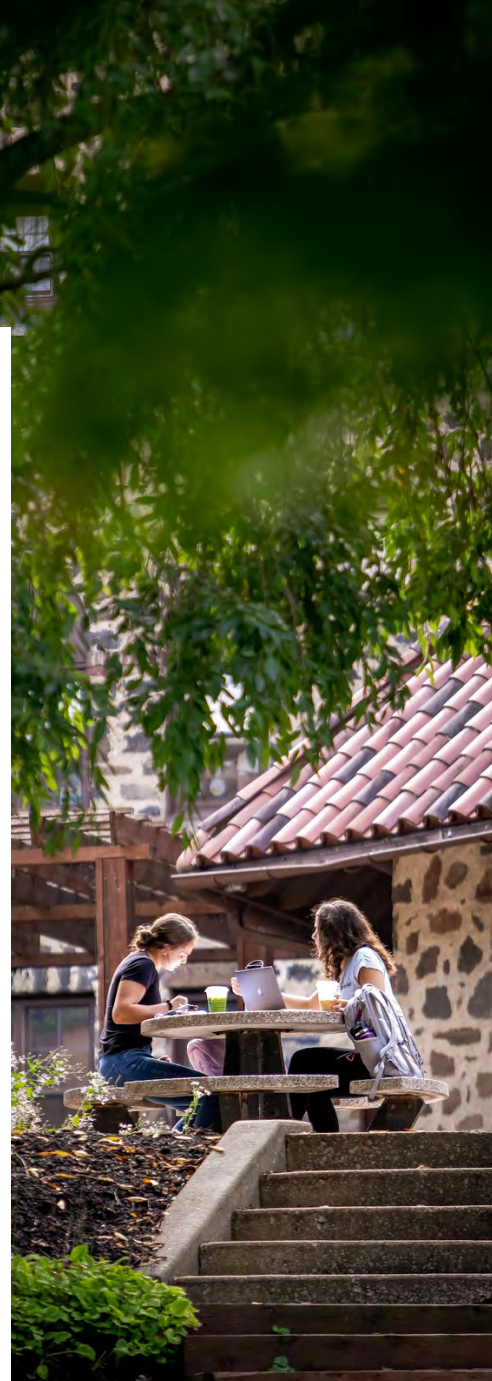
Eastern University's College of Health and Sciences equips students with the knowledge, skills, and abilities for meaningful careers, advanced professional training, and active roles in local and global communities through social services and healthcare professions.

PALMER THEOLOGICAL SEMINARY AND COLLEGE:

Palmer Theological Seminary offers degrees and programs for individuals serving the church with a commitment to facilitating the spiritual development of their students and equipping them to pursue meaning and purpose.

THE TEMPLETON HONORS COLLEGE:

The Templeton Honors College offers students an academically robust education in the Christian liberal arts tradition. Templeton explores the enduring questions of life through the deep study of great books and great conversations, in order to prepare gifted students to become thoughtful leaders in their professional and personal lives.



MAIN CAMPUS

Eastern University and Palmer Theological Seminary share a picturesque 114-acre main campus that is lush with greenery. Before the College was established there in 1952, the grounds formed the estate of local leather manufacturer Charles S. Walton. Walton Hall, perhaps Eastern's most prominent building, is a converted 55-room mansion that dates to around 1913 and was designed by Philadelphia architect David Knickerbocker Boyd. The Mediterranean-styled structure now serves as the University's student center, prayer chapel, and dining hall, and sits beside Willow Lake. Another of Eastern's longstanding icons is its beloved, historic waterwheel.

Additionally, our main campus is conveniently within walking distance from Downtown Wayne and three train stations with easy access to the city of Philadelphia and surrounding suburbs.



UNIVERSITY LEADERSHIP

PRESIDENT RONALD A. MATTHEWS, D.M.A.

Dr. Ronald A. Matthews was appointed the 10th President of Eastern University effective March 1, 2018. Since 1992, Dr. Matthews has served as Chair of the Music Department, Executive Director of the Fine and Performing Arts Division (since 2010), and Professor of Music at Eastern University. For 13 years, he also was the Pastor of Worship Arts at Church of the Saviour in Wayne, PA.

Dr. Matthews began his presidency by reviewing, assessing, and praying about Eastern's vibrant future. He recognized that, while Eastern's roots will sustain the University, Eastern must continue to adapt, improve, and grow to meet the changing economy and higher education landscape, as well as the growing need for transformative Christian education. Deeply inspired by the life-changing impact Eastern's students, alumni, faculty, and staff make in the world around them, Dr. Matthews embraces Eastern's strong legacy as he partners with the campus community to empower the University's potential. With his visionary leadership, Eastern is energized by the opportunity to provide a new generation of students with Christian education that is transformative, inventive, and affordable.

The recipient of a Philadelphia Board of Education music scholarship, Dr. Matthews did his undergraduate work in Church Music and Organ at Westminster Choir College, where he graduated Magna Cum Laude and received both the Senior Class Conducting Award and the Christian Leadership Award. He received the Master of Music degree in Choral Conducting from Temple University.

At the age of 23, Dr. Matthews was invited to join the faculty of Nyack College in Nyack, NY as the Director of Choral Activities. In 1981, Dr. Matthews received his Doctor of Musical Arts degree from Combs College of Music in Composition with an emphasis in Orchestral Conducting. From 1982-1992, Dr. Matthews was the Chair of the Department of Music at what is now Cairn University in Langhorne Manor, PA.

Dr. Matthews was a Thomas F. Staley Foundation lecturer/artist and has served on several professional and denominational boards and task forces. In addition to his university and church posts, Dr. Matthews has also conducted, recorded, and performed in France, Germany, Ireland, Israel, Italy, Switzerland, and the Vatican. He is a commissioned and published composer, and his performances with his brother, Rev. Dr. Gary Matthews, in concerts, workshops, and recordings have spanned the United States and Canada.

OFFICE OF ADVANCEMENT

The Office of Advancement engages with alumni, friends, and partners across campus and the community to cultivate relationships and secure resources that advance Eastern's mission, strategic priorities, and commitment to excellence.

The Vice President for Advancement oversees a 16-member team responsible for the following functional areas: advancement services, alumni and family engagement, annual fund, capital giving, institutional support, major giving, planned giving, and the Campolo Center for Ministry-related fundraising.

ADVANCEMENT

As Eastern University entered its 100th year earlier this year, we launched the A Time to Rise Campaign, a \$30M comprehensive fundraising initiative that served as a consequential piece of the overall five-year strategic plan that was put into place in 2022.

Funds from this initiative support the lives and futures of our students directly in four key areas:

- **Enhancing our facilities and environment** through strategic renovations and expansions of athletics facilities, academic buildings, and, notably, Templeton Hall, to create a collaborative learning experience for all Eastern students, particularly those in the Templeton Honors College, and Fine & Performing Arts.
- **Offering distinctive opportunities and experiences**, ranging from study abroad programs and multiple modes of educational delivery to increased scholarships and endowment reflecting our commitment to accessibility and affordability.
- **Enriching the teaching and learning experience** through funds to support faculty and staff recruitment and retention as enrollment numbers continue to grow.
- **Supporting competition and achievement through clubs**, student activities, in addition to student-athletes through our athletic offerings.

At this point in our campaign cycle, we have raised \$27M of our goal.

In FY 2025, Eastern secured over \$7M in contributions and grants. Annual unrestricted giving was approximately \$828k of this total, with the majority received for restricted purposes through individual and largely grant support. The University's endowment is valued at about \$38M.



ALUMNI AND FAMILY ENGAGEMENT

Eastern has 33,000 living alumni in 50 states and 97 countries. Our alumni participation rate is 9 percent, providing the opportunity to increase alumni support with enhanced engagement initiatives. In recent years, our alumni community has broadened considerably through non-traditional and flex programs, introducing a new generation of graduates who are connected to Eastern - even if their experiences differed from those of our traditional undergraduates. Recognizing this shift, the Alumni team has begun to partner with the colleges to connect with these alumni - creating meaningful opportunities for involvement, networking, and philanthropy that reflect their unique journeys. This increasingly diverse alumni population represents an exciting horizon for strengthening reach and impact.

INSTITUTIONAL SUPPORT

Institutional Support oversees relationships and funding opportunities with foundations, corporations, and government entities. The team collaborates closely with faculty, staff, and Advancement colleagues to connect University priorities with external funding sources, supporting initiatives across academics, student services, capital projects, and strategic programs.

ADVANCEMENT SERVICES

Advancement Services oversees advancement reporting and analytics, gift recording and acknowledgements, database management, prospect research and management, pipeline development, and information management and security. Eastern utilizes Virtuous for its fundraising and donor/relationship management software solution.

ADVANCEMENT FOR CAMPOLO CENTER FOR MINISTRY

The Campolo Center for Ministry, founded with a vision for Christian leadership development and church renewal for the rising generation, helps launch young leaders into significant roles of church and ministry right after graduation.





VICE PRESIDENT FOR ADVANCEMENT

Reporting to the President, the Vice President for Advancement provides strategic leadership and direction for all advancement and alumni engagement efforts and serves as an integral member of the Cabinet and University Leadership Team. The Vice President for Advancement, through genuine relationship-building, community outreach, and trust, is tasked with designing, implementing, and executing comprehensive institutional advancement strategies. This includes: developing talented team members focused on the goal of significantly increasing constituent involvement and fundraising outcomes, managing current and future capital campaigns, and ensuring strategic collaboration across University stakeholders.

EXECUTIVE LEADERSHIP AND VISION

The Vice President for Advancement will model servant-leadership in all interactions and provide overall vision and strategic direction for the University's Advancement functions, ensuring alignment with Eastern's vision, mission, and strategic priorities. This leader will foster a culture of excellence, collaboration, and accountability within a high-performing advancement team. They will also cultivate strong, cooperative relationships with internal and external stakeholders essential to effective outreach and fundraising.

MISSION FIT AND FAITH LEADERSHIP

The Vice President for Advancement will be comfortable serving as a visible Christian leader, at ease expressing their personal faith in Jesus Christ, and consonant with the Faith Statement of Eastern University. This leader will embrace, articulate, and advance the distinctive Christian vision, mission, values, and goals of the University.

SERVE AS A HIGHLY ENGAGED MEMBER OF THE PRESIDENT'S CABINET

The Vice President for Advancement will serve as a collaborative and highly engaged member of the President's Cabinet and Leadership Team and work closely with the other Cabinet and Leadership Team members to provide advice and counsel to the President, develop and implement university-wide initiatives, and manage the operations of Eastern.

UNIVERSITY ADVOCATE AND COMMUNITY ENGAGEMENT

The Vice President for Advancement will serve as a visible advocate for Eastern University, cultivating and maintaining relationships beyond campus with individuals, foundations, corporations, government agencies, churches, and community organizations. This role will promote Eastern's mission and programs while strategically expanding the University's influence, partnerships, and philanthropic support.

HIGH-LEVEL PHILANTHROPIC ENGAGEMENT

The Vice President will oversee major gifts, planned giving, and other fundraising programs with an emphasis on principal and transformational gifts. They will lead strategy for current and future campaigns, expand the donor base, and develop innovative approaches to increase giving.

LEADERSHIP FOR CAPITAL CAMPAIGNS

The Vice President for Advancement will provide strategic leadership and oversight for all aspects of the University's current and future capital campaigns, including developing comprehensive strategies and managing all operational elements related to each campaign.

BOARD ADVANCEMENT AND ENGAGEMENT

The Vice President for Advancement will serve as the primary liaison to the Board Advancement Committee, actively engaging members individually in philanthropic initiatives and supporting their participation in the University's fundraising efforts.

DIVISIONAL LEADERSHIP AND STRATEGIC COLLABORATION

The Vice President for Advancement will collaborate across University divisions and colleges to advance shared goals, particularly in donor stewardship, alumni engagement, and communications. This leader will create and execute strategic plans and operational budgets that are coordinated, measurable, and sustainable, taking into account all University constituencies. They will also work closely with the President's Office and Board members in development activities, managing engagement priorities, providing research, and facilitating consensus to advance institutional objectives.

TRAVEL AND EXTERNAL REPRESENTATION

The Vice President for Advancement must be willing to travel extensively, approximately 35–50% of the time, to meet with donors and represent Eastern University in the broader community.





QUALIFICATIONS AND PREFERRED ATTRIBUTES

REQUIRED EXPERIENCE:

- Bachelor's degree required; Master's degree and CFRE or other fundraising certification preferred.
- Minimum of ten years of progressive experience as an advancement professional.
- Proven track record of providing strategic direction for a comprehensive advancement program and consistently exceeding revenue growth goals.
- Demonstrated success in directly cultivating relationships and securing multi-million-dollar commitments.
- Experience designing, launching, and managing a comprehensive capital campaign with a minimum goal of \$30M.
- Proficient with current and emerging technologies, including artificial intelligence.



CANDIDATE PROFILE:

Strategic and Innovative:

- Display a record of leadership and accomplishment in advancement with a proven track record of fundraising success, including comprehensive capital campaign planning and execution.
- Exhibit a background in developing traditional and digital marketing strategies that successfully deliver results in driving donor interest, involvement, and investment.

Leadership and Management:

- Demonstrate leadership skills through shared vision, clarified direction, inspired followers, managerial courage, and mutual accountability.
- Manage effectively within a complex organization, exercising sound judgment while demonstrating strong management skills with the ability to plan, prioritize, and execute with minimal supervision.
- Communicate information clearly and effectively through both oral and written means.
- Evidence exemplary interpersonal skills as well as the ability to effectively engage with sophisticated volunteers and major donors.
- Exhibit a strong work ethic.

ADDITIONAL PREFERRED ATTRIBUTES:

- Experience working with a Board.
- High emotional intelligence.
- Experience in engaging alumni, donors, prospects, and others through virtual and digital platforms that successfully deliver results in driving donor interest, involvement, and investment.



ST. DAVIDS AND PHILADELPHIA

The beautiful and quaint town of St. Davids is located in Radnor Township, PA. The town is nestled along the Main Line, an informal historical and social region of suburban Philadelphia, and was named for the Historic St. Davids Church, the first Episcopal Church built in America in 1715 by the Welsh who settled there.

Eastern's main campus in St. Davids is approximately 15 miles from Philadelphia, the original federal capital of the United States. With a history rich in liberty, freedom, and symbolism, the city is a melting pot of races, traditions, and cultures possessing a spirit that is quintessentially American. It is home to Independence Hall, the Continental Congress, the Liberty Bell, the Declaration of Independence, and Constitution of the United States—all tributes to the Nation's founding.

Philadelphia is home to notable art and science museums; top-notch performing arts (theater, orchestra, and dance); the Philadelphia Zoo; a thriving restaurant scene; 10,000 acres of urban parks perfect for outdoor recreation, festivals, and events; the Reading Terminal and Italian markets, and other farmers' markets; professional football, baseball, basketball, hockey, and soccer teams; and much more.

OUR COMMUNITY

Eastern University is committed to fostering a community of belonging that embraces diversity and compassion. Our missional values of Faith, Reason, and Justice are woven into all of our educational offerings. Eastern's passionate faculty and staff are difference-makers who love investing in the next generation. Through dynamic programs, a vibrant campus community, and meaningful service learning opportunities, Eastern University is committed to providing students with transformative, accessible, and affordable education.





EASTERN AT A GLANCE



90+

UNDERGRADUATE
AREAS OF STUDY



50+

GRADUATE
AREAS OF STUDY



60+

ONLINE
PROGRAMS



11:1

UNDERGRADUATE
STUDENT-FACULTY RATIO



19:1

UNIVERSITY-WIDE
STUDENT-FACULTY RATIO



400

FULL-TIME FACULTY
AND STAFF



24

NCAA DIII
SPORTS

51.4%

OF UNDERGRADUATES ARE
STUDENTS OF COLOR



96.4%

of recent traditional undergraduates reported that they were
working, in postgraduate education, in the military, or serving
as full-time volunteers within 6-9 months of graduation.





APPLICATIONS, NOMINATIONS, AND INQUIRIES

To receive full consideration, nominations and application materials must include the following and should be submitted electronically to:
easternvpa@eastern.edu.

- **A letter of interest, which responds directly to the position qualifications and leadership opportunities listed in the Vice President for Advancement profile.**
- **Resume or curriculum vitae**
- **Five references, including their full names, professional titles, addresses, telephone numbers, and email addresses (references will be contacted at a later stage and with the approval of the candidate).**

Nondiscrimination Policy: Eastern University is committed to the principles of equal opportunity as defined under federal and state law, and does not discriminate unlawfully on the basis of race, gender, sexual orientation, color, creed, disability, national/ethnic origin, age, disabled veteran/Vietnam-era, Genetic Information and Nondiscrimination Act (GINA), or veteran status in its admission policy, program, or activities, educational policies, scholarship and loan programs, athletic and other University-administered programs, or employment practices and programs.