

Senior Vice President, Advancement
Wilmington University

Leadership Profile
October 2026



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Executive Summary



Wilmington University (WilmU) is seeking an inaugural Senior Vice President of Advancement to lead the University's next phase of philanthropic growth. WilmU is a nationally-recognized, accredited, private nonprofit institution headquartered just 35 minutes from Philadelphia. WilmU enrolls more than 18,000 students annually across 200+ career-relevant programs, offers more than 150 fully online programs, and recently earned provisional accreditation for the Wilmington University Farnan School of Law from the American Bar Association. Informed by key recommendations from a recent external fundraising assessment, WilmU is investing in this important advancement leadership position and seeks an experienced and entrepreneurial leader. This comes at an exciting time of strong institutional momentum for the University, including the continued expansion of the Brandywine campus, which will nearly double in size.

WilmU is in a strong financial position, with a healthy $160 million endowment that exceeds the University's $119 million annual operating budget. A portion of the endowment supports the Brandywine campus expansion, as well as other long-term institutional priorities. This presents a rare opportunity for a data-driven advancement executive to serve in a foundational leadership role with early influence, leave a long-term imprint on the University, and build a broader culture of philanthropy across the institution.

Reporting to WilmU President Dr. LaVerne Harmon, the SVP will partner closely with the President, Board and University leaders to advance the University's strategic priorities. Supervising the existing team, the inaugural SVP will cultivate broader constituent engagement, external philanthropic partnerships and long-term institutional support. Early initiatives from the SVP may include establishing a Board development committee and charter to help strengthen philanthropic engagement at the governance level and build the infrastructure needed for long-term advancement success. This role calls for a trusted expert to assess and build the University's future advancement structure and identify practical ways to strengthen fundraising support.

For fullest consideration, please submit all applications, nominations and inquiries to Brettschneider Executive Search by Friday, November 20th. More details on the application process are at the end of this document.

Executive Summary (continued)



WilmU is a private, nonprofit, open-access and accredited institution that serves the unique needs of working adults seeking career advancement through higher education. The University is headquartered in New Castle, Delaware, home to WilmU's main campus, with additional locations including Brandywine and Dover. WilmU academic programs create streamlined pathways to in-demand careers. Seven colleges make up WilmU with programs in business, education, health sciences, engineering, social sciences, professional studies and law. WilmU's alumni network is over 78,000 strong and growing, and the University provides a variety of programs, resources and services designed to support students beyond graduation. WilmU Magazine, distributed to alumni and shared digitally, provides the university with a broad storytelling platform to elevate institutional visibility, strengthen alumni affinity, and has the potential to support future donor engagement efforts. Growing alumni engagement will remain an important component of the advancement ecosystem.

As many colleges and universities struggle to keep up with new demands on the workforce and changing needs of students, WilmU continues to grow to meet those issues head on and serve as a solution to higher education's biggest challenges. Embracing the future of higher education, WilmU provides a strong focus on accessible education so that students are able to learn in face-to-face, online or hybrid formats. The University has been regularly recognized by national and regional organizations for excellence in online program administration, faculty development, instructional design and digital learning innovation, including the 2024 Exemplary Review for its Administration of Online Programs from the Online Learning Consortium ™ (OLC). WilmU has been a leader in online education for over 15 years, and a large majority of students take online courses during their time at the University.

Executive Summary (continued)

WilmU's operating budget comes from 90% tuition-driven revenue, so revenue diversification will be an important goal of the incoming leader. A major priority for the SVP will be expanding and deepening the institution's portfolio of private-sector philanthropic partnerships, with a particular emphasis on cultivating and soliciting support from individual corporate leaders, employers and mission-aligned companies. While growing alumni engagement will remain an important component of the advancement ecosystem, the institution's unique mission creates a powerful opportunity to build strategic relationships with organizations that directly benefit from a more skilled, credentialed workforce. WilmU's success has been centered on a nontraditional but practical path, and the inaugural SVP will be expected to draw in like-minded partners. They will design and execute an innovative and proactive strategy for identifying high-value and mission-aligned corporate prospects and developing other long-term partnerships and relationships that specifically target strategies to involve others who are passionate about advancing student success, workforce development and institutional sustainability. This shift toward corporate philanthropy will be central to the role's impact and a defining measure of success.

The SVP will join an ambitious leadership team looking to welcome a partner who thinks strategically and is excited to galvanize the University to pursue new ideas. The incoming SVP will have immediate opportunities to support the expansion of WilmU's giving programs, including to help lead the vision and timeline for the next advancement campaign. The campaign will elevate WilmU's visibility and expand engagement across the University community.

The best candidates will be seasoned leaders who have experience working with a diverse group of funding organizations and individuals and leading successful advancement teams in complex matrixed organizations. The University looks for leaders who will embody WilmU's values of understanding, respect, integrity, opportunity, responsiveness, innovation, experience, education and caring. They will bring experience and knowledge in contemporary advancement work, implementing the processes and systems needed for a successful multiyear advancement strategy.



Role of the SVP, Advancement

The Senior Vice President, Advancement is a key executive leadership role within the University, responsible for ensuring long-term growth in WilmU's advancement efforts, including major philanthropic fundraising, alumni relations and capital campaigns. The SVP reports directly to the President of the University, serving as the most senior advancement officer for WilmU.

The SVP is responsible for developing and leading the University's fundraising and philanthropy efforts including designing and executing a detailed fundraising strategic plan that presents carefully considered immediate next steps regarding prospect identification, solicitation, cultivation and stewardship. The SVP will help expand a shared understanding of the role of advancement across WilmU and encourage collective ownership of the targets and expected successes. The SVP will serve as a primary figure for philanthropic and community partnerships, stewarding relationships to create opportunities that advance the University's strategic goals.

Most importantly, the SVP will strengthen campus-wide advancement collaboration. They will support a unified, effective advancement team by coordinating efforts across schools, units, University leadership and the Board, while investing in the capabilities of the team. This approach will support staff development, align goals, strengthen execution, and position the team to advance WilmU's commitment to the diverse student population it serves.

Specific duties and responsibilities include, but are not limited to, the following:

Enhance Advancement Systems and Operational Infrastructure: Orchestrate a comprehensive transformation of fundraising operations by modernizing core infrastructure, refining internal processes and improving data use across platforms. Advise on new technologies (including CRMs, digital fundraising platforms, emerging AI technologies and more) to enhance the efforts of the advancement team. This work will support timely insights, improve forecasting, deepen donor stewardship and create a scalable framework for sustainable philanthropic growth.



Provide Strategic Leadership and Vision: Building beyond the continued success of traditional WilmU events like the annual Day of Giving, the Annual Scholarship Golf Classic and the Green and White Scholarship Gala, execute a long-term advancement plan which will be a first of its kind for WilmU. Focus on the solicitation and stewardship of major donors to strengthen and expand advancement opportunities for the University beyond its traditional funding sources.

Lead Campaign Planning: Inspiring philanthropic investment in WilmU's continued growth and impact, the SVP will lead planning and execution of the University's first comprehensive campaign, including campaign goal-setting, prospect strategy, major donor cultivation and stewardship, campaign marketing and communications, volunteer and Board engagement, and broader community outreach.

Diversify Revenue Streams: WilmU currently operates with 90% tuition-driven revenue; the SVP will broaden and strengthen the institution's revenue sources by advancing multiple fundraising channels, including grants, foundation partnerships, corporate giving, endowment development, special events, and major, capital, annual, and planned gifts. A significant element of this work will involve developing corporate philanthropy by building relationships with business leaders, employer partners and companies aligned with the institution's mission.

Create Long-Term Structure with Leadership: Work with senior leadership across WilmU, in all aspects of advancement, fundraising, marketing and campaign activities. Advise the Board as they increase their advancement engagement, consider creating a development committee and its operating charter, and define their roles for future involvement with University advancement. Partner with the CFO to plan for endowment growth while also maintaining a healthy operating budget.

Lead the Advancement Team: Support a motivated, collaborative and high-performing team that meets and exceeds goals, delivers world-class results, and maintains a shared commitment to the University's mission. Provide best practices and inspire innovative thinking among team members.

Instill a Culture of Philanthropy: Work with department heads, academic and University leadership and faculty to develop a culture of effective outreach and fundraising, rooted in the University's unique strengths.

Enhance Community Relations: Serve as a strong University advocate and participant in the community, working and developing relationships with community partners, corporate and business partnerships, and local officials that support and strengthen the connection of the University to its community.

What Success Will Look Like

WilmU values innovation in instruction and affordability to students and seeks to increase philanthropic support through a focused expansion of its fundraising activities. The Senior Vice President, Advancement will lead a collaborative team and work with peers and leadership to strengthen operational excellence within the department. This role requires an experienced and visionary leader who seeks out engagement with internal and external stakeholders, can think innovatively within the team, is passionate about institutional, employee and student success, is capable of driving change and is energized by the prospect of building out a new program that will continue to grow with the University for years to come.

The chosen candidate will cultivate a campuswide culture of philanthropy, nurturing an environment that values and actively participates in advancement endeavors. They will take proactive steps to foster connections and networking opportunities within the University community, linking individuals with external contacts for fundraising, financial support, publicity and partnerships. Acting as a bridge between internal and external stakeholders, they will facilitate communication and engagement, playing a crucial role in building and nurturing relationships. The SVP will maintain open communication and collaborate with key stakeholders, including the University's leadership team, trustees, faculty and staff committed to positioning WilmU as a respected fundraising leader among peer institutions.

Specific Benchmarks of Success Include:

Establish Objective Metrics and Data-Driven Strategies: Implementing clear metrics and adopting a data-driven approach are imperative to effectively track progress toward objectives and make informed decisions. The SVP will leverage data-driven insights to identify opportunities for improvement and targets for new initiatives, maximizing fundraising potential and ensuring strategic efficiency.

Conduct Entrepreneurial Assessment of New Opportunities: The SVP will focus on creatively exploring new funding channels, including establishing stronger partnerships with private sector philanthropic partners.

Develop Strategic Partnerships with Community/Government and Corporate Leaders: The SVP will elevate the institution's presence among corporate and philanthropic audiences through targeted outreach and strategic engagement opportunities to reach broader audiences and amplify the University's important work. The ability to cultivate and leverage strong relationships with leaders in a variety of sectors will be critical for advancing shared goals and initiatives. In addition, unique policy expertise, such as affordable education, strengthening the workforce and degree completion programs should be leveraged as much as possible to advance the University's mission and strengthen fundraising potential.



Integrate with Academic Leaders: To effectively integrate with WilmU academic leaders, the new SVP should first prioritize understanding the academic landscape, including academic programs and institutional priorities. This understanding will inform the development of fundraising strategies that align with academic goals and foster meaningful collaborations between donors and academic departments. Additionally, the SVP should facilitate opportunities for donors to engage directly with faculty and students, such as funding scholarships or supporting academic initiatives that cultivate philanthropic relationships and advance academic excellence and institutional priorities.

Partner with Admissions: Developing a close working relationship with the department of Admission and Enrollment is required for optimal planning and execution of programs and strategies. The new SVP should prioritize an understanding of the enrollment landscape related to private universities and strategic institutional priorities to align fundraising goals with enrollment and retention goals.

Leverage Opportunities for Alumni Engagement: Deepening alumni relationships, both individually and through the leadership of the alumni relations team, will be central to the work of the SVP. This will require big-picture thinking and coordination of all alumni outreach efforts across the University community. Possible initiatives to generate sustained alumni support include growing opportunities for alumni who are established in their careers and looking for more meaningful involvement with their alma mater and partnering with corporate and organizational sponsors to secure unique alumni benefits.

Overall, the SVP will advance important work across several areas: establishing data-informed metrics, assessing opportunities, cultivating strategic partnerships, connecting effectively with University resources, and bolstering alumni engagement.

Professional Qualifications and Personal Qualities

The ideal candidate will be an experienced advancement leader with a thoughtful and innovative approach to growing and guiding a philanthropic program. The SVP must have prior success raising major and principal gifts and developing and growing an advancement program through established benchmarks and clear performance standards. Strong organizational, management and leadership capabilities are required.

A master's or other advanced degree is preferred. The ideal candidate will possess most, if not all, of the following qualities and/or experiences:

- Seven years of direct and data-driven fundraising experience required, with experience serving on a senior leadership team
- Demonstrated ability and experience in planning, managing and successfully executing a large-scale, long-term comprehensive campaign, at least at the $25 million level
- Exceptional communication skills with the intellectual depth and curiosity necessary to understand and translate the University's successes to a wide audience, matching the voice of the University to maintain consistent messaging across audiences and platforms
- Exceptional fundraising experience, specifically including: donor targeting and prospecting, solicitation process management, direct solicitations, coaching others in various forms of solicitations, development of proposals for high net worth individuals with complex financial conditions, working with corporate business leaders and leveraging fundraising databases and support systems for donor segmentation and applied research
- Proven record of success securing major and principal gifts from alumni of all ages, designing creative annual-giving programs, and working with community and alumni groups
- Experience managing director-level professionals
- Experience working with and engaging a diverse group of funding organizations
- Excellent public speaking and written communication skills that ensure effective representation of the University to donors, partners, faculty and community members
- The ability to build bridges, and the judgment to navigate a large academic community, with a history of establishing strong collaborative relationships across complex institutions
- Proven ability to manage teams, with strong professional development skills and a desire to foster personal and professional success for team members
- Experience with current and emerging technologies in the advancement space, including CRMs, fundraising platforms, email marketing tools and more, with the ability to evaluate the value of new tools to strengthen advancement efficiency.

About WilmU



Wilmington University is a private, nonprofit, open-access institution chartered in 1967 and dedicated to providing flexible, affordable and career-focused education. The University is currently in a period of exponential growth. What began as a small institution dedicated to providing an affordable and accessible education to traditional and nontraditional college students has grown to an exemplary higher education model for the modern student. WilmU is a pioneer in serving adult learners, and its caring administration, faculty and staff understand the realities many students balance as they pursue their goals. The University has been a leader in online education for more than 15 years, and a large majority of students take online courses during their time at WilmU. Students are supported through flexible learning formats, including many 100% online options, as well as on-site locations throughout Delaware. WilmU has met the challenges facing higher education today and will continue to grow to accommodate its diverse learners.

WilmU offers low in-state tuition rates for all students, rolling admissions and multiple start dates throughout the year. Its mission centers on serving working adults, transfer students, military-affiliated learners and traditional-age college students through programs designed to fit real-life schedules. WilmU's commitment to inclusivity and student support is reflected in its 93% graduate recommendation rate.

The University operates multiple locations across the Mid-Atlantic region and maintains a global online campus, offering more than 150 fully online programs. WilmU is nationally recognized for excellence in online learning, with 93% of students utilizing online courses and 78% of students completing their courses completely online. Its academic philosophy emphasizes practical, experience-rich learning delivered by faculty who are active practitioners in their fields. Students benefit from internship opportunities, corporate partnerships and transfer-friendly policies, including the ability to transfer up to 90 credits toward a bachelor's degree. With more than 18,000 enrolled students, Wilmington University continues to expand its reach while maintaining a student-centered, flexible learning environment.



Academics

Wilmington University offers 200+ accredited degree and certificate programs across undergraduate, graduate and doctoral levels. Programs are organized into major interest areas that align with workforce needs, including Business, Education, Health and Nursing, Information Technology, Human Services, Finance, STEM, Art and Communication, and Law, Public Policy, Criminal Justice and Security. The University uses a Guided Pathways model to help students progress efficiently and stay on track academically and financially. A wide range of courses offer in-demand skills through rich, hands-on experiences using the latest methodologies and equipment.

WilmU provides one of the most affordable, flexible universities in the Mid-Atlantic region and is a top institution for degree completion. All students, regardless of where they live, receive in-state tuition rates, enabling 60% to attend the University without needing financial aid. Rolling admissions and staggered start times throughout the year allow learners the flexibility to join a program on their own schedule. Unique to the University, WilmU's Dual-Credit ADVANTAGE™ programs are accelerated academic pathways that allow students to apply credits to more than one degree or certificate program to earn more credentials faster and with significant savings.

Wilmington University is home to seven colleges:

- In 2025, the College of Business and the College of Technology were unified to form the College of Business and Technology, with business programs fully accredited by the International Assembly for Collegiate Business Education (IACBE).
- The College of Education and Liberal Arts offers degrees in elementary and middle school teaching, special education, and secondary teaching, as well as degrees and preparation programs in a variety of specialized educational areas.
- The College of Nursing and Health Sciences offers undergraduate and graduate degrees in nursing and health sciences, a doctoral degree in nursing practice, and several undergraduate and graduate certificates.
- The College of Sciences and Engineering offers programming in the natural sciences, mathematics, computer science, data science and engineering.
- With the values of personal worth, human dignity, social justice, integrity, intellectual curiosity and academic freedom, the College of Social and Behavioral Sciences offers associate, bachelor's and master's degrees, a Doctor of Social Science in Prevention Science, and several certificate programs.
- The College of Professional and Continuing Education offers courses to boost professional skills and build careers in a range of formats.
- The Wilmington University Farnan School of Law recently received provisional accreditation from the American Bar Association, an achievement that affirms the strength of the program and enables graduates to sit for any ABA-certified bar exam nationwide.

WilmU Mission

Mission and Vision

Mission: Wilmington University is committed to excellence in teaching, relevancy of its programs and offerings, and individual attention to students. As an institution with inclusive admission policies, it offers affordable and accessible higher education to students of varying ages, interests, and aspirations through both face-to-face and various online formats.

The University provides a range of exemplary career-oriented undergraduate and graduate degree programs and certificates, or customized offerings based upon market needs, for a growing and diverse student population. A highly qualified, full-time faculty works closely with part-time faculty drawn from the workplace to ensure that the university's programs prepare students to begin or continue their career, improve their competitiveness in the job market, and engage in lifelong learning.

Vision: Wilmington University will distinguish itself as an open-access university by building innovative academic courses and programs responsive to student, community, and market needs. Created to enable professional competence, these academic offerings will be available in face-to-face and/or varied online formats so that distance, time and cost will not be barriers to learning or student-centered service. We will foster an inclusive environment where diversity is valued and understanding and respect for others is the norm.

Key University Facts and Achievements

- Established in 1967 with a mission to offer practical, accessible education.
- Headquartered in New Castle, Delaware, WilmU's main campus is a short drive from Philadelphia, Baltimore, New York and Washington, D.C.
- Offers over 200 degree and certificate programs serving over 18,000 students annually.
- Students can be a part of 16 intercollegiate athletic teams and over 40 clubs and organizations.
- Accredited by the Middle States Commission on Higher Education, which emphasizes a commitment to excellence, innovation, and continuous improvement in higher education.
    - Additional accreditation includes the Business Program (IACBE); Nursing Program (CCNE); Education Program (CAEP) and Counseling Program (CACREP, in some areas).
    - Notably, the WIlmington University Farnan School of Law also holds provisional accreditation from the Council of the Section of Legal Education and Admissions to the Bar of the American Bar Association (ABA), highlighting the continued growth of the University's academic programming.
- Earned the 2026-2027 Military Friendly® Schools Award Gold-Level designation for creating sustainable and meaningful education benefits for the military community.
- One of the most affordable universities in the Mid-Atlantic region, with in-state tuition rates for all students, regardless of where they live, whether in-person or online.
- More than 78,000 alumni, with access to numerous alumni benefits.



Athletics

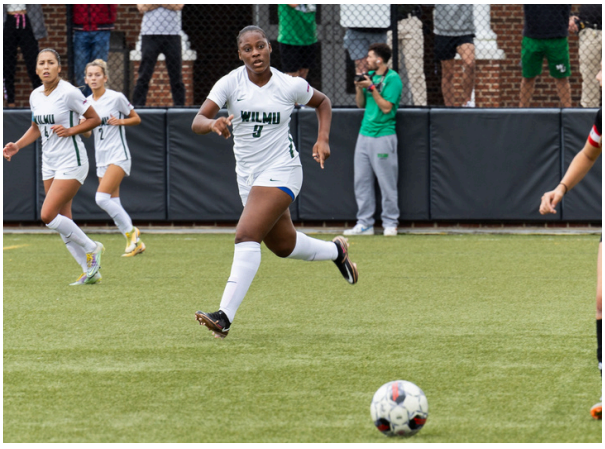
The WilmU Wildcats sponsor 16 intercollegiate athletic teams. Wilmington University is a National Collegiate Athletic Association (NCAA) Division II institution that competes in the Central Atlantic Collegiate Conference (CACC). The Conference is comprised of 11 schools throughout Delaware, New Jersey, Pennsylvania, New York and Connecticut.



The Athletics Department at Wilmington University aims to promote the education and development of our students through participation in intercollegiate athletics. The Athletic Department seeks to instill the desire to achieve academic and athletic excellence in all student-athletes, while fostering sportsmanship, school spirit, and ethical conduct that includes honesty, integrity and fair play.







WilmU Leadership

Dr. LaVerne Harmon became President of Wilmington University in July 2017 after being unanimously approved by its Board of Trustees. She is the first African American woman to be named the president of a college or university in Delaware. Dr. Harmon also oversees operations of the Wilmington University Farnan School of Law, along with the completed 52,000-square-foot law building and the ongoing construction of an 85,000-square-foot Convocation Center at the University's Brandywine location. Dr. Harmon holds a Doctorate in Higher Education Administration from the University of Pennsylvania.

Dr. Harmon began working at Wilmington University (then Wilmington College) in 1989 and held numerous positions while earning undergraduate and graduate degrees from the institution. She then maintained her full-time position while earning her doctorate. Dr. Harmon held key roles in the University's internal operations, planning, and strategic growth, with leadership positions in student affairs, alumni relations, human resources, marketing, recruiting, and admissions. Titles included executive vice president, university vice president, vice president of student affairs, dean of student affairs, and assistant to the president. She dedicates herself to the well-being and success of all students.

A collaborative leader who also thrives on building partnerships, she created the University's Leadership Institute, established its Student Accessibility Services Office, and advanced the University's athletics from NAIA to NCAA Division II.

Dr. Harmon has earned numerous accolades, including being chosen as the 2025 Delaware Business Times' inaugural Person of the Year, an award created to highlight the achievements of a person who has had the largest impact on Delaware's economy in the past year. As noted by Times editor Katie Tabeling, "Behind the scenes and throughout her career at WilmU, she has helped shape the University's mission of creating affordable education and upskilling options for Delawareans of all ages." Dr. Harmon's other recent awards include the Thomas Edison Charter School Community Service Award (2025), Continental Societies Inc. Delaware Area Chapter President's Award (2024), A. Philip Randolph Institute Delaware Chapter African American Women Firsts for the State of Delaware Award (2023), Canaan Baptist Church Educational Leadership Award (2023), and Fresh Start Scholarship Foundation Inspiration Award (2021). A full list can be found on the WilmU website.

Under Dr. Harmon's leadership, Wilmington University received the 2025 Spotlight on Excellence: A University Meeting the Challenges in a Global Society Award from the National Association of University Women (Wilmington branch). The honor recognized the University's exceptional contributions and commitment to preparing students for success in an increasingly interconnected world.

WilmU Leadership (continued)

Dr. Harmon authored and published “The Heart of Leadership: A Personal Reflection,” a book that illuminates the importance of compassion and how it informs the actions and behaviors of many successful and respected leaders. Proceeds from book sales are donated to the Wilmington University Linda Thomas Scholarship, which Dr. Harmon founded in memory of her sister.

Dr. Harmon serves on several boards and committees, including the National Association of Independent Colleges and Universities (NAICU); Delaware State Chamber of Commerce (Board of Governors, Nominating Committee); Delaware Business Roundtable; Central Atlantic Collegiate Conference (Presidents Council Treasurer); Fresh Start Scholarship Foundation (Advisory), The Mary Campbell Center (Board), United Way of Delaware (Board Secretary), Boys & Girls Clubs of Delaware (Board), Easterseals Delaware & Maryland’s Eastern Shore (Advisory); and The Grand Opera House (Board; Grand Gala Co-Chair, 2017 and 2023). Dr. Harmon is also the Presidential Sponsor and Executive Committee Member of the American Council on Education: Office of Women in Higher Education Delaware Network. She is a member of the International Women’s Forum and the Delaware Business Roundtable (Executive Committee).

Dr. Harmon was instrumental in establishing the Delaware American Council on Education Women’s Network (DAWN) and is a Paul Harris Fellow of Rotary International.

WilmU Advancement

Historically, WilmU has not had a large advancement portfolio because its giving program met the needs of the University. However, with expanding programs, new centers, the new Wilmington University Farnan School of Law and more, a more sophisticated advancement program will meet the ever-evolving needs of a growing student population. Giving to Wilmington University helps students pursue their goals and helps WilmU remain among the region's most affordable universities. The philanthropic support of WilmU donors allows the University to continuously support academic programs, scholarships, athletics and other initiatives that enhance the quality of student life and the support available to students. An ongoing priority of advancement, and a priority of the incoming SVP, is to strengthen annual giving initiatives by expanding campus-wide collaboration and fostering greater partnership and shared investment across the University community.

Major Events

WilmU Giving Day: Each year, the Alumni Relations and Development Team hosts WilmU Giving Day. On this day, alumni come together for 24 hours to support today's students and help prepare tomorrow's leaders. Donors can choose to support a variety of areas, including athletics, student scholarships, the University library, and WilmU's food pantry, The Den.

Green & White Scholarship Gala: Each fall the Green & White Scholarship Gala features a night of celebration and giving, with themed party rooms showcasing the region's best food, cocktails and entertainment. In 2025, the Gala raised over $100,000 in support of student scholarships.



Annual Scholarship Golf Classic: Each spring WilmU hosts the Annual Scholarship Golf Classic and draws over 100 golfers as well as over 200 attendees for the accompanying evening dinner program. The May 2026 event raised over $90,000 in total funds, the most in the event's history.



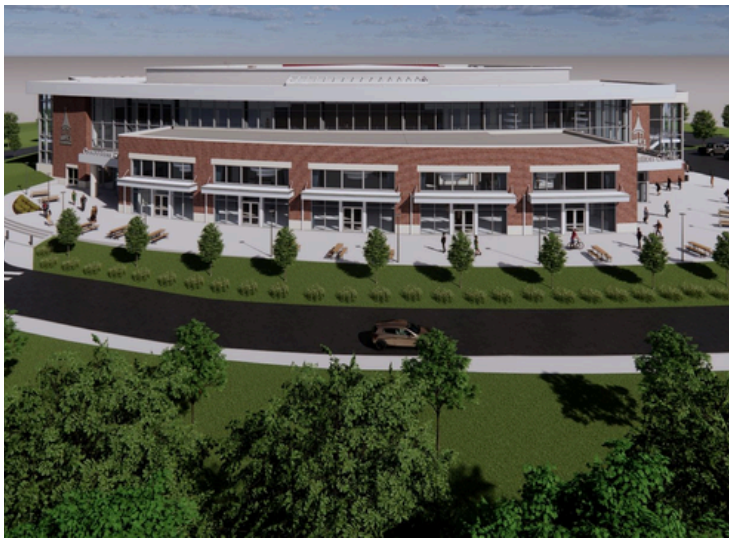
Results

WilmU strives to grow its philanthropic impact each year. During the 2024-2025 fiscal year, WilmU recorded 429 new donors and saw a 44% increase in total funds raised from the previous year. Because of this support, the University was able to award $300,000 in scholarships.

WilmU Strategic Expansion

Wilmington University is advancing a significant expansion of its Brandywine campus in North Wilmington, Delaware, strengthening its physical footprint and supporting long-term academic growth.

The University recently acquired two nearby properties, adding substantial space for future programs, student services and operational needs. A comprehensive planning process is underway to determine the most appropriate uses for the buildings.



Convocation Center building exterior

The acquisitions are part of a broader campus strategy that includes the now-operational 52,000-square-foot, three-story Wilmington University Farnan School of Law building and the 85,000-square-foot Convocation Center, which is nearing completion. The law building provides classrooms, study areas, faculty and administrative offices, and a three-story atrium designed for legal education and student engagement. The Convocation Center will include a 2,000-seat auditorium, a stage and additional flexible spaces for academic, community and external events. It will give the University its first dedicated venue for graduation ceremonies and expand ways in which the Brandywine campus will serve students, faculty, staff and the broader community.

Together, these investments reflect a clear strategic direction: expanding capacity, strengthening the student experience and positioning the Brandywine campus to support Wilmington University's future.



Wilmington University Farnan School of Law building interior

WilmU Vision 2030 Strategic Plan

Vision 2030 Framework

Wilmington University's Strategic Plan, Vision 2030, establishes a forward-looking framework for advancing academic excellence, driving sustainable growth, expanding the University's footprint and delivering a student-centered experience.



The plan is centered on four main goals:

- **Prioritize Student Success and Student Access**
- **Embody a Culture of Excellence**
- **Elevate Institutional Reputation and Visibility**
- **Expand the University's Footprint**

A commitment to student success runs throughout every initiative, ensuring that all members of the university community can contribute meaningfully. By deepening partnerships with industry, government, and civic organizations, WilmU aims to amplify its regional and global influence while remaining responsive to the evolving needs of students.

Progress will be measured and reported transparently to the University community to ensure the plan remains aligned with WilmU's mission. A detailed strategic plan can be shared with final candidates.



2025 Doctor of Business Administration (DBA) Cohort



Wilmington University Farnan School of Law building interior

Brandywine Campus

The Senior Vice President, Advancement will be based out of Wilmington University's Brandywine campus. Located in Northern Delaware, the Brandywine campus is commutable from Philadelphia and a few miles north of the historic Brandywine Valley. Just off of Route 202, the campus has easy access to a wide range of shopping and dining options. Residents are always just minutes away from historical landmarks, beautiful gardens, vibrant nightlife and a broad array of cultural attractions. WilmU Brandywine is convenient to residents of Chester, Delaware, and Northern New Castle counties.

A portion of WilmU's endowment is allocated to fund the expansion of the Brandywine campus, which will double the size of WilmU's campus as part of the University's strategic plan. WilmU's investments in this campus have led to the opening of the Wilmington University Farnan School of Law building in 2025 and completing a convocation center on site. The campus is a hub for the continued growth of WilmU and an ideal location for the new SVP to expand advancement programs.



Wilmington, Delaware



Convocation Center



Wilmington University Brandywine

Procedure for Candidacy

Wilmington University has engaged Brettschneider Executive Search to lead the process for this critical leadership position. Please submit all applications, nominations and inquiries to Brettschneider Executive Search. Applications should include, as a single PDF document, a CV or resume and a letter of interest addressed to Kim Brettschneider, CEO, Brettschneider Executive Search, highlighting any experience that matches the themes in this profile.

For fullest consideration, please apply by Friday, November 20th.

EEO Statement

Wilmington University is dedicated to maintaining a work environment that ensures equal opportunity (EEO) for all employees, students, and applicants. All employees, students and applicants are protected by federal and state law from discrimination on the basis of race, color, ethnicity, religion, sex (including pregnancy, gender identity, and sexual orientation), marital and family responsibility status, national origin, age, disability, military service, and any other classification protected by law. These protections extend to all personnel practices and decisions, including recruitment and hiring, promotions, discipline, training, separations, compensation, transfers, job assignments, benefits, career development programs, and all terms, conditions, or privileges of employment. During the hiring process and/or in connection with aiding an employee to perform the essential functions of the position or enjoy the privileges of employment, Wilmington University provides reasonable accommodations to employees, students, and applicants with disabilities, for pregnancy-related conditions and religious reasons. Auxiliary aids and services are available upon request to individuals with disabilities.