



Senior Vice President for Strategic Insights

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The Opportunity

The Association of Governing Boards of Universities and Colleges (AGB) seeks a Senior Vice President for Strategic Insights (SVPSI) to lead the content and programs team to educate and inform AGB members and stakeholders regarding current and emerging issues facing higher education governing boards and evolving leading governance practices. As an outcome, the SVPSI will help empower AGB to serve as members' "go-to" strategic board governance partner. Further, the SVPSI will help ensure that AGB members are provided with critical insights needed to inspire them to serve as consequential, strategic thought partners focused on long-term institutional and foundational vitality and equitable student success. The SVPSI will report to Henry Stoeber, AGB's President and CEO (CEO), and will serve as a member of the AGB Leadership Team (LT). Lastly, as a key spokesperson for AGB, the SVPSI will engage with the media, stakeholders, and AGB members regarding crucial topics in higher education.

As a member of the LT, the SVPSI will work collaboratively with cross-functional teams to create integrated content and programs strategies and business plans that provide distinct resources for members to rely upon and fulfill their board governance responsibilities. The SVPSI will prioritize, delegate, inspire, and empower their team to create, optimize, and drive efficient and effective engagement of content for AGB's signature magazine, *Trusteeship*, digital and print publications, online courses, webinars, and events including the National Conference on Trusteeship, the Foundation Leadership Forum, the Board Professionals Conference, and board chair/chief executive institutes. Ultimately, the SVPSI will leverage lived campus leadership experience and understanding of board governance to advance AGB's focus on empowering board members to govern with knowledge and confidence.

The SVPSI will have a passionate focus on assessing and driving quality, engagement, relevance, and impact across AGB. The SVPSI is expected to be knowledgeable about higher education board governance topics across systems, public and private colleges

and universities, community colleges, and institutionally related foundations (IRFs). Further, the SVPSI is expected to be a strategic thinker, teacher, and leader who can inspire the content and programs team to elevate their creativity, effectiveness, and efficiency.

Serving as a key AGB spokesperson, the Senior Vice President is expected to be a savvy speaker who can effectively engage with board members, chief executives, administrators and staff, media, and other stakeholders such as the AGB board of directors, partners, and consultants. In this externally facing capacity, the SVPSI will complement the AGB president's efforts to articulate leading board practices and amplify the visibility and value proposition of AGB.

The SVPSI stands at the intersection of the AGB's staff, Board, members, and the higher education community and should be able to move seamlessly among these constituencies. This individual will be instrumental in translating insights from each group to the others. This leader will be attentive to the changing world of higher education and will actively plan for the seismic shifts that are likely to occur in both the near- and longer-term.



Opportunities and Expectations for Leadership

Represent AGB with Vision, Passion, and Curiosity

With a continuous improvement mentality, innate curiosity, and passion for higher education, the SVPSI will continually probe current and emerging issues facing the industry and their governing boards and how AGB can proactively address those issues as it serves its members. As the SVPSI collaboratively develops AGB's content and programs strategy with their team, this leader should be attuned to governing board and campus issues and bring them to bear in AGB's planning and implementation efforts. The SVPSI and their team will clearly articulate leading practices to address current and emerging issues facing higher education and their governing boards, be forward looking, and have a vision for how the industry and boards could operate in the future while evolving from historical perspectives.

Develop Compelling Content and Programming for Key Market Segments and Roles

With a deep understanding not only of higher education and board governance, but also of AGB's market penetration and opportunities, the SVPSI will be responsible for developing compelling content and programming for prioritized segments, institution and foundation types, and roles of higher education boards and executive leaders to deepen engagement and satisfaction. Content and programming should be relevant, practical, easy-to-find, consume, and apply and be delivered through multi-media channels that increase the visibility of AGB, its thought leadership, and its deep commitment to higher education.

Serve as Liaison and a Key Spokesperson for AGB

The Senior Vice President will be a liaison that forges closer ties across AGB Consulting, AGB Search, membership, marketing and communications, content and programs, HR, IT, and finance by leveraging the collective insights and knowledge of the organization. In using this team approach, the SVPSI will also serve as a key spokesperson with external constituents on issues and trends facing higher education and governing boards and will be skilled in publicly addressing sensitive topics in ways that favorably serve members and AGB.

Enhance Data-Informed Knowledge Creation and Sharing

Working with cross-functional teams, the SVPSI will help build a higher level of knowledge creation and sharing based on robust analytics to guide well-informed, strategic decisions to serve AGB's members. This knowledge can be sourced from across AGB's channels, content, programs, services (consulting and search), and internally and externally available resources. From an outcomes perspective, the SVPSI will serve as a key leader in transforming this knowledge into actionable intelligence.

Influence Change

As a passionate visionary and voice for higher education and governing boards, the SVPSI will help champion new communication strategies, accessible formats, and segment- and role-specific topics for members to engage with by advancing AGB's social media, blog, and vlog content in addition to traditional publishing forums.

Core Responsibilities

- Lead the content and programs team. Direct reports include the AVP for Programs, the AVP for Content Strategy and Development, and the Executive Director of Philanthropic Governance.
- Transform intelligence from across AGB's channels, content, programs, and services (consulting and search) into actionable insights to inform and educate the AGB's members, staff, board of directors, consultants, Senior Fellows, ambassadors, and partners.

- Serve as a primary spokesperson for AGB regarding trends, issues, and salient topics in higher education board governance.
- Inspire the content and programs team, in collaboration with the AGB LT, staff, consultants, and others to drive development, distribution, and engagement with new content – Trusteeship magazine, books, white papers, statements, and other publications and programs including events such as the National Conference on Trusteeship, the Foundation Leadership Forum, the Board Professionals Conference, board chair/chief executive institutes, and webinars.
- Fostering a commitment to operational excellence, serve as an inspirational team leader who oversees the creation of efficient and effective processes to develop and deploy content and programs. As with all leaders, it will be essential for the SVPSI to set expectations, delegate, and hold the team accountable for outcomes and responsibilities.
- Inspire teams across constituency groups with a focus on driving and assessing quality, engagement, relevance, and impact across the organization.
- Engage with grant-makers to secure funding for strategically aligned projects and oversee consultants to operationalize such opportunities.
- Serve as the LT staff leader for the AGB board's Policy Initiative Committee.
- As a member of AGB's leadership team, participate in setting the strategic direction of the Association.
- Develop and implement relevant departmental plans, staffing structure, and budgets.
- Prepare and present key learnings and insights on departmental activities during meetings with the AGB Board of Directors.
- In collaboration with the Senior Vice President of Consulting and the Managing Director of AGB Search, oversee the work of consultants to develop prioritized publications and digital communications.



Desired Professional Qualifications and Personal Attributes

- Knowledgeable in higher education board governance across systems, public and private colleges and universities, community colleges, and IRFs.
- Executive level leadership experience on a campus. 10 or more years of progressively responsible leadership in a campus setting.
- Credibility and stature in higher education.
- Exceptional knowledge of trends and issues facing higher education and governing boards required.
- Media tested with the ability to articulate complex issues clearly and succinctly in service to AGB, its members, and higher education.
- AGB will be a career destination with a motivation to serve for an extended period and potentially take on additional responsibilities over time.
- Demonstrably effective experience in managing budgets, people, programs, and publication processes.
- Preference for working in a fast-paced, hands-on environment.
- Superior written and oral communication skills
- Ability to build an effective, efficient team and to work successfully in a collaborative environment.
- Ability to maintain flexible approach to changing priorities and approaches.
- While AGB is headquartered in Washington DC, the successful candidate can be located anywhere in the United States and must possess a willingness to travel to headquarters as well as to AGB events and member institutions as needed.
- Advanced degree required; earned doctorate preferred. A record of scholarship is also preferred.



About AGB

AGB is the premier organization focused on empowering college, university, and foundation boards to govern with knowledge and confidence. Governing boards in higher education must focus now more than ever on strategic leadership of their institutions and foundations to ensure institutional vitality and student success. It is critical that they reinforce the value of higher education, innovate through the effective use of technology, and respond to shifting demographic trends. AGB provides leadership and counsel to member boards, chief executives, organizational staff, policymakers, and other key industry leaders to help them navigate the changing higher education landscape. The One AGB member value proposition to grow, engage, and impact member institutions drives all facets of the organization. One AGB delivers this value proposition through a dedication to mission and financial growth and sustainability.

Vision

College, university, and foundation board members are indispensable, strategic partners with institutions to fulfill their unique commitments to society, advance student success and well-being, and enhance institutional vitality.

Mission

AGB empowers college, university, and foundation boards and board members to govern with knowledge and confidence, providing guidance and thought leadership through expert services and resources.

Values

- Dedication to the development of citizen trusteeship in higher education
- Responsive and attentive to high-quality service to its members
- Respect for members and colleagues in all interactions and transactions
- Collaboration within AGB and with other organizations
- Adherence to the highest ethical, legal, and moral standards in all its work

Offerings provided across One AGB include membership, content, events, partnerships, consulting, and executive search services.

For more information about AGB, please visit www.AGB.org.

Henry Stoever, President and Chief Executive Officer

Mr. Henry Stoever brings to AGB a deep understanding of the importance of citizen board leadership and a wealth of experience in building on the strengths of a member-focused organization. In Mr. Stoever's previous position at the National Association of Corporate Directors (NACD), he oversaw marketing, partner relations, and board-development teams, helping to provide insights on critical issues that shape board agendas for the largest association of corporate directors in the United States.

Prior to NACD, Mr. Stoever spent four years at Brazos Higher Education Service Corporation where he ran StudentLoans.com. He has also held several marketing and communications leadership positions for CoStar Group, Inc., Sprint-Nextel Corporation, LexisNexis Group Inc., and Kraft Foods, Inc. Mr. Stoever also served for five years in the United States Marine Corps and achieved the rank of captain.



As AGB's president & CEO, he is responsible for the leadership and operations of the \$17 million, 52-person national organization, which serves more than 1,200 boards and represents over 40,000 individual trustees across 2,000+ member institutions, systems, and foundations in the United States and around the world. Mr. Stoever's leadership role champions AGB's educational and advocacy work, including AGB Consulting and AGB Search, a wholly owned private company of AGB.

In addition to his service as a trustee for the United States Naval Academy Foundation's Academic and Scholarship Programs board, Mr. Stoever was a member

of the board of directors for the Boulder Crest Retreat for Wounded Warriors, and he previously held positions on the board of directors of the Chesapeake Bayhawks and Bethesda Lacrosse. He was also a visiting professor at American University's Kogod School of Business from 2010 to 2014.

He holds a BS in economics from the United States Naval Academy and an MBA in marketing and strategy from the Kellogg Graduate School of Management at Northwestern University.



Nomination and Application Process

The Search Advisory Committee will begin reviewing applications in July and will continue until the position is filled. **For best consideration, applicant materials should be received by August 31, 2022.**

Candidates Should Provide:

- Letter of interest stating how the candidate's experiences and qualifications connect with the required/preferred characteristics and priorities expressed in the position profile.
- Resume or curriculum vitae.
- Statement of contribution to diversity, equity, and inclusion.
- Five professional references with emails, telephone numbers, and a description of the candidate's professional relationship with each reference listed (references will not be contacted without prior written authorization from the applicant).

Application and nominations should be sent electronically (PDF or MS Word) to: SVPSI@agbsearch.com.

The search is being assisted by the following professionals from AGB Search:

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Advancing Higher Education Leadership

AGB is an Equal Opportunity/Affirmative Action employer. Employees are selected on the basis of their qualifications and work experience. AGB does not discriminate against any candidate for employment or employee because of race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, family responsibilities, physical handicap, matriculation, or political affiliation. AGB also strives to recruit and promote qualified candidates from minority groups, women, veterans, and the disabled.