

# ASPEN LEADERSHIP GROUP

DIRECTOR OF ALUMNI ENGAGEMENT AND VOLUNTEER MANAGEMENT  
[CENTRE COLLEGE](#)  
DANVILLE, KENTUCKY



CENTRE  
COLLEGE

Aspen Leadership Group is proud to partner with Centre College in the search for a Director of Alumni Engagement and Volunteer Management.

The Director of Alumni Engagement and Volunteer Management will develop and implement programs that enhance life-long relationships with and inspire philanthropic investments from alumni. The Director will partner with the Annual Giving and Major Giving teams to build the donor pipeline and ensure engagement strategies are well executed and effective. The Director will work closely with the Development Communications team on publications, emails, social media graphics and text messages to alumni about events both on and off campus, as well as coordinate alumni volunteers, including reunion committee members, class ambassadors, and regional chapter presidents.

Centre College was founded by Presbyterian leaders and officially chartered by the Kentucky Legislature on January 21, 1819. The name reflects the college's location in the geographic center of Kentucky. Instruction began in Old Centre—the college's first building—in the fall of 1820 with a faculty of two and a student body of five. Today, there are approximately 1,400 students and 150 full-time faculty members dedicated to the college's mission of preparing students for lives of learning, leadership, and service.

Centre College is committed to providing a deeply engaging, intensely personal education with guaranteed opportunities for all students to explore the world, gain on-the-job experience, and conduct research alongside their professors. It is easy for students to make their mark at Centre. With over 85 clubs and organizations, 25 NCAA Division III athletics teams, and more than 2,000 events each year, there is always something to do, somewhere to go, and someone to cheer on.

Centre helps to ensure success after graduation from day one. The Center for Career & Professional Development offers personal coaching to help students explore majors and careers, find summer jobs and internships, work on resumes and cover letters for graduate schools and jobs, and network with alumni. Personal attention from outstanding professors allows students to progress faster. The 10-to-1 student-to-faculty ratio means professors know students by name and can offer personalized support.

With a variety of international study options that broaden student perspectives while providing a competitive advantage in the global economy, Centre is ranked among the top in the nation for percentage of students who study abroad with 85% of Centre students taking advantage of the opportunities available.

Centre's nearly 14,000 alumni are fiercely loyal and eager to help students make valuable job contacts in almost any field and location imaginable. Memorable alumni from the past include two U.S. Vice Presidents, two U.S. Supreme Court justices, and a founder of the Hard Rock Café. More recent alumni are equally distinguished and love to talk to Centre students.

*College Raptor*, a college planning platform, has recognized Centre College among some of the nation's best colleges and universities. Centre was named a 2024 "Hidden Gem" and was recognized as the no. 1 "gem" in the state of Kentucky. It is also one of the top-ranked colleges in the Southeast and a top five Division III college in the rankings. The 2023 edition of *The Princeton Review's* guide to America's "Best 389 Colleges" recognizes Centre College as one of the best in the country. Professors took center stage for the college in its rankings: Centre faculty ranked 13<sup>th</sup> in the country as "Professors Get High Marks," and ranked 24<sup>th</sup> nationally for "Most Accessible Professors." Earlier in the year, the publication listed Centre as one of the Best Value Colleges for 2023.

### **REPORTING RELATIONSHIPS**

The Director of Alumni Engagement and Volunteer Management will report to the Associate Vice President for Development and Alumni Engagement.

### **FROM THE VICE PRESIDENT**

*This is an especially exciting time to be part of the growth in the Office of Development and Alumni Engagement at Centre College. Centre alumni are loyal supporters of the college and want to pay the Centre Experience forward to our current students. Our current student body is more diverse than ever with more than 25% of the incoming class identifying as Pell Eligible and more than 21% of the student body identifying as a first-generation college student. Our alumni, parents, and friends give back at rates seen at very few other colleges and are passionate about the Centre Experience.*

*As a leader on the Development and Alumni Engagement team, the Director of Alumni Engagement and Volunteer Management will lead strategies to increase alumni engagement for Centre College—all while working alongside a talented team who strive to put students first. Centre is a special place with special people who want nothing more than to impact the lives of students. The Centre Experience includes experiential learning, community engagement, and career readiness all while receiving a top National Liberal Arts and Sciences Education.*

*The city of Danville continues to expand with access to bigger cities, including Lexington and Louisville less than an hour away. Join us for a stroll down historic main street, a trip to a renowned bourbon distillery, and plenty of outdoor recreational opportunities, along with some of the best public schools in the state of Kentucky. We embrace work and life balance. We are looking for the next great teammate, and I hope you will take the opportunity to apply and learn more about Centre College and the Danville community. It truly is a great place to work and live!*

—Kelly Knetsche, Vice President for Development and Alumni Engagement

### **CENTRE COLLEGE'S COMMITMENT TO DIVERSITY, INCLUSION, AND EQUITY**

Centre College pledges continuing efforts to build and strengthen a community enriched by differences and founded upon common humanity. Centre College respects the right of all members of the community to express their individuality in a manner that is consistent with the dignity and welfare of others. Centre strives to create an environment where differences are celebrated rather than discouraged, where individuals can exchange ideas and share in the richness of mutual experience.

By valuing the individual's total character over any single characteristic, Centre maintains its unique community. Centre embraces the values of diversity, inclusion, and equity as integral to its mission. Diversity, inclusion, and equity are central to teaching, learning, service, scholarship, and community to stimulate creativity, critical thinking, leadership, discovery, love, and global citizenship.

### **PRIMARY RESPONSIBILITIES**

The Director of Alumni Engagement and Volunteer Management will

- oversee the planning and implementation of all major on-campus alumni events (Homecoming, Reunion Parties, Women's Leadership Conference, Black Alumni Weekend, etc.);
- partner with the Major Gift team to plan and host regional alumni events and meetings;
- manage the day-to-day activities of the Alumni Association Board of Directors, including organizing annual meetings, maintaining contact with members on a regular basis, and providing staff support for the Association's strategic planning process;
- assist with the recruitment, selection, and on-boarding of new alumni board members;
- communicate daily with alumni via email, phone, and in-person visits;
- demonstrate an appreciation of and commitment to furthering an inclusive culture for those of diverse backgrounds such as ability, age, class, ethnicity, faith background, gender expression, gender identity, geographic region, national origin, neurodiversity, race, and sexual orientation that comprise individual and group expressions of identity;
- provide and coordinate meaningful alumni volunteer engagement opportunities with Chapter Presidents, Class Chairs, Reunion Committees, National Associates Chairs, Young Alumni Associates Chairs, Centre College Ambassadors, etc.;
- remain current on new and innovative programs and technologies with special attention to creating new programming that engages affinity groups, underrepresented minorities, international alumni, and alumni that are unable to travel to campus for events;
- manage relationships and negotiate contracts with vendors, event venues, and other partners;
- assist with all parents and family related activities to include family weekend, new student orientation, commencement, and parent solicitations;
- work closely with other Development office units to ensure that all areas are working in a cohesive and collegial environment toward stated goals; and
- assist in organizing campaign roundtable dinners, regional campaign events, and joint admission and development related events in key regions of the country.

### **LEADERSHIP**

#### **Kelly Knetsche**

#### **Vice President for Development and Alumni Engagement**

Kelly Knetsche's career in fundraising started in 2006 when she began work as a major gift officer at Davidson College, her alma mater. Within a year, she transitioned to oversee parent programs, an area she directed for six years. In 2013, Knetsche was promoted to manage Davidson's \$550 million *Game Changers Capital Campaign*, overseeing a portfolio of approximately 100 major gift prospects and leadership donors. Additionally, she served as one of the lead fundraisers for the E. Craig Wall, Jr. Academic Center, helping to secure \$74 million in new commitments.

In 2017, Knetsche accepted the position of Associate Vice President for Development at Lenoir-Rhyne. Highlights of her tenure there include strengthening overall fundraising efforts, best seen in increasing total annual fundraising commitments from \$9.5 to \$14.5 million from 2018 to 2019 and increasing overall total fundraising commitments by 40 percent.

While earning her B.A. in English from Davidson, Knetsche was a member of Kappa Delta Pi and the National Education Honor Society. She also studied abroad in 1994 at Cambridge University. Knetsche later pursued professional development through the Duke University Nonprofit Management Program, earning certification in nonprofit management.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Centre College seeks a Director of Alumni Engagement and Volunteer Management with

- a commitment to the mission of Centre College—to prepare students for lives of learning, leadership, and service;
- experience managing the day-to-day activities of alumni associations and affinity groups;
- excellent event planning and organizational skills including an ability to plan and implement both on- and off-campus events;
- highly effective interpersonal and listening skills, diplomacy, and tact and an ability to build relationships with alumni, families, parents, and college donors;
- excellent verbal communication skills;
- an ability to manage multiple projects simultaneously;
- an ability to represent the college to key constituents;
- an ability to create new programming to engage affinity groups, underrepresented minorities, international alumni, and alumni;
- an ability to work with staff and faculty members to develop and implement strategies to advance institutional priorities; and
- an ability to adapt to new and innovative technologies.

A bachelor's degree or an equivalent combination of education and experience is preferred for this position as is at least three years of experience in higher education advancement or alumni relations in a position that requires strong relationship management skills. Centre College will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to Centre College, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

### **LOCATION**

This position is in Danville, Kentucky.

### **SALARY AND BENEFITS**

The salary range for this position is \$60,000 to 80,000 annually. Centre College offers a [comprehensive benefits package](#) as well as relocation reimbursement.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Centre College as well as the responsibilities and qualifications presented in the prospectus.***

To apply for this position, visit:

[Director of Alumni Engagement and Volunteer Management, Centre College.](#)

To nominate a candidate, please contact Clare McCully:

[claremccully@aspenleadershipgroup.com.](mailto:claremccully@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*