Assistant Head of School for Advancement
Start date: July 1, 2018
viewpoint.org
Overview

Viewpoint School, an independent, college preparatory school serving 1,215 students K-12 within a collaborative and nurturing environment, is seeking an experienced Assistant Head of School for Advancement to oversee fundraising and related functions, effective July 1, 2018 or sooner.

In its history, Viewpoint School has experienced remarkable growth in the size of its enrollment, academic programs, campus, and reputation in the Los Angeles market and beyond. It is justifiably proud of the strength and depth of its program, its comprehensive list of courses and co-curricular offerings, its modern campus in a bucolic setting, and its warm, caring school community.

Under the visionary leadership of Head of School Mark McKee and with a new, strong leadership team, the Assistant Head of School for Advancement will build on a program seeking to strengthen long-term constituent relationships, to grow its Annual Fund, and to broaden its support base. S/he will place a strong emphasis on the major gift effort at the School, working closely with the Head of School and an engaged Board to expand programming, increase the School’s visibility, and to identify, cultivate, and steward individuals with capacities to be helpful to Viewpoint.

The Assistant Head of School for Advancement will be a seasoned professional with outstanding leadership skills. S/he will be charged with developing personnel and programs that increase constituent awareness, engagement, and philanthropic support. As a member of the School’s Senior Administrative Team, s/he will be a strategic thinker who works collaboratively with colleagues in support of the School’s mission, vision, values, and goals. The successful candidate will have an exemplary track record of building relationships that deepen constituents’ commitment and inspire them to make extraordinary mission-driven gifts. S/he should have significant experience in working effectively with the Head/President/CEO and in staffing the Board of Trustees. S/he will be an open, caring, and communicative professional—one with a good sense of humor who leads by example and models the highest level of trustworthiness and integrity.
**SCHOOL HISTORY**

In 1961, Viewpoint was founded in Encino, California, by a group of families committed to creating a new independent school of excellence. For more than 50 years, the School has provided a high-quality independent education to students in the greater Los Angeles area. Upon its opening, Viewpoint enrolled 24 students in grades K-6. A year later, the School leased 7.6 acres of land in Calabasas for the construction of a new campus.

Over the next several years, the School expanded by adding seventh through ninth grades. In 1966, the Encino campus closed, and the School moved to its current location in Calabasas. Viewpoint added an Upper School, gained accreditation, focused on new extracurricular programs, and developed traditions that last to this day. In 1999, Viewpoint purchased the 17.5-acre Meadow Oaks School adjacent to its campus. The School’s community developed a Master Plan for the campus, and a Capital Campaign Committee launched a fundraising effort to provide permanent, state-of-the-art facilities on campus. In 2011, Viewpoint celebrated the dedication of the new Upper School complex, concluding two of the three phases of the School’s Master Plan. The third phase was completed in 2015 and 2016, with the opening of a new Primary School and new and improved West Campus athletics facilities. The School’s current strategic planning effort envisions a future of leadership in innovation in independent education, as a place of inspired teaching and learning, preparing the creative leaders the world needs. Community and philanthropy are central to fulfilling this vision.
CAMPUS

Viewpoint’s stunning campus in the foothills of the Santa Monica Mountains in Calabasas spans 40 acres and includes high-quality facilities for learning and life. The School is tucked in the Mulholland Scenic Corridor with a running stream, over 700 oak trees, and more than 35 bird species nestled in its campus. Since 2005, the School’s extraordinary investments in facilities have added eight new facilities, totaling 141,000 square feet and $58 million in new construction.

THE SCHOOL

Today, Viewpoint offers an individualized college-preparatory program that blends rigorous academics with rich extracurricular offerings and helps each student identify and develop his or her unique talents and passions. With over 1,200 students and 150 faculty members from across the Los Angeles metropolitan area, Viewpoint is a vibrant community of teachers and learners. The School values the best principles of a forward-thinking educational institution: excellence, compassion, leadership, individuality, respect, service, and confidence.

One of Viewpoint’s key differentiators is its strong sense of community and culture. The School is defined by its profound belief in its students, and this belief yields a student-centered environment that focuses on the needs of each individual student. A highly favorable 8:1 ratio of students to teachers assures personal attention and a nurturing environment for students in each of its four divisions. Over 68% of Middle and Upper School faculty and administrators have advanced degrees. Faculty are experts in their fields, imaginative, and caring, and the result is a curriculum that delivers
an outstanding academic program while also promoting extracurricular involvement and a spirit of volunteerism within the School community. Teachers know students very well, and they work closely with parents to mold the best possible program for Viewpoint’s students. Students at Viewpoint feel supported, and they love learning for its own sake in this intimate, collaborative environment.

**ACADEMICS**

Viewpoint School believes that each stage in students’ personal and academic development is significant, and empowers them through innovative and engaging learning opportunities at each grade level. In developmentally appropriate ways, Viewpoint teachers promote critical and creative thinking and collaborative learning and provide opportunities for students to articulate understanding and develop leadership through expression and performance. While content and expectations change as students mature, the School’s emphasis on student engagement and participation, parent partnership, and a caring, supportive, and challenging learning climate is honored by all.

**ARTS AND ATHLETICS**

The fine and performing arts are celebrated at Viewpoint. A rich array of offerings in theater, dance, and instrumental and vocal arts is joined by equally strong programs in the visual arts, including 2-D and 3-D media, as well as digital arts and film. Viewpoint offers varied and engaging opportunities for artistic study to allow students to discover new talents and passions and foster creativity.
At Viewpoint, a commitment to an athletic program that complements a strong academic curriculum has inspired the School to provide students with many ways to wear Viewpoint’s colors proudly. With over 150 teams and a broad offering of athletic opportunities from Lower School to Upper School, students get a taste of competition and find challenge at all levels.

**Student Life**

In and outside the classroom, life at Viewpoint is characterized by integrity, compassion, tolerance, responsibility, discernment, and optimism. Students are productive, active citizens who willingly serve their communities. Student activities, clubs, and honor societies all work toward a common goal of developing character, empowering students, and promoting authentic leadership opportunities. Students may participate in clubs focusing on animal rights, anime, robotics, and mock trial, or they may become involved in student government.

**Calabasas, California**

A suburb of Los Angeles, Calabasas is a scenic community in the Santa Monica Mountains, west of the San Fernando Valley. The Calabasas community values environmental stewardship. In 2008, Calabasas completed construction of a Gold LEED certified Civic Center and Library Complex. The name “Calabasas” derives from the Spanish Calabaza, or “pumpkin.” Each year, the Calabasas Chamber of Commerce holds an annual Pumpkin Festival in October.

Calabasas is just 45 minutes from downtown Los Angeles and 20 minutes from Malibu and the Pacific Ocean. Diverse, vibrant, and laid-back, Los Angeles is an attractive destination for tourists each year. The city offers robust opportunities in business, entertainment, culture, media, fashion,
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science, sports, technology, education, medicine, and research and has been ranked sixth in the Global Cities Index. Famed Hollywood is an area devoted to television, movie, and music production and is home to some of the most famous cultural icons in the country. Known as the “Creative Capital of the World,” LA is well-defined by its performing arts culture. Viewpoint’s location places it in a growing capital of creativity and innovation in entertainment, engineering, technology and biotech, and other industries.

Dry and sunny, LA is warm year-round, and outdoor enthusiasts enjoy easy access to the beaches of Malibu and Santa Monica and abundant recreational opportunities in the Pacific Ocean and in the surrounding mountains. Cultural attractions dot the city, including over 800 museums and art galleries. Sports lovers cheer on several professional athletic teams, including the Dodgers, Angels, Lakers, Clippers, Rams, Chargers, Kings, Ducks, and Galaxy.

Education is a top priority for residents, and the city features numerous public and private universities, including the University of Southern California, UCLA, the American Film Institute Conservatory, Occidental College, Pepperdine University, and California State University, among many others.

**Opportunities and Challenges**

The Assistant Head of School for Advancement will be a key partner to President and Head of School Mark McKee and a leader within the School’s senior administrative team. S/he will bolster integration of Viewpoint’s development, alumni and parent relations, and communications efforts, as well as annual, endowment, and capital fundraising programming. A major focus will be to further strengthen Viewpoint School’s image as a market leader in greater Los Angeles with a nurturing environment where each student is valued personally and engaged in a lifetime learning process of integrity, intellectual discovery, and service to the greater community.
The new Assistant HOS for Advancement will oversee strategic planning and all operational functions of the advancement program. Significant increased Board engagement in constituent cultivation and peer solicitation reflects genuine opportunity for increased interaction with the advancement team which will increase philanthropic support. Thus, near-term assessment of current resource allocations is anticipated as part of a short-and long-term plan for progressive programmatic efficiency and growth. To complement impressive recent physical plant additions, including popular new teaching and gathering spaces, the successful candidate will personally and with the Head of School, Board, and selected colleagues, broaden Viewpoint’s major gift prospect base, increase the Annual Fund, and attract endowment funding, one of the School’s greatest needs.

In short, the Assistant HOS for Advancement must forge productive relationships with all elements of the Head’s senior administrative team while simultaneously advancing Viewpoint to key external constituencies. Relationship building will be at the heart of projects, events, and communications. Leading discussions resulting in long-term engagement of the Board, parents, past, current and prospective donors, volunteers, and colleagues within the faculty and staff will pave the way.
**Responsibilities of the Position**

Reporting to the Head of School, the Assistant Head for Advancement works closely with the Head of School and the Board of Trustees, including staffing the Strategic Planning Committee, Advancement Committee, and related Board task forces. The Assistant Head will provide visionary leadership to the development, constituent relations (parents, grandparents, alumni parents, alumni, and friends), and communications and marketing programs in support of the School’s mission, vision and goals. Specific responsibilities include:

- Provide support to the Head of School in fulfilling his advancement responsibilities;
- Develop strong working relationships with the Board and other key constituencies;
- Manage the Viewpoint brand, ensuring that all of the School’s advancement activities are cohesive and intentional;
- Externally represent Viewpoint to current and prospective support constituencies;
- Sustain and enhance current development, alumni relations, and parent programming;
- Help implement annual support goals, with an emphasis on operating funds and endowment;
- Increase annual giving participation and dollars;
- Formulate leadership gift solicitation strategies, emphasizing endowment and, when needed, capital project priorities;
- Ensure prompt and accurate gift and pledge recording, acknowledgement, and compliance with school policy and philanthropic best practices;
- Serve as an effective mentor and communicator to constituents with different personalities and cultures;
- Enhance the school environment by serving as an active and visible community member.

**Qualifications and Qualities of the Position**

The Board of Trustees and the Viewpoint community seek an Assistant Head of School for Advancement who possesses the proven leadership, communication, and interpersonal skills to help the School maintain its commitment to academic excellence. The School seeks a candidate who leads with imagination, vision, energy, and drive. The following qualities will be welcomed:

- 7-10 years of leadership fundraising experience, including campaign planning and management, ideally in an independent school, college, or university; Impressive track record in fundraising, communications and/or alumni administration;
- Track record of conceptualizing, planning, and cohesively integrating a full range of advancement programs;
- A firm believer in the School’s values and the capacity to articulate the case for support of Viewpoint;
- Contributor to the overall strategic planning of the School;
- Excellent communication skills, both oral and written, and a sophisticated understanding of what should be communicated to different audiences;
- A decisive and confident leader, embracing the School’s culture and with the ability to develop consensus;
- Highly professional team-player, with a strong sense of integrity and desire to work effectively with colleagues, volunteers, and boards;
- Thorough grasp of the current trends in advancement and issues facing independent schools.
To Apply

Interested and qualified candidates should submit electronically in one email and as separate documents (preferably PDFs) the following materials:

• A cover letter expressing interest in the position;
• A current résumé;
• A list of five (5) professional references with name, phone number and email address of each (references will not be contacted without the candidate’s permission) to:

Gary Dicovitsky
Senior Consultant
gary.dicovitsky@carneysandoe.com

Bob Fricker
Senior Consultant
bob.fricker@carneysandoe.com