

# Pratt

## Vice President for Institutional Advancement

Leadership Profile

2023-2024



*WittKieffer*

## Executive Summary

Pratt Institute seeks nominations and applications for its next vice president for institutional advancement (VP-IA). The president and board of trustees are keenly interested in securing a professional who will embrace the culture of Pratt and will serve as a dynamic and trusted senior leader to develop and articulate a capacious vision for institutional advancement to further distinguish this world class and internationally ranked college with programs in art, design, architecture, liberal arts and sciences and information studies. As part of the cabinet, the new vice president will serve as an advisor to officers and will have the opportunity to work closely and collaboratively with deans to define critically important goals and vital programs to advance the future of Pratt. Further, the vice president will work with an engaged and passionate president who brings vision and deep commitment to furthering Pratt's unique mission.

The VP-IA will create and implement a dynamic, strategic advancement program, leading the entire range of development and alumni relations to increase Pratt's profile and philanthropic support. Priorities will be set as the strategic plan solidifies, while current fundraising will continue to include increasing contributed unrestricted annual operating revenue, endowment and scholarship funds and funding capital expansion/renovation plans in the context of planned major campaigns.

This is a highly visible role for an experienced, imaginative and entrepreneurial advancement executive capable of marshaling Pratt's full resources to build a robust culture of philanthropy to support one of the nation's most prominent higher education institutions with a clear and expanding focus on art and design. Specifically, the VP-IA will lead and implement a broad-based strategic advancement effort that will increase Pratt's visibility and position among key influencers, constituents and major donors.

The successful candidate will provide leadership, direction and mentor-motivate a team whose mission is to maximize Pratt's position with current supporters, as well as in new markets to create greater philanthropic support for the Institute. A key priority is to create a compelling case for support and tailored engagement strategies and to identify, cultivate and secure major individual (including alumni) support. The ideal candidate will appreciate the vibrant role that the Institute plays in the local, national and global creative and educational communities.

To submit a nomination or express personal interest in this position, please see Procedure for Candidacy at the end of this document.



## The Office and Role of the Vice President for Institutional Advancement

The vice president for institutional advancement (VPIA) is responsible for the vision and execution of advancement efforts and serves as the institution's chief development officer. The vice president oversees all development efforts related to the institution including major gifts, annual giving, donor relations, corporate and foundation relations, grants, planned giving and capital/comprehensive campaigns. Additionally, the VPIA is responsible for alumni relations, special events, advancement operations, research and tracking and the alumni/donor database. The vice president serves on the president's senior staff and advises the president on strategic direction and development policy decisions.

### Institutional Advancement

The department of Institutional Advancement includes three primary areas:

- **Development:** A staff of 15 to serve a full-service fundraising effort to include annual fund, events, major giving, planned giving, leadership giving, parent giving and campaigns.
- **Alumni Relations:** A staff of eight involved in maintaining close association and relations with the world-wide Pratt alumni to include events and ambassador programs.
- **Advancement Operations:** A staff of five to manage the donor records system, budget tracking and gift processing.

These distinct areas are managed by an Executive Director or Director level employee and these individuals report directly to the vice president for institutional advancement. Pratt has 65,000 living alumni.

Pratt Institute is ranked #6 out of 240 U.S. and international art and design colleges in the world. Our comprehensive campaign in support of arts, design, architecture and information education will contribute to Pratt's ever-increasing reputation. With more than 60,000 alumni globally and 5,000 current students actively create and innovate spaces and tools that make the world more accessible, inclusive, and ecologically sustainable, Pratt has a rich legacy of excellence in higher education.

As society becomes increasingly complex and globalized, the search for constructive ideas to shape the future has never been more critical. Under the pioneering leadership of President Frances Bronet, Pratt will continue to expand access to creative careers that empower students now and for decades to come.

### Strategy/Leadership

- Work with the president, board of trustees, provost, senior staff, deans, department heads, faculty and other stakeholders to develop and shape philanthropic priorities, goals and strategies to increase current levels of contributed support from all sources.

- Forge and foster a trusted partnership with the president. Serve as an advisor in maximizing and supporting the president's role in securing leadership level gifts and ensuring that the president's time is used effectively and strategically.
- Establish strong working partnerships throughout the Institute; gain the trust and confidence of the president, senior staff, deans and department heads, forging relationships that will bring forth their best ideas and efforts to support and enhance fundraising and alumni activities.
- Serve as an advocate for institution-wide advancement, helping engage and educate the trustees, the faculty and the staff relative to fundraising priorities and opportunities.
- Serve as an external ambassador for Pratt, representing the institution in professional and social settings, as appropriate and significantly important.
- Partner to ensure effective communication between advancement staff and colleagues institution wide.
- Serve as an active participant in institution-wide and collegial decision-making as a member of the president's senior team.

### **Development**

- Provide leadership to the development team.
- Identify, manage and personally cultivate and solicit a portfolio of major gift prospects through a metrics-driven approach.
- Assess current development programs, their effectiveness and return on investment. Recommend and implement changes, new approaches and expansion of current activities, as appropriate.
- Oversee the development and execution of a comprehensive strategy and plan to expand Pratt's traditional base of support, tapping into the entire range of prospective donors by building a robust pipeline of prospective donors and potential trustees:
  - Individuals (annual fund and major donor prospects—board, alumni, parents, friends); current and restricted funding for current and planned giving.
  - Businesses and corporations (particularly given Pratt's unique relationships in the design community).
- Ensure that the entire range of development tactics is tapped—from alumni relations to special events, major gifts and planned gifts, grants, e-philanthropy and beyond. Pratt's traditional base of support is local and national; there are significant global philanthropy opportunities to tap.

- Launch and lead the next comprehensive capital campaign, which has already designated the two campaign chairs from the board of trustees. This will include refining the vision statement, articulating campaign goals and objectives, assembling and staffing.
- Partner with the president and board on all major development initiatives. Maximize their engagement in major gift philanthropy.

### **Alumni Relations**

- Provide leadership to the alumni relations team to maximize alumni participation and philanthropic support.
- Assess current activities and make recommendations for expanded and/or new approaches to alumni affairs.
- Ensure that social media and other emerging approaches to alumni engagement and communications are explored and enhanced where appropriate.
- Participate in and attend alumni events on a regular and consistent basis.
- Build capacity by identifying, tracking and stewarding alumni; develop and support engagement strategies to broaden and deepen the relationships with existing constituencies (alumni, parent groups and industry leaders).

### **Communications**

- Partner closely with the vice president for communications and marketing and Pratt's Communication and Marketing (PCOMM) division to ensure philanthropic and alumni priorities and successes are communicated and promoted strategically with support of the Institute's brand and reputation.

### **Management/Operations**

- Prioritize the activities and structure of the Institutional Advancement staff to maximize skills and motivate the group to work interactively; manage expectations and resources so that overall fundraising and alumni affairs activities are challenging and realistic.
- Recruit, lead, mentor and motivate a committed and knowledgeable team of development and alumni relations professionals.
- Create and articulate clear expectations and performance measures for the team; monitor and manage performance.
- Plan, develop and manage the department's operating budget.
- Recommend and implement best practices in advancement and in general management.

- Ensure that Pratt is in compliance relative to regulations and requirements concerning philanthropy.
- Oversee systems that ensure that prospects and donors are tracked, acknowledged, cultivated and solicited in a strategic and timely manner.
- Work closely with legal counsel and the CFO on appropriate legal, budgetary and contractual matters.
- Ensure that Pratt employs best practices for technology and social media to enhance giving programs.
- Encourage ongoing training and professional development for the team.
- Advocate for the Institutional Advancement team; manage expectations and communicate the team's successes and accomplishments to the entire campus community.

### Board Relations

- Develop strong relationships with the Executive Committee of the Board, the chair of the Development Committee and other key trustees and tap into their talents, resources and ideas to enhance institutional advancement activities; know and understand the board's giving patterns and encourage their participation as major donors and solicitors.
- Assist in board development and work collaboratively with the Committee on Trusteeship to identify new potential board candidates.
- Serve, participate and staff appropriate committees of Pratt and the board of trustees.



- Serve as staff liaison to the Board Development and Campaign Committee.
- Support board members in conducting their fundraising activities on behalf of Pratt.
- Prepare and present reports to the board, as appropriate, and deliver regular briefings on short- and long-term advancement goals and achievements.

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## Opportunities and Expectations for Leadership

This is an extraordinary time to join Pratt Institute as its vice president for institutional advancement. President Frances Bronet continues to lead a team building and capitalizing on the president's vision. The VPIA and the advancement team have the opportunity to create a unique program that sees most of its success in raising funds from non-alumni. Over the next few years, the VPIA will be expected to address the following areas:

- **Forge a deep relationship with President Bronet and create an effective advancement plan that meets Pratt's needs.** President Bronet and the board are compelling aspects of this role and the Institute. Not only does she enjoy the full and enthusiastic support of the board of trustees, but she also has forged extraordinary relationships in Brooklyn and the New York City community and has garnered the respect and admiration of internal staff and the alumni base. President Bronet is an idea machine. Both strategically and opportunistically, she is constantly innovating. This approach leads to creativity and consistent growth, as evidenced by the many partnerships across the city. Central to the VPIA's roadmap for the future must be a plan to carefully and strategically utilize the president for advancement in a way that positions her as the clear leader and takes advantage of her impressive interpersonal skills. The president's interest in fundraising and her vision for Pratt make her an essential player to fundraising success.
- **Cultivate a wider community of donors, especially those with high-impact potential.** Pratt has cultivated exceptional volunteers on its board of trustees and deep relationships with NYC philanthropists. These individuals are very sophisticated, passionate about Pratt and have been extraordinarily generous given that in most cases neither they nor their family members are alumni. The current donor population, however, has been supporting Pratt for many years, and there is an opportunity to widen the circle of contributors. The VPIA will develop a plan for connecting with those donors while utilizing exceptional interpersonal skills to build new relationships. Other opportunities exist as well. The goal is simple: to engage new and impactful philanthropic partners who understand the enormous contributions and potential of Pratt Institute and wish to help it achieve even greater success.
- **Partner with a highly collaborative advancement team.** Pratt is a highly collegial and collaborative environment. The VPIA is responsible for being the content master and coach in advancement and a key player in decision-making across the institution. By forging strong relationships with faculty and staff, and taking advantage of their deep knowledge, the next VPIA will be able to accelerate advancement plans for the future of fundraising, alumni relations and future capital campaigns.
- **Build and foster a culture of philanthropy.** The VPIA will lead collaborative efforts with the president's cabinet, trustee leadership and senior members of the administration and faculty to identify and track long- and short-term institutional targets that are supported by fundraising, external relations, institutional communications and marketing. The successful candidate will encourage a campus-wide culture of philanthropy that fosters appreciation for and engagement in advancement efforts. They will proactively facilitate and support networking opportunities

and connections for individuals across the Pratt community with external contacts for fundraising, funding, publicity and community and business partnerships to advance Pratt's current and future strategic goals. They will serve as a liaison for relationship building between internal and external stakeholders, facilitating and shepherding communications and engagement.

## Professional Qualifications and Personal Qualities

Qualities and experiences that ideal candidates should display include:

### Education

- An earned baccalaureate degree from an accredited college or university.

### Experience

- A track record of serving as a strategic advancement partner to a CEO/president/dean or other executive.
- Credibility--successful advancement leadership experience in a higher education, cultural arts or other major not-for-profit setting.
- Experience with national and global philanthropic communities.
- Demonstrated experience with the entire range of giving strategies for unrestricted and restricted/designated funding: annual and capital campaigns, major individual, foundation and corporate giving, planned giving, special events, alumni relations and direct response/e-philanthropy.
- Proven track record of identifying, cultivating, soliciting and stewarding major donors—a confident front-line principal gift fundraiser.
- A strategic thinker—able to see the big picture and deliver on current goals and objectives and maintain a constant vision for the future.
- A demonstrated ability to work effectively with board members, deans, academic chairs and administrators.
- Ability to cultivate strong and positive working relationships at every level—a collaborative team player.
- Excellent communication skills: the ability to articulate a compelling case for support, both orally and in writing.
- The ability to set and achieve ambitious but realistic fundraising and communication/marketing goals.



- A career that includes successfully hiring, mentoring and leading a sizable team of professional and support staff. A genuine commitment to building and leading a culturally and ethnically diverse team.
- In-depth knowledge of and commitment to diversity and inclusion principles.
- Technologically savvy and with a working knowledge of commonly used fundraising and business software.
- Ideally, some marketing/communications experience. Experience leveraging digital and social media to enhance advancement.
- Knowledge of—and commitment to—best practices in the field.

### Personal Qualities

- An engaging, positive and direct personal style—a person who is able to draw out the best in people.
- A good listener who is comfortable receiving and distilling creative input from many sources; able to analyze and formulate disparate information into a sound, well-organized plan with clear priorities and focus.
- A catalyst with vision - a person who can create excitement and energy around Pratt’s mission and encourage others to support the Institute.
- A persuasive, tenacious, “can do” spirit.

### Preferred

Preference will be given to candidates that also display one or more of the following:

- An advanced academic degree.
- Knowledge of the Greater New York philanthropic and media community. Specific familiarity with the Brooklyn business, cultural and the social environment would be a plus.



## About Pratt Institute

### Overview

Pratt Institute is a highly acclaimed independent college of art, design, architecture, liberal arts and sciences, continuing and professional studies and information science, and is one of the largest independent schools of art and design in the United States. The Institute's impact expands beyond its 25-acre residential campus in Brooklyn to cutting-edge facilities throughout the borough, a landmark building and public gallery in Manhattan, as well as an extension campus, Pratt Munson College of Art and Design in Utica, New York. On Governors Island, Pratt is a core partner on the Stony Brook University team selected to develop the New York Climate Exchange, a research and educational hub poised to establish New York City as the global leader for the most pressing issue of our time: climate change. Another extension of Pratt's campus is the Research Yard, a 20,000-square-foot facility that brings together the research activities of Pratt Institute under one roof in the Brooklyn Navy Yard (BNY). Pratt is ranked among the top design schools by *BusinessWeek* and #6 by QS rankings.



Founded in 1887 by Charles Pratt, a philanthropist who made his fortune in petroleum, the Institute's mission is to educate artists and creative professionals to be responsible contributors to society. Pratt seeks to instill in all graduates aesthetic judgment, professional knowledge, collaborative skills and technical expertise.

With a firm grounding in the liberal arts and sciences, a Pratt education blends theory with creative application in preparing graduates to become leaders in their professions. Pratt enrolls a diverse group of highly talented and dedicated students, challenging them to achieve their full potential. Pratt offers students more than 27 undergraduate majors and concentrations and 26 degree programs, as well as a number of certificate programs.

Pratt's many advantages include the high quality of its curricula, its outstanding faculty and passionate students, its strong reputation in creative industries, and its vibrant, visible presence amidst a living lab of art, design, built environment and culture that is in New York City and growing exponentially in Brooklyn. Pratt's programs are consistently rated among the best in the country, and its faculty and alumni include some of the most renowned artists, designers and scholars in their specific fields of expertise. Pratt's interdisciplinary curriculum promotes collaborative and creative strategies for design thinking.

Today, Pratt Institute is transforming academic excellence in architecture, art, design, information studies, and liberal arts and sciences through its defining heritage and visionary future. Since the first class of 12 students convened on Pratt's Brooklyn campus in 1887, the college has become a top-ranked global leader in higher education with a world-renowned faculty of over 1,100 award-winning artists, designers, architects, writers and scholars. Realizing that solving today's pressing challenges means going beyond traditional academic thinking, Pratt's faculty inspires its students to question the status quo to develop new solutions for real-world problems. With this in mind, the Institute is home to a number of impact-driven centers that push the boundaries of innovation on topics ranging from community development, K-12 art education, climate mitigation and resilience to data visualization. Pratt's locations—a beautiful 25-acre main campus in Brooklyn, a landmark building in Manhattan and a presence in the Brooklyn Navy Yard—provide unparalleled opportunities for over 5,000 students to engage with artistic leaders and local and international industries. In 83 countries across the globe, Pratt's 65,000+ alumni are advancing the creative economy and shaping the world through their remarkable work.

## Academic Overview

Pratt is organized into six schools: Art, Design, Architecture, Information, Liberal Arts and Sciences and the School of Continuing and Professional Studies. In addition, a number of research centers allow Pratt faculty, students and recent alumni to experiment with new ideas in the studio and the world.

Pratt's faculty comprises more than 1,100 full- and part-time members, many of whom are working professionals in the arts, architecture, design and business. The faculty is recognized for pioneering innovative cross-disciplinary approaches to teaching, research and solving complex problems.

Pratt currently enrolls approximately 5,100 students from 48 states and over 80 countries. More than 75% of undergraduate students are from states other than New York. There are 3,116 students enrolled in undergraduate programs and 1,396 at the graduate level. Pratt is also committed to advancing diversity and inclusion in the ranks of its students, faculty and staff in service of the nation and creating an inclusive and multicultural climate throughout the Institute—and has had an office of Diversity, Equity and Inclusion with a vice president for diversity, equity and inclusion since 2018.

The creative culture of Pratt is evidenced by their open approach to providing students with opportunities for collaboration with other forms of artistic pursuits that are conveniently nearby.

Furthermore, joint degree programs with area colleges and universities and study abroad opportunities add more depth and breadth to the educational experience.

## Initiatives

### Climate Resilience

Pratt is part of a world-leading research and educational hub led by Stony Brook University, [The New York Climate Exchange](#), that will establish New York City as the global leader for the most pressing issue of our time: climate change. Pratt also participated in the UN Water Conference and NY Water Week, examining how design and the built environment intersects with issues of permanent climate change and adaptation, with a specific focus on some of the most dense and vulnerable areas on the planet. This directly connects with some of the strategic collaborations Pratt can be making with other archipelago cities (from Manila to Singapore to NYC).

### Creative Research

At Pratt, research is defined broadly and inclusively. Just steps from the Brooklyn campus, Pratt has launched [the Research Yard](#), a 20,000-square-foot facility that brings together the research activities of Pratt Institute under one roof in the Brooklyn Navy Yard (BNY).

### Creating Pathways

Pratt is steadfastly committed to diversity, equity and inclusion, welcoming students from all walks of life and sustaining a pipeline to more equitable workplace and career paths. Pratt Institute, Bank Street College of Education and the Department of Education have launched a [school](#) that combines the power of investigations through design with the importance of social justice, preparing students for college and careers, while empowering them to become changemakers in their communities.

### Local Impact

As an anchor institution in [New York City](#), Pratt provides the creative leaders of tomorrow the knowledge and experience to serve their communities and effect positive change in the local environment and beyond.

### Creative Education for the Future

Creative education for the future is the overarching theme of [Pratt's strategic plan](#), and exploring new models for education is an important area of discussion in academia. Living during a time of dramatic change, where the landscape is quickly shifting, how is Pratt preparing its students for careers and technologies that aren't here yet?

### Design Equity Series

[The Design Equity initiative](#) comprises a provocative series of discussions and events dedicated to shaping a sustainable and just future in New York City (and beyond). Design Equity also highlights the ways in which Pratt's faculty and alumni bring their creative education and community-first approach to spark change and create a more just and sustainable tomorrow. The series has brought in the local community as well as attracted press coverage.

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## Leadership

### President Frances Bronet



Frances Bronet is President of Pratt Institute in New York City. An educator and leader at the forefront of interdisciplinary learning, Bronet previously served as senior vice president and provost at Illinois Institute of Technology; acting provost and dean of the School of Architecture and Allied Arts of the University of Oregon; and architecture professor, associate dean and acting dean at Rensselaer Polytechnic Institute. Bronet has been appointed to the Future of Workers Task Force by New York City Mayor Eric Adams, underlining her commitment to bolstering New York City's talent and workforce development to ensure an inclusive economic recovery.

During Bronet's tenure at Pratt, the Institute was announced as a core partner on the Stony Brook University-led team selected to develop The New York Climate Exchange (The Exchange), a world-class climate center on Governors Island. For this critical initiative, Bronet will serve as a member of the Executive Committee of The Exchange and as Secretary of the Board. Under Bronet's leadership, a strategic partnership with Bank Street College of Education created a new public high school dedicated to design and social justice, in collaboration with the New York City Department of Education. Concurrently, Pratt built out a research facility at the Brooklyn Navy Yard (BNY) that will serve the scholarly and applied work of the faculty as well as offering internships for the Design Works High School. Bronet is also a member of the Consortium for Sustainable Urbanization advisory board, Executive Board of the Association of Independent Colleges of Art and Design (AICAD), the Board of DanceAbility International (a mixed abilities dance company), the McGill University Faculty of Engineering Advancement Board and co-chair of the local Myrtle Avenue Business Improvement District. Bronet holds architecture and engineering professional degrees from McGill University. She received her graduate degree from Columbia University. She was licensed by the Quebec Ordre des Architectes and has practiced in multiple award-winning offices in New York and Canada, including her own in Montreal.

As additional background, for almost four decades, Bronet has been developing and publishing work on multi-disciplinary design curricula connecting architecture, engineering, science, technology and society (humanities and social sciences), dance and fine and electronic arts. She has received extensive funding from the National Science Foundation (NSF), the National Endowment for the Arts (NEA) and the National Endowment for the Humanities/Fund for the Improvement of Postsecondary Education (NEH/FIPSE) for work on new pedagogical models using design for technical and/or interdisciplinary learning. Selected publications include: "Quilting Space: Alternative Models for Architectural and Construction Practice," in *Research in Science and Technology Studies: Gender and Work*; "Space-in-the-Making," in *Geographies of Dance*; "Teaching the Design: Feminist Practice," with Linda Layne, anthropologist, in *Feminist Technologies*; and "Product Design and Innovation: The Evolution of an Interdisciplinary Design Curriculum," in *International Journal for Engineering Education* (with Gary Gabriele, et al).

Bronet installed the NEA-funded performance “Don’t Leave Me” with nationally acclaimed choreographer Alito Alessi, his award-winning mixed-abilities company DanceAbility, University of Oregon faculty and dancers and renowned Knight Professor and electronic musician Jeff Stolet—in a set of choreographed action installations examining the relationship between space and movement in 2016 for the National Building Museum in Washington, D.C., as well as in Oregon and New Mexico. Before that, Bronet’s series of funded interactive full-scale architecture, construction and dance performance/installations (“Beating a Path” and “SpillOut”) with the Ellen Sinopoli Dance Company received critical acclaim. Her first-year design studios have collaborated with Doug Varone, Terry Creach, Emmy Award-winner Branda Miller, the Berkshire Ballet, MacArthur recipient Elizabeth Streb, and the Sandra Burton Dance Company for these “Design in Movement” projects.

Bronet has been named an Association of Collegiate Schools of Architecture (ACSA) Distinguished Professor and a Design Intelligence Most Admired Educator (2011 and 2014). She is a recipient of the 2001 Carnegie Foundation for the Advancement of Teaching New York Professor of the Year and the 2001 William H. Wiley Distinguished Professor Award for excellence in teaching, research, service and contributions to the university and community. She has been named to *PoliticsNY’s* Power Players in Education (2023 and 2022); *City & State’s* Higher Education Power 100 (2023), *City & State’s* New York Women’s Power 100 (2020 and 2019), *City & State’s* Brooklyn Power 100 (2019), and *City & State’s* Brooklyn Power 50 (2018); and *Newcity’s* Design 50: Who Shapes Chicago 2017.

She has given papers and presentations, led funded and organizational workshops in the United States and internationally on topics such as interdisciplinary practice, leadership and education, the continuum of art and science learning, design and entrepreneurship, dance and movement and sustainable strategies. Her work has been published in scholarly journals from the JAE, IEEE, to Princeton Architectural Press as well as mainstream press.

## Campus Locations

### Brooklyn Campus

Located on a 25-acre, tree-lined, residential main campus in the historic Clinton Hill district in Brooklyn, Pratt’s landmark buildings and celebrated sculpture park are an



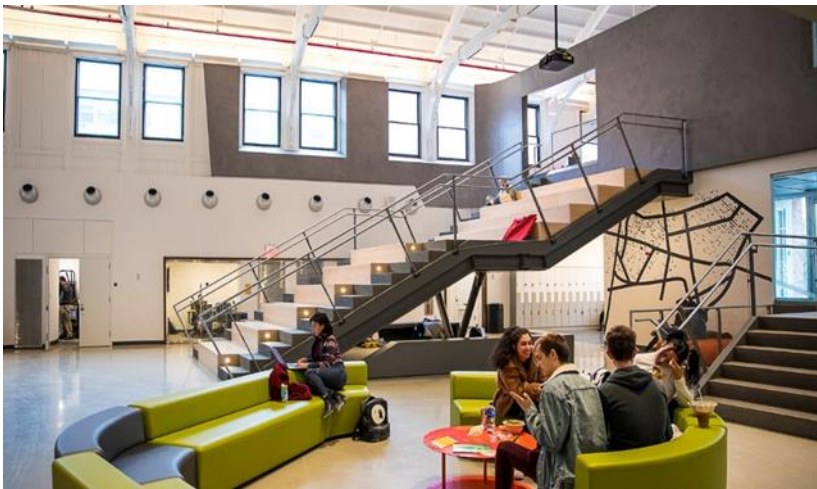
extraordinary asset for the Institute. Pratt students also benefit from the vast cultural resources and vibrancy of New York and from engagement with the local Brooklyn community. Pratt has forged affiliations with important cultural institutions in Brooklyn including the Brooklyn Museum, Brooklyn Botanic Garden and the Brooklyn Academy of Music, and with eminent New York City institutions such as The Metropolitan Museum of Art and The Museum of Modern Art. It has recently launched a public high school, Design Works, with the Department of Education and the Bank Street College of Education.

Pratt Institute is proud to be a core partner on the team selected to develop The New York Climate Exchange, a non-profit world-class climate center on Governors Island. Led by Stony Brook University, the team includes Pratt Institute, Georgia Tech, Pace University, University of Washington, IBM, BCG and Good Old Lower East Side (GOLES). This is a profound moment for Pratt and our community, as the Institute will be part of a research and educational hub poised to establish New York City as the global leader for the most pressing issue of our time: climate change.

For more information about living in Brooklyn, see: <https://www.nycgo.com/boroughs-neighborhoods/brooklyn>

### Manhattan Campus

Located on 14<sup>th</sup> Street in New York City, the 80,000-square-foot Romanesque Revival building serves as Pratt’s Manhattan campus in the city’s Chelsea district. The seven-story property offers state-of-the-art facilities within a historic building. The School of Information and the School of Continuing and Professional Studies are located on this campus, as well as Pratt’s associate degree programs and its graduate programs in Arts and Cultural Management, Design Management and Facilities Management.



features a mix of historic and contemporary architecture, including the renowned Pratt Munson Museum of Art. Students who start their Pratt bachelor’s degree in art and design education, communications design, fine arts or photography have the option of starting their education at the Utica campus and then relocating to the main campus in Brooklyn to complete the last two years of their Bachelor of Fine Arts (BFA) degree.

### Fiscal Health & Vision

Pratt is fiscally sound, with ambitious aspirations to grow its institutional capacity to achieve its current and anticipated academic and innovation goals as well as its ongoing capital and infrastructure needs. The endowment has a current market value of over \$250 million. The unrestricted scholarship support is \$80 million.

Nearly 80% of Pratt students receive financial aid and the Institute distributes \$80 million in unrestricted scholarship support annually. Pratt is committed to raising funds for endowment that will reduce dependence on tuition as a revenue driver.

The Institute's new strategic plan defines the Institute's vision, identifies the priorities of the various departments and divisions, and informs the development of parameters for fundraising efforts.

## Procedure for Candidacy

All applications, nominations and inquiries are invited. Applications should include, as separate documents, a CV or resume and a letter of interest addressing the themes in this profile.

WittKieffer is assisting Pratt Institute in this search, which will remain open until an appointment is made. Application materials should be submitted using WittKieffer's [candidate portal](#).

Nominations and inquiries can be directed to:

Charlene L. Aguilar, Mercedes Chacón Vance and Jevon Walton  
[PrattVPIA@wittkieffer.com](mailto:PrattVPIA@wittkieffer.com)

*In compliance with NYC's Pay Transparency Act, the annual base salary range for this position is USD \$325-\$375K. Pratt Institute considers factors such as (but not limited to) scope and responsibilities of the position, candidate's work experience, education/training, key skills, internal peer equity, as well as, market and organizational considerations when extending an offer. This pay range represents base pay only and excludes any additional items such as incentives, bonuses, clinical compensation or other items.*

*WittKieffer supports the commitment of Pratt Institute for encouraging applicants from diverse backgrounds and cultures. As a condition of employment, our client reserves the right to conduct background verification including academic, work, driving, credit and criminal histories.*

*Pratt Institute is an Equal Opportunity Employer. Proof of identity and eligibility to work in the U.S. will be required upon employment. This position will include travel and assignments that occur during evening hours and on weekends.*

*This position announcement is not intended to be an exhaustive list of all responsibilities and requirements. It is presented as a fair reflection of the principal job elements.*

*We are an equal opportunity employer and do not discriminate in hiring or employment on the basis of race, color, creed, religion or belief, national or ethnic origin, citizenship status, marital or domestic partnership status, sexual orientation, sex, gender identity or expression, age, disability, military or veteran status or any other characteristic protected by federal, state or local law. Pratt Institute recognizes and values the benefits of a diverse workforce.*