

J. Michael Pressimone
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EDUCATION

Ed.D. in Higher Education and Organizational Change, Benedictine University, Lisle, IL. 2013. Dissertation: Preserving the Sponsoring Tradition: a study of Catholic colleges and universities founded by religious orders.

M. A. with graduate honors, Regis University, Denver, CO. 2009. Specialization in Leadership in Higher Education. Capstone Project: The College President as Moral Leader in Faith Based Institutions.

B. F. A. with honors from the Catholic University of America in Washington, D.C. 1981. Major: Theatre.

A. A. with honors from Catonsville Community College in Baltimore County, MD. 1979.

PROFESSIONAL EXPERIENCE

Alvernia University, Reading, PA

Vice President of Advancement

January 2006 to Present

Serve as an active member of the senior administration and play critical roles in the development of strategic, master and campaign plans. Strong strategic partner in all institutional decisions. Have helped create a culture of philanthropy among the Board of Trustees, faculty/staff, and alumni.

Responsibilities and Achievements

- Design and launch the University's first comprehensive campaign.
 - Completed a \$27 million comprehensive campaign – the largest in the University's history. Amount raised - \$31.5 million. Campaign gifts have supported endowed faculty positions, research and scholarship; new building and renovation; and long term endowment needs through deferred gifts.
 - Assisted the Board in setting their own goal relative to the overall campaign goal (\$10.8 million or 40% of the overall goal; over \$11.3 million in trustee gifts committed).
 - Created an organizational structure in support of a major capital campaign comprised of staff and volunteers.
- Advise the President and Board of Trustees on all matters related to advancement.
- Serve as member of the President's cabinet and contribute in strategic discussions involving the University.

- Played key roles in the creation of the strategic and campus master plans and continue to provide input and advice as a member of cabinet and the Alvernia Planning Advisory Council.
- As a member of the Franciscan Learning Community, helped lead the institution through an exploration of its Franciscan heritage and the charism of its founding order, the Bernardine Franciscan Sisters.
- Oversee the offices of development, alumni relations and formerly marketing and communications.
 - Greatly expanded alumni programming and alumni participation in annual giving.
 - Received a 2009 CASE award for overall improvement in fundraising.
 - Launched an integrated marketing effort by replacing a one-person PR shop with a six-person integrated marketing shop; increased visibility and quality of University publications and communications; and launched marketing and communications as an independent division.
 - Oversaw the complete rebuild of the University web site.
 - Expanded collaboration between alumni and the admissions team.
- Develop key relationships with individuals and organizations that will lead to philanthropic investment.
 - Completed over 200 prospect contacts each year.
- Create a team of advancement professionals to meet the future needs of the University.
 - Managed numerous personnel changes to strengthen and reorganize the advancement operation.
- Assist the President with the development of the Board of Trustees.
 - Helped strengthen Board of Trustee philanthropy, secured 100% Board participation and more than doubled Board annual fund support.
 - Helped recruit an additional sixteen trustees and expanded alumni presence on the Board.
 - With the President, formed a President's Advisory Council and recruited its first class.
- Co-chair the University transition committee as Alvernia applied for and received reclassification from College to University in 2008.
 - Helped successfully lead and market the transition from College to University from fall 2008 through spring 2009.
 - Launched a successful rebranding effort complete with new University graphic identity.
- Plan the University 50th Anniversary celebration.
 - Oversaw a successful 50th anniversary celebration with activities which began with the May 2008 Commencement and ended with the May 2009 Commencement.

Other Achievements

- Created and launched the Arts at Alvernia series, the University's first public performance series designed for a newly renovated auditorium.
- Opened and managed the Miller Gallery, the University's first public art gallery.
- Created and launched the Family Business Center at Alvernia University

Belmont Abbey College, Belmont, NC
Vice President for Institutional Advancement

May 2003 to December 2005

Made significant progress in building an advancement program based on creating support through the annual fund; engaging alumni, parents and friends through increased events and personal visits; communicating more effectively through upgraded publications and correspondence; and through collaboration with admissions and marketing.

Responsibilities and Achievements

- Advised the President, Abbot and Chancellor regarding all matters related to advancement.
- Oversaw activities and staff in alumni, development, College relations, and advancement services.
 - Established a major gifts program and made hundreds of visits cultivating and soliciting major gifts.
 - Created a New York area office for Abbey advancement activities.
 - Established a viable planned giving program.
 - Strengthened the base of the annual fund.
 - Established a class agent program for the annual fund.
 - Evaluated and reorganized systems and staff in support of a more aggressive advancement effort.
 - Evaluated systems and software and worked with staff to make them more effective tools for the team.
 - Strengthened College alumni publications and implemented a monthly e-newsletter to alumni.
 - Increased focus on donor research and acquired research tools to assist staff.
- Laid the groundwork for future campaigns and fundraising efforts to support endowment growth and capital projects.
- Increased the overall quality of the Board of Trustees by recruiting many new members, especially as it related to advancement, and staffed the committee on trustees and institutional advancement committee of the Board.
- Forged a strong relationship between advancement and admissions and greatly increased alumni involvement in the recruitment of new students.
- Provided significant content for the College's strategic plan and created a complete plan for the advancement division.
- Increased advancement's involvement with students, particularly the seniors.
- Engaged College faculty in alumni events and in the cultivation of alumni.

Elizabethtown College, Elizabethtown, PA.
Vice President for Institutional Advancement
Executive Director of Development
Director of the Campaign
Director of Development

1997 to 2003
1995 to 1997
1994
1992 to 1995

Achieved multiple successes in all areas of advancement and laid a foundation for the College's future accomplishments. Alumni program and college publications saw significant increases in

quality. Forged a strong relationship with the admissions office and jointly sponsored alumni and recruitment events. Secured many of the most significant gifts in the history of the College.

Responsibilities and Achievements

- Advised the President in all matters related to philanthropy, alumni relations, Church of the Brethren relations and all external issues.
- Assisted the President in the identification, cultivation and recruitment of members of the Board of Trustees.
- Staffed the Development Committee of the Board of Trustees.
- Participated in the College's strategic planning process.
- Supervised the offices of alumni relations, annual giving, church relations, college relations, corporation and foundation relations, major gifts, planned giving, public affairs and research.
 - Annual cash receipts from fund raising programs increased from \$2 to \$3.8 million.
 - Percentage of participation by alumni rose from 24 percent to 33 percent.
 - Prospect visits/contacts by staff increased from 600 to over 1,500 per year.
- Designed, implemented and managed a \$25 million endowment campaign from 1994 to 1999.
 - Endowment campaign exceeded its \$25 million goal (originally \$20 million) by more than \$1 million and concluded in June 1999.
 - Successfully solicited numerous gifts ranging from \$100,000 to over \$5.1 million many of which involved complex gift planning.
 - Successfully integrated deferred giving into the endowment campaign and created a visible form of recognition for the College's deferred donors.
- Designed and managed a second major capital campaign which went public in 2003.
- Designed and implemented a major gift prospect tracking system.
- Reorganized and revitalized the College's planned/deferred giving programs.
 - Secured the College's first gift of a charitable remainder unitrust.
- Established the Family Business Center at Elizabethtown College to provide programs to owners of family owned businesses.

Other Institutional Responsibilities:

- Member and chair of the Campus Life Council.
- Advisor to the College's Newman Club chapter.
- Member of the Marketing Roundtable.

The Catholic University of America, Washington, D.C.

Director of Annual and Planned Giving

April 1990 to August 1992

Responsibilities and Achievements

- Planned and executed a comprehensive annual fund solicitation of 45,000 alumni, parents and friends of the University by means of telemarketing and direct mail. Utilized professional telemarketers, student callers and volunteers.
 - 38 percent increase in the amount of unrestricted cash received.
 - 104 percent increase in the number of unrestricted donors.

- 65 percent increase in the total number of donors to the annual fund.
- An increase in alumni participation from 8 percent to 15 percent.
- Personally solicited annual leadership gifts (\$1,000 or more) from selected alumni, parents and friends.
- Organized volunteer leadership for the solicitation of Trustees, Regents, alumni leaders and reunion classes.
- Organized and implemented a comprehensive planned giving program.
 - Wrote numerous planned gift proposals; closed on a \$100,000 endowed scholarship fund and a \$50,000 bequest.
- Cultivated and solicited planned giving prospects.
- Cultivated and solicited major gift prospects and prepared proposals for individuals.
- Assigned as staff to the annual American Cardinals' Dinner.

Western Maryland College, Westminster, MD (now McDaniel College)

Director of Annual Giving

June 1988 to April 1990

Cardinal Gibbons High School, Baltimore, MD

Director of Development

July 1985 to June 1988

Holy Family University, Philadelphia, PA

Director of Admissions

1984 to 1985

Hussian School of Art, Philadelphia, PA

Director of Admissions and Public Relations

1982 to 1984

St. Cecelia School, Philadelphia, PA

Eighth Grade Teacher

1981 to 1982

OTHER PROFESSIONAL ACTIVITIES AND ACCOMPLISHMENTS

- Attended “Discerning the Path to the Presidency” at annual Association of Catholic Colleges and Universities conference – 2013.
- Recipient, Quarter Century Award from the Council for Advancement and Support of Education 2012.
- Attended Institute for Administrators in Catholic Higher Education at Boston College – 2007.
- Prior member North Carolina Planned Giving Council.
- Prior member of the Susquehanna Valley Planned Giving Council. Vice President – 1994; President - 1995, 1996.

- Presenter/Moderator at C.A.S.E., A.F.P, and N.S.F.R.E. meetings and conferences and Gonser Gerber summer conference. Topics have included: Endowment Building, Campaign Planning, Major Gift Fund Raising, Donor Recognition, Telemarketing, Sessions for Newcomers to the Advancement Field and other general fund raising topics.
- Moderator/facilitator for non-profit boards and organizations. Clients have included Mount St. Mary College in Newburgh, NY, Friends of Central Market in Lancaster, PA and the Susquehanna Valley Satellite of the Bethany Theological Seminary in Elizabethtown, PA.

COMMUNITY AND VOLUNTEER INVOLVEMENT

- Board Member, Berks Chapter, American Red Cross.
- Chair, Development Advisory Board, Missionary Sisters of the Most Sacred Heart of Jesus, Reading, PA.
- Board Member, Berks Classical Children's Chorus, Reading, PA., Vice Chair and Chair of Development Committee.
- Member, Stewardship Committee, St. Benedict Roman Catholic Church.
- Former Secretary of the Holy Name High School Advisory Board in Reading, PA.
- Advisor, North American Center for Marianist Studies in Dayton, OH.
- Active member of St. Benedict's parish in Mohnton, PA as a cantor, musician and volunteer. Member of Adult Education Committee and instructor in sacramental preparation.
- Previously involved at St. Peter's Catholic Church in Elizabethtown, PA as a singer and volunteer. Co-coordinator of the marriage mentoring program. Co-coordinator of the Sacrament of Baptism preparation program. Conducted a debt reduction campaign which raised \$670,000 for the parish.
- Cantor/Soloist previously at the Cathedral Parish of St. Patrick in Harrisburg, PA.