



American Association of State Colleges and Universities (AASCU)

Vice President for Communications and Public Relations

The Board of Directors and President of AASCU invite nominations, expressions of interest, and applications for a new **Vice President for Communications and Public Relations**.

The American Association of State Colleges and Universities ([AASCU](https://academic-search.com/sites/default/files/AASCUVP.pdf)) seeks a visionary individual to develop a comprehensive vision and strategy for the association's communications program, including national branding. The Vice President will oversee a staff of communications professionals working within AASCU and others supporting AASCU's mission through consultancies.

This search comes at a time of great change in higher education during a period when public trust and support for higher education have waned. It also comes at a time of change at AASCU, with a new and energetic president, Dr. Mildred Garcia, at the helm. The AASCU team will build upon the accomplishments of the past and boldly consider the ways in which the association can advance its advocacy, leadership, and service in support of member institutions and in the cause of advancing the distinctive mission of public higher education.

AASCU seeks a Vice President for Communications and Public Relations with exemplary communication and analytical skills, who will have a demonstrated knowledge of and experience with public advocacy campaigns, preferably regarding higher education issues. The next Vice President should have a high level of success with social media campaigns across multiple platforms, and metric-based evidence of results, as well as a deep regard for the mission and role of AASCU and its constituencies. The full description of desired attributes, the application process, and other important information about the position can be found at: <https://academic-search.com/sites/default/files/AASCUVP.pdf>.

For full consideration by the search committee, applications should be submitted by January 4, 2019. Interested applicants should apply early as applications will be reviewed on a periodic, rolling basis until the ideal candidate is interviewed and hired. A hiring decision may be made before January 4th. Materials should include a letter of interest, CV, and list of five references with contact information, and be sent in .pdf or .doc format to: AASCUVP@academic-search.com.

The search is being assisted by Academic Search, Inc. Dr. Shirley Pippins, senior consultant, is leading the search, assisted by communications consultant Laura Wilcox. They can be reached at srp@academic-search.com (757-303-4017) and Laura@WilcoxM3.com (202-423-6499).

Confidential discussions can also be arranged with Dr. Jay Lemons (jay@academic-search.com), president of Academic Search, Inc., Washington, D.C.

AASCU is committed to providing a work environment that is free of all forms of harassment and discrimination. The association considers harassment and discrimination unacceptable behaviors and does not tolerate harassment or discrimination under any circumstances.