

Appendix A

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1. President
2. Provost
 - o Associate Provost and Dean for International and Multicultural Education
 - o Divisional Deans
 - o Associate Deans
 - o Departmental Chairpersons
3. Chief Fiscal Officer (Vice President for Business and Finance)
4. Vice President for ~~College Advancement~~ Development and Alumni Engagement
5. Vice President for Admissions
6. Vice President for Student Development and Dean of Students
7. Vice President for Public Affairs and Marketing

A2: The Administrative Structure

a. Designation

The chief administrative officers of the College are the President, the Provost (chief academic officer), the Vice President and Chief Fiscal Officer, the Vice President for Advancement, the Vice President for Student Development and Dean of Students, and the Vice President for Admissions.

b. Election or Appointment

The President is elected by the Board of Trustees at such time and upon such terms and conditions as it shall determine. An important part of the process of electing a President is providing the opportunity for the faculty, staff, and student body to participate in the nomination and evaluation of candidates. The Board of Trustees is responsible for procedures whereby this can be effectively accomplished.

The other five officers are appointed by the President in consultation with the Executive Committee of the Board of Trustees at such time and upon such terms and conditions as they shall determine. Other administrative staff are appointed by the appropriate administrative officer to whom they will be responsible, in consultation with the President. For the appointment of academic administrators, faculty participate in the nomination and evaluation of candidates (for the appointment of chairpersons, see [B9.b](#)).

c. Faculty Status

The President and the Provost have faculty status by action of the Board of Trustees. The only other administrative personnel with faculty status are those who concurrently hold academic rank.

d. Administrative Responsibilities

In the area of College governance, the administrative officers are to provide leadership in developing policy recommendations for consideration by boards, especially for the areas to which they are assigned as executive officers, and to make administrative decisions essential for carrying out established policies.

A detailed job description for all administrative personnel is maintained in the President's Office. Appendix II of this *Handbook* contains a description of the six officers and other selected administrators.

e. Advisory Councils

The officers may establish regular meetings of personnel who report to them, to serve as an advisory group. The President presides over the Administrative Council, which consists of the President, Provost, Associate Provost, Vice President and Chief Fiscal Officer, Vice President for Admissions, Vice President for Student Development and Dean of Students, Vice President for ~~Advancement~~ **Development and Alumni Engagement**, **Vice President for Public Affairs and Marketing**, Director of Human Resources, and Dean of the Chapel; the Administrative Staff, which consists of the Administrative Council, the Dean's Council, the Director of Admissions, the Director of Financial Aid, the Director of Libraries, the Director of Operations and Technology, The Director of Multicultural Life, the Director of Finance and Business Services and the Associate Vice President for Public and Community Relations; and the Administrative Forum, which consists of the Administrative Staff with the departmental chairpersons/directors, together with others at the President's discretion. The Provost presides over the Dean's Council, which consists of the Provost, the Associate Provost, the Deans for the four academic divisions (Arts, Humanities, Natural and Applied Sciences, and Social Sciences), the Associate Dean for Teaching and Learning, the Associate Dean for Research and Scholarship, and the Director of Libraries.

Administrative Staff Description of Functions

4. Vice President for ~~College Advancement~~ **Development and Alumni Engagement**

The Vice President for ~~College Advancement~~ **Development and Alumni Engagement** is directly responsible to the President for the ~~fund raising, promotional, and college relations activities of the College.~~ **areas of development, alumni and parent relations, and advancement services.**

Major Functions

1. To establish, in conjunction with the President and other senior administrative officers, the overall goals for the division;
2. To formulate plans to achieve these goals and to implement these plans by developing specific programs;
- ~~3.~~ To participate actively in major gift, annual funds, and foundation solicitation; ~~and in college relations work;~~
4. To control the budget for these areas and participate in its formulation;
5. To direct the selection, continuing development, and evaluation of staff members;
6. To supervise the following areas:
 - a. Annual Funds
 - b. Foundation Support
 - ~~c. College Relations~~

d. c. Alumni Affairs

e. d. Donor Financial Planning

Administrative Staff Description of Functions

7. Vice President for Public Affairs and Marketing

The Vice President for Public Affairs and Marketing is directly responsible to the President for the areas of media, internal and external communications, direct marketing, social networking, video, print, and institutional partnerships.

Major Functions

1. To establish, in conjunction with the President and other senior administrative officers, the overall goals for the department;
2. To formulate plans to achieve these goals and to implement the plans;
3. To develop communication strategies to enhance the College's reputation and relationships with key constituencies;
4. To provide creative services and communication support to internal departments and operating units;
5. To generate widespread understanding, engagement, and support for Hope College as a national liberal arts college dedicated to academic excellence and holistic student development in the context of the historic Christian faith.