



MPK&D

**EDUCATION STRATEGY AND
LEADERSHIP CONSULTING**

For colleges and universities, MPK&D delivers strategic and expert counsel informed by decades of leadership.

We support leaders. Our partners and consultants know the challenges you face because we have lived them ourselves. As experienced leaders and practitioners, we understand how to navigate your reality. We become an extension of your team and partner with you every step of the way to achieve results.

We strengthen institutions. MPK&D helps you leverage growth and change to take the next bold, transformational steps for your institution. We specialize in comprehensive philanthropic campaigns; strategic planning; building executive teams; stakeholder engagement; developing branding programs and more—areas with significant impact on the vitality and success of your institution.

We fulfill your mission. We believe strongly in partnering with mission-driven institutions to make a positive impact. As individuals and as a team, we focus on the values and aspirations of each client. Your mission inspires and guides our work together.

Count on MPK&D for expertise in:

Advancement

- Comprehensive Assessments of Institutional Advancement
 - Advancement Operations, Research, Major Gifts, Planned Giving, Annual Giving, Alumni Relations and Advancement Communications
- Campaign Readiness and Feasibility Studies
- Campaign Planning and Counsel
- Annual Fund Strategy and Planning
- Planned Giving Programs
- Alumni Engagement
- Strategic Communications for Advancement
- Writing and Design for Advancement Communications
- Prospect and Constituent Research

- Presidential Transition Guidance
- Executive Team/Cabinet Development
- Board Retreats and Planning Sessions
- Board and Staff Development
- Counsel and Guidance on Issues of Governance

Strategic Planning

- Institutional Strategic Planning
- Budget and Finance Analysis and Guidance
- Innovative Program Development

Communications and Identity

- Strategic Communications Planning
- Brand Development
(Institutional, Campaign or Program-specific)
- Brand Refresh
- Collateral Development, Writing and Design

Leadership Development

- Confidential Executive Coaching
 - New Presidents
 - New Cabinet Members, Vice Presidents
(especially in Advancement)

Advancing private and public colleges and universities, independent schools, health care institutions, national associations and nonprofits.

mpkdpartners.com

MPK&D partners and consultants bring insight from decades of experience in higher education.

Our team members are exceptional professionals with significant track records in a range of higher education institutions, including Catholic colleges and universities, HBCUs, state universities and university systems, graduate schools and programs, and education-related associations.

Each founding partner has been a president and/or high-level executive in higher ed, and consultants have also worked within colleges and universities. Our clients appreciate that we have “been there and done that.” Each MPK&D professional has areas of specialization, and each has a “big picture” outlook. To meet each client’s needs, MPK&D assembles just the right combination of team members with the expertise needed.

Partners



Patricia (Pat) A. Bosse
MPK&D Founding Partner

Comprehensive campaign strategy and planning • board development • strategic planning and communications • campaign and institutional branding • market research



Daniel J. Carey, Ph.D.
President Emeritus,
Edgewood College and
MPK&D Founding Partner

Executive coaching • governance • leadership transitions • strategic planning • institutional assessments



Kent John Chabotar, Ph.D.
President Emeritus,
Guilford College and MPK&D
Founding Partner

Higher education strategy and finance • strategic planning • financial assessments • strategic investment counseling



Mary Pat Seurkamp, Ph.D.
President Emerita,
Notre Dame of Maryland
University and MPK&D
Founding Partner

Strategic planning • leadership development • organizational assessment • religious sponsorship • institutional innovation • compensation



Ronni Cranwell, J.D.
Partner

Comprehensive campaign planning/management • feasibility studies • advancement assessments • major gift fundraising • planned giving • advancement operations

Key Consultants



Terri Berardini
Consultant

Writing • proofreading • project management • donor and foundation research



Vanessa G. Carroll
Senior Consultant

Marketing • communications • strategic planning • board and staff development



Christine Langr
Senior Consultant

Communications design • branding and identity development • fundraising and campaign materials • custom illustrations • research



Susie Breaux McShea, APR
Senior Consultant

Writing • public relations • strategic communications and messaging • marketing content • feature stories • speeches • proposals • essays • letters



Gary Olsen
Senior Consultant

Alumni engagement strategic planning and metrics • alumni board planning/development • executive coaching • program review and assessment



Derek John Rogers
Senior Consultant

Advancement operations • project management • advancement audit/assessment • moves management



Meghan Ray Virro, MBA
Senior Consultant

Marketing and communications strategy • research • donor and alumni engagement program design

Founded in 2014, our national consulting practice includes a team of 20 consultants and associates. Full bios are available at MPKDpartners.com/team.

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