

ASPEN • LEADERSHIP • GROUP

MAJOR GIFTS OFFICER

KNOX COLLEGE

Galesburg, Illinois

<http://knox.edu>



The Aspen Leadership Group is proud to partner with Knox College in the search for a Major Gifts Officer.

The Major Gifts Officer serves as a key member of the Knox College Advancement team and will play a major role over the next decade securing financial resources to assist the College with its global education mission. The Major Gifts Officer is responsible for qualifying, engaging, cultivating, soliciting, and stewarding current and prospective donors while building and managing a portfolio of more than 150 constituents with a focus on alumni, friends, and parents of the College capable of making gifts of \$25,000 and above while also contributing at a leadership level annually to the College's annual fund.

Founded in 1837, Knox College is a four-year, independent, national college of liberal arts and sciences located in Galesburg, Illinois. The College is one of the 50 most diverse campuses in America and prides itself on its historic commitment to increase access to all qualified students of varied backgrounds, races, and conditions, regardless of financial means. Knox is regularly recognized for this historic and transformative mission; most recently, the *New York Times* ranked Knox #16 in its 2017 "Top Colleges Doing the Most for the American Dream" College Access Index, which evaluates schools that are doing the most to provide both financial aid and the support that leads to graduation and academic success. *Washington Monthly* ranks Knox #15 in the nation for its commitment to the public good; and *Forbes* has included Knox on its Grateful Grads Index for the last four years, which rates the top 200 colleges and universities for the success of graduates and the number of alumni that financially support their alma mater.

The Knox campus community has close to 1,400 students from nearly every state and 51 countries, including a wide array of races, ethnicities, ages, cultures, backgrounds, genders and gender identities, sexual orientations, and beliefs. The College continues to expand both the historic mission and the tradition of active liberal arts learning, producing productive citizens who can think independently, solve problems creatively, communicate clearly, and live with purpose.

Knox offers more than 60 courses of study, including 39 majors and 49 minors in the arts, humanities, sciences, and social sciences. In addition, the College offers nine pre-professional and cooperative programs, including business, engineering, and law. Knox provides an environment where students and faculty work closely together and where teaching is characterized by inviting and expecting students to pursue fundamental questions in order to reach their own reflective but independent judgments.

REPORTING RELATIONSHIPS

The Major Gifts Officer will report to the Associate Vice President, Major Gifts.

PRINCIPAL OPPORTUNITIES

Knox has been serving the mission of access for more than 180 years. Along with the *New York Times* and *Washington Monthly*, the College has been included in every addition of Loren Pope's *Colleges That Changes Lives: 40 Schools That Will Change the Way You Think About Colleges* since the groundbreaking book was first published in 1996. Knox is amazingly diverse with 25 percent of all students first in their family to attend college, 17 percent of all students coming to Knox from overseas, and another 34 percent of all students are U.S. students of color.

With this important mission to serve, this Major Gifts Officer will work in a highly collaborative Advancement division of 21 led by Vice President for Advancement, Beverly Holmes. Associate Vice President, Mark Wilson, oversees the major gifts program and will manage this position.

Officers travel throughout the U.S. to engage alumni, parents, and friends, secure support for new and ongoing funding priorities, and generate a significant source of Knox's annual \$3.8 million in Knox Fund dollars. They also work in tandem with Alumni Relations to bring alumni back to campus, in person or virtually, to provide current students with career and life skills advice and mentoring.

Recently recognized by CASE for overall performance and improvement, the Advancement program has averaged more than \$15 million per year in fundraising. The College is in the midst of a multi-year set of fundraising initiatives called *Above & Beyond* which focus on capital improvements to the campus and experiential learning opportunities for students.

Part I of the initiatives was completed in 2014 with the opening of the renovated Alumni Hall. The historic building now serves as the gateway to Knox for incoming students and the home of the College's four centers for off-campus opportunities including internships, research, community service and global studies. Now in year six of Phase II (ending in FY19), the fundraising team has raised \$74 million, or 87 percent toward the \$85 million Phase II goal. The campus, dedicated in 2016, has an award-winning contemporary art center for the creation of studio art and study of art history, and is currently focused on the initial phase of a \$40 million renovation of the College's science building.

Located in Galesburg, Illinois, Knox is 45 minutes from major metropolitan cities such as Peoria and the Quad Cities, and three hours by train or car from Chicago, the setting for one-quarter of Knox's alumni. Galesburg is blessed with affordable, high quality housing, and a vibrant cultural scene with a symphony, several theatre groups for both youth and adults, art galleries, and a highly developed jazz scene that attracts top artists from around the world. Both public and private K-12 educational institutions offer a variety of opportunities for families.

This position offers a rewarding opportunity for a talented, mission-focused major gifts officer to partner with us in our mission to foster a lifelong love of learning and a sense of competence, confidence and proportion that will enable us to live with purpose and to contribute to the well-being of others. The leadership is open to this person living in Chicago or Galesburg. The benefits package includes generous vacation and tuition benefits.

PRIMARY RESPONSIBILITIES

The Major Gifts Officer will

- qualify, engage, cultivate, solicit, and steward current and prospective donors including Knox alumni, friends, and parents, in an assigned territory or in geographic regions across the United States;
- build and manage a portfolio of more than 150 constituents with a focus on alumni, friends, and parents of the College capable of making gifts of \$25,000;
- meet monthly, annual visit, and proposal goals;
- identify engagement opportunities for donors; and
- attend Alumni Relations events for constituents within their assigned territory or geographic regions to cultivate and steward current prospects and identify new prospects.

KEY COLLEAGUES



Beverly Holmes

Vice President for Advancement

As the vice president for advancement, Beverly oversees fundraising and alumni relations. She came to Knox in 2001 as a special gifts officer. In 2004, Beverly was promoted to associate vice president and assumed management responsibilities for special gifts, alumni relations, and planned giving. She has held her present position since 2006. Before joining Knox, she was the director of communications for Lands' End, where she oversaw

public relations and customer communications. Prior to that, Beverly worked in public relations and consumer affairs for Corning Glass Works and Frito-Lay. She graduated from Cornell University with a B.S. degree in consumer economics/journalism/nutrition.



J. Mark Wilson

Associate Vice President, Major Gifts

J. Mark Wilson is associate vice president for major gifts. Mark has been at Knox for nearly 10 years, serving as associate vice president of the major gift group for the last four. He has been instrumental in the success of two recent capital projects, raising in excess of \$12 million for the renovation of Alumni Hall and construction of the new \$8.6 million Whitcomb Art Center.

Mark has raised more than \$14 million in the last four years as well as overseeing the MGO group, and traveling to more than 20 states working with Knox donors.

Prior to coming to Knox, Mark worked in similar roles at Bradley University and his alma mater, Monmouth College. Prior to getting into higher education fundraising, he spent the early part of his career in the business world of transportation and distribution. He has served on the board of the Galesburg Public Schools Foundation since 1999 and on the endowment committee of his local church. Hobbies include, golf, biking, and active grandparenting.



Scott Park

Assistant Vice President for Legacy Gifts

Scott Park is the assistant vice president for legacy gifts. Scott has been in this role at Knox for three years and previously held various similar positions at Augustana College in Rock Island, Illinois for 10 years. Prior to moving to development at Augustana, Scott had held various positions in the financial services industry for almost 20 years.

In addition to having his own portfolio and overseeing the planned giving program and Old Main Society at Knox, Scott is also a resource for all of the Major Gifts Officers for planned and blended gifts and provides gift illustrations for the MGOs to share with their prospective donors. Scott was recently named Co-Outstanding Planned Giving Professional in the Quad Cities by the Association of Fundraising Professionals and the Quad City Planned Giving Council, where he was past president and currently serves on the Board of Directors. Scott presently works with donors in Arizona, California, Florida, Maryland, Virginia, and Washington DC.



Julie Layer
Director, Knox Fund

Julie Layer has been at Knox College for more than 10 years in the Knox Fund, serving as director for the last eight. The Knox Fund has increased more than \$1 million during her tenure. While grounded in fundraising best practices, she is always looking for the “next thing” to give Knox an edge. The annual fund program includes crowd-funding, direct mail, email, anniversary solicitations, a sustaining donor initiative, student

philanthropy, and limited student phoning.

Prior to coming to Knox, Julie worked as a consultant with Campbell & Company, and as the primary development officer at several large institutions. She also was executive director for two smaller organizations. Among them are The Art Institute of Chicago, Hull House Association, the Taos Art Association, The Richmond Symphony, and the Galesburg Civic Art Center. She was among the earliest members of the Chicago Board of the National Society of Fund Raising Executives, now known as the Association of Fundraising Professionals. Her bachelor’s degree is from Grinnell College with a double major in Economics and Theater, and her master’s degree is from the University of Wisconsin, Madison in Business for Arts Administration. She loves travel, cooking, and gardening.



Sandra Gray
Director of Advancement Services

Sandra Gray is a recent addition to the Knox College Advancement team as the director of advancement services. The Advancement Services team processes all daily gifts, maintains constituent data, provides reporting for advancement activities, and manages the relationship with Information Technology Services and vendors. Sandra is passionate about efficient

process management and streamlining of activities.

Before joining Knox, Sandra held a variety of roles during her 16 year career with Bank of America. Her last role was as senior vice president for mortgage servicing, leading large regulatory compliance and system upgrade projects. She received her bachelor’s degree from Millikin University in Human Resource Management and her MBA from Northwestern University’s Kellogg School of Management specializing in leadership and management and non-profit management. When she’s not working, Sandra can be found transporting children to activities, running, knitting, or gardening.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Major Gifts Officer should have

- a high level of self-motivation, be a self-starter, and require minimal supervision;
- flexibility in working independently as well as collaboratively with advancement colleagues;
- initiative to organize and follow through with complex tasks and meet deadlines and visit goals;
- excellent oral and written communication skills with all constituencies including speaking, writing, editing, and proofreading;
- characteristics of good judgment, confidentiality, and discretion in communicating with colleagues and constituents; and
- knowledge of and interest in supporting an institution which provides a liberal arts education with specific ability to convey information about Knox to others in a compelling way.

A bachelor's degree is required for this position, as is 5-7 years of demonstrated experience and proven success in major and planned gift fundraising, preferably in higher education or sales and marketing environment. Preference will be given to graduates of liberal arts institutions.

SALARY & BENEFITS

Knox College offers a competitive salary and a comprehensive benefits package.

LOCATION

The Knox College campus is located in the heart of the Midwest in the city of Galesburg, Illinois. The campus consists of an 82-acre main campus and an additional 700 acres on the Green Oaks Biological Field Station. The city has a population of more than 32,000 and is within commuting distance of Peoria (45 miles), Moline (50 miles), and Davenport, Iowa (55 miles). Galesburg was home to the first anti-slavery society in Illinois, founded in 1837, and was a stop on the Underground Railroad. The city was the site of the fifth Lincoln-Douglas debate, on a temporary speakers' platform attached to the College's Old Main building on October 7, 1858. Knox continues to maintain and use Old Main to this day. Telecommuting from Chicago will be considered.

DIVERSITY AND INCLUSION

Knox College is rooted in an historic commitment to social justice and access to education for all qualified students. Today, Knox is one of the 50 most diverse campuses in America, with a campus community that includes a wide array of races, ethnicities, ages, cultures, backgrounds, genders and gender identities, sexual orientations, and beliefs.

Knox is a community of individuals with diverse identities who come from many different cultures and backgrounds. Since its founding in 1837, Knox students, faculty, and staff have worked together to explore, understand, and improve themselves, society, and the world. Knox believes that a culture of respect is one in which empathy, equity, inclusivity, and truth are valued and practiced. Members of the Knox community are committed to ensuring that their actions match their values.

APPLICATION DEADLINE

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Don Hasseltine: donhasseltine@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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