



**CAMPAIGN PLANNING DIRECTOR  
UNIVERSITY OF COLORADO BOULDER**

**Boulder, Colorado**

<https://colorado.edu>



The Aspen Leadership Group is proud to partner with the University of Colorado Boulder in the search for a Campaign Planning Director.

The Campaign Planning Director provides strategic leadership and executive staffing for planning exercises and initiatives that will inform the financial, programmatic, and cultural goals and objectives of an anticipated multi-billion dollar sesquicentennial campaign. The Campaign Planning Director is a seasoned fundraising professional who will have had prior experience participating in a significant campaign, preferably at a complex research institution and in a leadership role. The successful candidate will collaborate with all members of the Vice Chancellor for Advancement's leadership team and academic, advancement, and administrative colleagues on the CU Boulder campus, at the University of Colorado Foundation, and University of Colorado System Advancement enterprise to plan a comprehensive resource development, constituent engagement, and reputation management campaign recognizing the 150<sup>th</sup> anniversary of the University of Colorado's founding in 2026.

As one of 34 U.S. public research institutions belonging to the prestigious Association of American Universities (AAU)—and the only member in the Rocky Mountain region—the goal of the University of Colorado Boulder is to directly affect Colorado communities through collaborative research, innovation, and entrepreneurship. Its faculty, staff, and students work with the broader community to establish unique connections that have lasting outcomes both across Colorado and around the world. Positive impact is enhanced when great ideas merge with ambitious goals. At CU Boulder, students, faculty, and staff are provided with the tools they need to create a community of thinkers and doers who can benefit humanity locally, nationally, and abroad.

A CU Boulder education is more than simply earning a degree. The value lies in the experience, perspective, and opportunities that are gained along the way. At CU Boulder, students are encouraged to create customized educational paths in an inclusive academic community so students can merge their passions with their skills, all the while reinforcing their connections to each other and their commitment to improving local and global communities.

Inventive thought and bold ideas often lead to exceptional impact. Because of this, CU Boulder encourages its students, staff, faculty, and community to work together on visionary projects. As one of the nation's top 20 entrepreneurial universities, CU Boulder finds that its best endeavors originate in an encouraging and ambitious environment. With a mission to serve the residents of Colorado, people are at the center of the University's actions and scholarly endeavors.

## **REPORTING RELATIONSHIPS**

The Campaign Planning Director will report to the Assistant Vice Chancellor of Advancement.

## **PRINCIPAL OPPORTUNITIES**

The University of Colorado Boulder is currently embarking on the planning phase of a new comprehensive campaign for the Boulder campus. This will be the first campus-level campaign in CU Boulder's history, with the public launch anticipated in 2021, concluding in 2026 – 2027 coinciding with the campus' sesquicentennial anniversary. The sesquicentennial campaign will have philanthropic goals, constituent engagement goals as well as 'cultural goals' related to increasing internships, job prospects, networking relationships, leadership, and volunteer engagement. This will be the first comprehensive campaign since the campus participated in the system-wide "Creating Futures" campaign, which raised over \$1.5 Billion for the four-campus system between July 1, 2006 and September 30, 2013.

The Campaign Planning Director will provide strategic leadership and executive staffing for planning exercises and initiatives that will inform the financial, programmatic, and cultural goals and objectives of an anticipated multi-billion dollar sesquicentennial campaign.

## **PRIMARY RESPONSIBILITIES**

The Campaign Planning Director will

- contribute broadly to institutional advancement strategy and campaign planning activities for the Office of Advancement at the University of Colorado Boulder;
- develop and facilitate best-practice campaign planning methodology integrating existing CU Boulder academic and administrative planning exercises to maximize integration of planning outcomes to inform proposed sesquicentennial campaign themes, programmatic priorities, financial goals, engagement, and cultural ambitions;
- synthesize campus-wide academic, ethics and values, undergraduate and graduate education and research, master campus and facilities planning efforts, identifying intersecting opportunities from these initiatives and existing and emerging school-, college- and research institute- or center-based strategic plans including organizing and project-managing follow-on needs assessment to elucidate levels of investment needed to actualize academic vision for the sesquicentennial campaign;
- liaise with retained communications counsel to support their facilitation of academic leadership's expression of campaign vision and rationale including facilitating information-sharing and exchange within the Advancement Division at CU Boulder and among Advancement's academic and strategic administrative partners;
- liaise with retained counsel focused on assessment of campaign financial feasibility and capacity analysis managing integration of internal- and externally-derived analysis to produce comprehensive assessment of university- and unit-level range of probable campaign financial goals and corresponding confidence intervals;
- organize and project-manage articulation of financial goal(s) for all CU Boulder schools, colleges, institutes, centers, and programs participating in the sesquicentennial campaign and coordination of all sesquicentennial campaign planning activities for research-intensive institutes with the Assistant Deans for Advancement;

- work collaboratively with school-, college-, institute- and center-based academic and administrative leadership to increase institutional readiness for, and execution of, a sesquicentennial campaign;
- support the Associate and Assistant Vice Chancellor's research inquiries about alternative operating models for campaign execution, surveying peer and aspirant peer institutions for best demonstrated practice, providing recommendations for their and the Vice Chancellor for Advancement's consideration;
- serve in a leadership capacity within the Advancement Division to coordinate development of a multi-year sesquicentennial campaign engagement, stewardship, and recognition plan with advancement professionals at schools, colleges, research institutes, centers, and program areas across the CU Boulder campus, with the CU Foundation, and the CU System Advancement team;
- serve on the Assistant Vice Chancellor's team of Assistant Deans, the Advancement Management Team, and meaningfully contribute to institutional strategy and performance;
- serve as the Advancement Division's primary liaison in managing external consultants, contractors, and vendors in collaboration with Advancement's leadership team and select academic and administrative leaders at schools and colleges; and University of Colorado System Advancement teams that offer support services instrumental to effective campaign planning (e.g. information technology);
- establish effective working relationships with associate and assistant deans, academic program, center, and research institute directors, in order to understand their program and priorities to identify areas of linkage to CU Boulder's strategic imperatives and emerging sesquicentennial campaign themes and priorities;
- ensure that campaign planning activities are aligned with the Chancellor's, Provost's and Dean's and Academic Directors emerging vision, mission, and goals for the University and the Schools, Colleges, and Institutes that comprise CU Boulder;
- oversee resource management (human, financial, etc.) associated with the Advancement Division's engagement of internal and external campaign planning partners;
- contribute to overall campus fundraising strategy and activity, and support campus level priorities and objectives; and
- work closely and collaboratively with advancement colleagues across all campuses of the CU system; serve as the primary campaign planning liaison with university and campus administrators, including the Division of Advancement, the University of Colorado Foundation, and the CU Alumni Association at the discretion of the Assistant Vice Chancellor of Advancement.

## KEY COLLEAGUES



**Derek Bellin**

**Assistant Vice Chancellor of Advancement**

Derek Bellin joined CU Boulder Advancement as Assistant Vice Chancellor of Advancement in May 2017. Derek brings deep experience in supporting the success of advancement, marketing, and communications organizations from leading research-intensive universities. After graduating from the University of Vermont, Derek began his career in commercial banking and asset management, but soon transitioned to advancement at Stanford University. He then served in progressively responsible roles at Sierra Club, Columbia, and Case Western Reserve universities, and Lahey Health. He also adds perspective gained as a talent and campaign consultant with Freeman Philanthropic Services. Derek's experience includes directing five comprehensive campaigns ranging from \$100 million to \$2.85 billion.

At CU Boulder Advancement, Derek is responsible for partnering with the provost, deans, faculty, assistant deans, and others in achieving their advancement goals and planning for successful participation in our anticipated sesquicentennial campaign.



**Angela Farone**

**Associate Vice Chancellor for Advancement**

Angela Farone grew up in Boulder. She is an alumna of the University of Colorado Boulder—B.A. ('90)/M.A. ('99).

Angela's career in higher education development spans 16 years. Her experience includes strategic messaging, program development, fundraising leadership and management, volunteer recruitment, capital campaigns, and fundraising from annual funds to major gifts. After a wonderful five years in Major Gifts at Naropa University, Angela was thrilled to return to her alma mater in January 2007 as Associate Director of Development for the College of Arts and Sciences. Starting in 2009, Angela led the Parent Giving and Campus Programs office. Angela, Vice Chancellor Deb Coffin, and many dedicated volunteers and a tremendously committed staff led the CU Boulder Parent Fund to quadruple over 5 years and created the Parent Leadership Society. The group's momentum continues to attract more families every year. Angela has also been an active member of the Advancement Team working on international fundraising efforts.

Angela has a son who recently graduated from college.



**Deb Coffin**

**Vice Chancellor for Advancement**

Deb Coffin is serving as the Vice Chancellor for Advancement at the University of Colorado Boulder. Her career in higher education spans thirty-five years, including fifteen years at CU Boulder. As a member of the Chancellor's leadership team for the past six years, Deb has extensive knowledge of the inner workings of the University and has helped develop partnerships across colleges, departments, and administrative units. Through her work in Student Affairs, she worked closely with students and parents to strengthen programs and services that support student success.

During her tenure as Vice Chancellor for Student Affairs and in partnership with the Campus Programs/Parent Giving office, support to the parent fund quadrupled in just four years and also increased parent donor engagement across the University. Through development of the Parent Leadership Society a loyal donor organization evolved to not only raise funds but to provide input on how to elevate the success of this world class university. Deb has spent years cultivating relationships with students and parents as well as alumni, faculty, and staff. She has been a tireless advocate of the University and its constituents during her career at CU Boulder. Deb believes in the power of education and as a first generation college student, understands the challenges and rewards of pursuing degrees in higher education.

Deb is married to CU alumnus Randy Coffin (EBIO, '80) and is also the proud mother of a 2012 CU graduate. She received her bachelor's degrees in Community Health ('77) and Biology Education ('85), and her master's degree in Communications ('93) from the University of Northern Colorado and served in the United States Peace Corps following graduation. Deb and Randy have two adult children and two grandchildren. They have been loyal donors to the University of Colorado Boulder.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The successful candidate for the position of Campaign Planning Director should have

- the ability to work independently and as part of a team;
- unquestionable integrity and a strong sense of professional ethics;
- the ability to manage multiple responsibilities and work in a fast-paced, changing environment;
- prior experience working at a complex research institution on a significant fundraising campaign, preferably in a leadership position;
- demonstrated experience cultivating and soliciting major and/or principal gifts preferred;
- excellent interpersonal, written, and verbal communication skills;
- traits of good judgment, confidentiality, a positive attitude and discretion in communicating with colleagues and constituents;
- knowledge of the major components of advancement including development, communications and public relations, alumni relations, and special events;
- demonstrated experience in all phases of planning and execution of a comprehensive resource development and engagement campaign at an institution of comparable research breadth and depth, academic and service scope, and complexity;
- an understanding and commitment to the research, teaching, outreach, and inclusion mission of the University of Colorado Boulder and an understanding of the relationship between Advancement and Academic Administration at an R1 research-intensive public or private university;
- an ability to work effectively with deans and directors, University academic and administrative leaders, volunteers, and corporate and foundation contacts to achieve fund-raising goals; and
- supervisory experience and demonstrated success leading a team.

A Bachelor's degree is required for this position as is at least ten years of advancement leadership experience in a matrix management model. A graduate degree in a scientific or management discipline is strongly preferred.

## **SALARY & BENEFITS**

University of Colorado Boulder offers a competitive salary and benefits package.

## **LOCATION**

This position is located in Boulder, Colorado. Residents of Boulder enjoy pristine natural surroundings that provide opportunities to hike, fish, bike, and rock climb. The 2016 Gallup-Healthways Well-Being Index named Boulder the “Best Community for Physical Well-Being” and Lumosity ranked it one of the “Smartest Cities in America.” Boulder is home to the highest percentage of people with advanced degrees in the United States. The communities around Boulder are family friendly with a large inventory of e housing and good schools all within easy driving distance to campus.

## **DIVERSITY AND INCLUSION**

CU Boulder embraces the involvement of every student, staff, and faculty member, recognizing that a truly diverse community includes individuals from a range of ethnic, regional, cultural, economic, and religious backgrounds—as well as first-generation students, persons with disabilities, students who are parents, people of different sexual and gender orientations, people of different ages and political viewpoints, and many others.

## **APPLICATION INSTRUCTIONS**

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 Tim Child:*  
[timchild@aspenleadershipgroup.com](mailto:timchild@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*

