

# ASPEN • LEADERSHIP • GROUP

## DIRECTOR OF CORPORATE AND FOUNDATION RELATIONS

ELON UNIVERSITY

Elon, North Carolina

<http://elon.edu>



The Aspen Leadership Group is proud to partner with Elon University in the search for a Director of Corporate and Foundation Relations.

The Director of Corporate and Foundation Relations at Elon University is an inspired, energetic, collaborative, and creative individual who develops and leads a comprehensive, integrated, and highly effective program of corporate and foundation relations. With the Elon Leads Campaign, the university's current comprehensive campaign as a guide, the Director initiates and facilitates strategic interactions with identified organizations to successfully secure resources in support of university and campaign priorities. A high-profile individual at the university, the Director has a clear understanding of the academy and embraces the culture of collaboration at Elon. Chief among the Director's goals is to form partnerships in which both Elon and funding organizations realize their objectives. The Director helps match faculty and institutional priorities with strategic goals of the corporations or foundations, and thus excellent communication skills—listening, speaking, and writing—are essential.

### ELON UNIVERSITY

Elon University is a selective, mid-sized private university renowned as a national model for engaged and experiential learning. Students work closely with faculty who are dedicated to excellent teaching and scholarship. The curriculum is grounded in the traditional liberal arts and sciences and complemented by seven nationally accredited professional and graduate programs.

Elon's four-year core curriculum has a strong global focus and is organized around the themes of inquiry, knowledge, and communication. Students learn to see the world through many different perspectives and understand the complex relationships among the world's people, cultures, beliefs, and environments.

Elon sends more undergraduate students to study abroad than any other master's-level university in the nation. Seventy-four percent of Elon graduates have at least one international study experience, often combined with internships, research, or service. In addition, Elon's Study USA program includes opportunities to study and intern across the nation.

Distinguished faculty choose to teach at Elon because they love to mentor students. With small classes and a 12:1 student-faculty ratio, they are able to challenge individual students to reach their highest potential. Elon faculty are active and productive scholars with rich academic and professional experience. Through Elon's Center for Engaged Learning, faculty members are leading an international conversation about the most effective teaching and learning strategies.

In 2017, *U.S. News & World Report* ranked Elon as the only university in the nation recognized for excellence in eight out of eight academic programs that "Focused on Student Success." Elon is recognized for excellence in study abroad, internships, undergraduate research, first-year experiences, service learning, learning communities, senior capstone experiences, and writing in the disciplines. Elon is ranked the nation's top master's-level university in the number of students participating in international study by the Institute of International Education.

Today's vibrant, globally engaged university is the result of an abiding commitment to mission, inspired leadership, an innovative spirit, and the investment of a dynamic community. Elon University has achieved excellence through an unrelenting focus on the student experience.

### **REPORTING RELATIONSHIPS**

The Director of Corporate and Foundation Relations will report jointly to the Associate Vice President for University Advancement and the Senior Associate Provost for Faculty Affairs and will work closely with the Office of Sponsored Programs and University Advancement.

### **PRINCIPAL OPPORTUNITIES**

Elon University has enjoyed success in securing funding from local and regional charitable organizations and seeks to significantly elevate the reach of its corporate and foundation efforts to a national level. As the leader of this effort, the Director of Corporate and Foundation Relations synthesizes ideas from Elon's creative, fast-paced, and robust intellectual environment to form meaningful and effective requests for funding. The Director understands that successful proposals are achieved through the effective engagement of corporate or foundation representatives with the Elon community, including faculty from all disciplines, the President, Provost, Academic Deans, members of volunteer boards, and councils of the university.

The Director, along with all University Advancement staff, is expected to help secure the necessary resources to meet the goals of the Elon Leads Campaign. Through Elon Leads and the Elon Commitment, the university's current strategic plan, the university will affirm its place as the national leader in engaged and experiential learning. The greatest asset in carrying out this plan is the university's shared sense of mission: that it is an academic community committed to student transformation; that it values freedom of thought and liberty of conscience; that it is a liberal arts university with distinctive professional schools and graduate programs; that it believes in active student engagement; that it is dedicated both to teaching and scholarly accomplishment; and that it believes passionately in preparing students to be globally engaged citizens leading lives of meaningful work and service.

### **PRIMARY RESPONSIBILITIES**

The Director of Corporate and Foundation Relations will

- along with all University Advancement staff, help secure the necessary resources to meet the goals of the Elon Leads campaign;
- design and implement a strategic and operational plan for building and managing comprehensive relationships with corporations and foundations in alignment with the University's academic priorities;

- interface with key university leaders to coordinate consistent corporate and foundation relations strategies with university academic strategy, including regular meetings with key academic leaders, fellow development staff, and other key decision makers, as appropriate;
- develop and ensure compliance with university policies and procedures related to interactions with corporations and foundations;
- develop a personal portfolio of top corporations and foundations which are actively involved or could potentially be engaged in supporting and working with Elon University on strategic programs and priorities;
- cultivate, solicit, and steward prospects through personal visits, correspondence, and phone conversations with the expectation of maintaining a consistent pipeline/level of active proposal initiatives of significant value to the university;
- develop strategies for approaching prospects, in partnership when appropriate with faculty, administrators, and school-based development teams;
- develop a keen understanding of programs at the university and create and execute cultivation and solicitation strategies to build support for these programs;
- lead strategy sessions for top university priorities, particularly university-wide initiatives, and, as appropriate, develop and manage fundraising action plans;
- build, manage, and steward strong relationships with the corporate and foundation community;
- provide appropriate stewardship in conjunction with associated faculty and maintain oversight on the utilization of outside funds to ensure compliance with donors/partners wishes and requirements; and
- identify opportunities to increase the visibility of Elon University in the corporate and foundation arena.

## KEY COLLEAGUES



**Jim Piatt**

### **Vice President for University Advancement**

James B. Piatt, Jr. came to Elon in 2008 as Vice President for University Advancement with 20 years of experience in higher education. He is the chief advancement officer for Elon and is a member of the President's Senior Staff. His responsibilities include oversight of all fundraising activities, alumni engagement, corporate and foundation relations, annual giving, parent giving and programs, and donor relations. Mr. Piatt's arrival at Elon coincided with the public phase of the Ever Elon Campaign, a comprehensive fundraising initiative that raised more than \$107.3 million from 2006-2011 toward a myriad of institutional priorities. Highlights of the campaign included more than \$60 million in new commitments to the university's endowment as well as completed capital projects such as Lindner Hall, Alumni Field House, Koury Gymnasium renovations, the Numen-Lumen Pavilion, the Student Professional Development Center, and the Worsley Golf Center.

Prior to Elon, Piatt spent eight years as Vice President for College Advancement at Mount Union College in Alliance, Ohio, where he successfully directed an \$82 million campaign. Earlier in his career, he served as Associate Director of Development at the Law School at Stanford University, Development Director for the Humanities and Social Sciences at the University of California, Berkeley, and Assistant Dean for Development in the College of Communications at Ohio University.

Piatt received his MBA from Ohio University in 1993 and his Bachelor's of Science degree in Journalism from the E.W. Scripps School of Journalism at Ohio University in 1987. He has presented at district meetings of the

Council for the Aid and Support of Education, the Independent College Association of Ohio, the Southeast College Advancement Consortium, and the North Carolina Independent Association of Colleges and Universities. His involvement in the Burlington community includes youth sports coaching, membership and leadership roles at Front Street United Methodist Church, and other volunteer service.



**Brian Baker**

**Associate Vice President for University Advancement**

Brian Baker joined Elon University as a major gifts officer in September 2005, and most recently served as executive director of major and planned giving before assuming his current role as associate vice president for university advancement. In this role, Baker leads all major gift fundraising efforts for Elon, including current campaigns. Other areas of responsibility include planned giving, foundation relations and prospect research.

Baker played an integral role in the Ever Elon Campaign, the university's largest and most successful fundraising campaign to date, which was completed in December 2011 and raised over \$107 million. Before coming to Elon, Baker spent five years at the University of Louisville, first in athletics, and then as associate director of development.

In the community, he has served for multiple seasons as a youth soccer coach for the Town of Gibsonville Parks and Recreation department. He concluded a four-year term as board member of Olde Forest Racquet Club, serving as board president in the final year of his term. Baker is a board member of the Alamance Junior Tennis Foundation, an organization that coordinates and funds various programs to promote youth tennis in the Alamance County community.

Baker is a graduate of Wake Forest University, where he earned a bachelor's degree in communications and minored in journalism. He lives in Burlington, N.C., with wife Katy and their three children, Jack, Andrew, and Caroline.



**Tim Peeples**

**Senior Associate Provost for Faculty Affairs**

Tim Peeples joined the Elon faculty in 1998, has served as an Assistant and Associate Professor of English, and was the first Faculty Administrative Fellow, sitting on the university's Senior Staff and working in the office of President Lambert from 2004 to 2006. He served as Associate Dean of Elon College, the College of Arts and Sciences, from 2006 to 2010, and now serves as Senior Associate Provost and holds the rank of Professor, both since 2010.

Since coming to Elon, Peeples led the creation of a nationally recognized undergraduate curriculum in Professional Writing and Rhetoric, served as the founding Director of Writing Across the Curriculum, served as Director of the Writing Center, and represented the faculty on Academic Council from 2000-2003. He received the Excellence in Service/Leadership Award from Elon College, the College of Arts and Sciences, in 2004 and a Faculty Excellence award in 2010 for exemplary leadership and commitment to the values of a liberal education.

Peeples was one of the central figures in the study and establishment of Elon University's School of Law, as well as the university's Center for the Advancement of Teaching and Learning. He was instrumental in increasing the percentage of tenure-track faculty at Elon. In 2007 and 2008, Peeples co-chaired with Tom Henricks the Presidential Task Force on Scholarship, one of the corner stones of Elon's current ten-year

strategic plan, the Elon Commitment. Peeples also helped develop and now works directly with those who are leading Elon's Writing Excellence Initiative.

More recently, Peeples help found Elon's Center for Engaged Learning, designed to bring together international leaders in higher education to develop and to synthesize rigorous research on central questions about high impact practices and student learning. He also help found Elon's Center for the Study of Religion, Culture, and Society, and Elon's Center for Research on Global Engagement.

Peeples continues to work directly with all of the above mentioned entities, as well as the Honors Program, the Undergraduate Research Program, the Lumen Prize, the National and International Fellowships Office, the Office of Sponsored Programs, Foundation Relations, and recent university initiatives associated with enhancing campus intellectual climate and integrating design thinking into curricular and co-curricular student experiences across campus. Peeples' responsibilities are focused on enhancing faculty development, broadly understood, advancing high-quality, high-impact educational practices, and supporting the enhancements to the campus intellectual climate.

Prior to joining the faculty at Elon, Peeples gained ten years of experience teaching first-year, business, and professional writing at Northern Arizona, Purdue University, and West Georgia College. During that time, Peeples also developed and directed a summer writing program based on pre-engineering curricula for first-generation Navajo, Hopi, and Hispanic students, was Assistant Director of Composition, Assistant Director for a PhD program in rhetoric and composition, Assistant Director of business writing, and Assistant Director of professional writing.



**Bonnie Bruno**  
**Director of Sponsored Programs**

Bonnie S. Bruno, Director of Sponsored Programs at Elon University has worked in the field of research administration for over twenty years. In 1995 she started her career as Proposal Development Coordinator for the University of North Carolina at Wilmington. She went on to a position at Western Kentucky University where she was hired to lead proposal development in the Sponsored Programs Office in August of 1998. She has presented numerous workshops on securing external funding at both WKU and Elon.

Ms. Bruno has been an active member of the National Council of University Research Administrators since 1998, and has served on the Hospitality Committee, Site Selection Committee, Professional Development Committee, Program Committee and as Chair of the Membership Committee. Ms. Bruno has also presented at many of the national and regional meetings on proposal writing, setting up a sponsored programs office, and how to get actively involved in NCURA.

Ms. Bruno has served as university liaison on federally-funded projects. From 2000-2001, Ms. Bruno was the liaison for a ten million dollar US Department of Education grant to the Commonwealth of Kentucky. In this role, she communicated with the state's Council of Postsecondary Education, the awardee, and a number of school districts that were partners as cooperating institutions for the five-year award. She has also written a grant to General Motors to secure funding for the Bowling Green Housing Authority in Kentucky to support after school programs for students.

Ms. Bruno directs the Sponsored Programs office providing outreach including pre and post award support to faculty and administrators, and develops policies to ensure compliance with the ever-changing regulations. She has worked with the Alamance Burlington School System in sharing grant writing resources,

securing partners for collaboration, and overseeing administration of an award from the NC Department of Public Instruction. She has served on Elon's Academic Affairs Advisory Council and as an Ex-Officio member of the Institutional Review Board since 2001.

Ms. Bruno received her Bachelor of Arts in English from UNC-Wilmington in 1993 and a Master of Public Administration degree in 2000. She has been a Certified Research Administrator since 2010.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The ideal candidate for the position of Director of Corporate and Foundation Relations will have

- appreciation for scholarship and the power of ideas to inspire transformation;
- significant applicable experience in higher education;
- demonstrated competencies in working with top-flight faculty and staff;
- superb communication and relationship-building skills;
- experience as a leader and problem-solver;
- ability to balance multiple priorities and meet deadlines; and
- a belief in the mission and vision of Elon University.

A bachelor's degree is required for this position as is 5 to 7 years of experience. An advanced degree is preferred as is 7 to 10 years of experience.

### **SALARY AND BENEFITS**

Elon University offers a competitive benefits and compensation package.

### **LOCATION**

This position is based in Elon, North Carolina.

### **INCLUSION, DIVERSITY, AND GLOBAL ENGAGEMENT**

Inclusion, Diversity, and Global Engagement at Elon are about striving for academic excellence as well as learning to be a responsible member of pluralistic and intersecting communities. Elon wants to provide students with an education and experiences that prepare them for an increasingly interlinked world.

Elon University aims to embody

- diversity as the wide range of differences that exist among people in contrast related to their identity, experiences, thoughts, and perspectives. Elon believes that this range of differences is an essential component of the educational experience, a key aspect of academic excellence, and a crucial part of an inclusive community.
- inclusion as supporting and encouraging proactive behaviors that create a community in which each member is welcome and supported. Elon seeks a caring environment wherein diversity is valued, and appreciation for diversity is integrated into every aspect of campus. Navigating, incorporating, and caring for differences among and between our community members fosters a more dynamic, resilient, and creative community with the ability to thrive in increasingly complex communities. Inclusion involves promoting equity through intentional and deep engagement of its differences.

- global engagement as creating an enriching learning environment that fosters greater cultural awareness, knowledge, and humility with the recognition that we live in a global context that is increasingly connected and interdependent. Elon aims to prepare its community members with the skills and mindset to embrace diversity, and aim for more inclusive communities nationally and internationally.

#### **APPLICATION PROCESS**

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, contact Greg Duyck: [gregduyck@aspenleadershipgroup.com](mailto:gregduyck@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*

#### **ASPEN · LEADERSHIP · GROUP**

ASPEN LEADERSHIP GROUP FOCUSES EXCLUSIVELY ON SEARCH AND TALENT MANAGEMENT IN THE FIELD OF PHILANTHROPY. RECOGNIZED LEADERS IN THE FIELD RECRUIT AND PROVIDE COUNSEL TO OTHER LEADERS AND EMERGING LEADERS, BUILDING ENDURING, PRODUCTIVE RELATIONSHIPS AND SUPPORTING EXCEPTIONAL CAREERS.

LEARN MORE AT [WWW.ASPENLEADERSHIPGROUP.COM](http://WWW.ASPENLEADERSHIPGROUP.COM) AND  
[WWW.PHILANTHROPYCAREER.NET](http://WWW.PHILANTHROPYCAREER.NET).