



**DIRECTOR OF THE ROLLINS ANNUAL FUND**

**ROLLINS COLLEGE**

**Winter Park, Florida**

<http://rollins.edu>



The Aspen Leadership Group is proud to partner with Rollins College in the search for a Director of the Rollins Annual Fund.

The Director of the Rollins Annual Fund is responsible for planning, directing, and implementing a successful annual giving program to raise unrestricted support from alumni, parents, and friends for the College of Liberal Arts, the Crummer Graduate School of Business, and the Hamilton Holt Evening Program as well as for athletics, financial aid, and general student support. Working closely with the Major Gifts Program, Gift Planning, Advancement Services, Research, and Donor Relations, as well as staff in the colleges, the Director must have the superb management, marketing, communications, and leadership skills needed to successfully lead a results-oriented staff and grow volunteer engagement in fundraising and alumni participation. The Director works in close collaboration with Alumni Engagement and Parent Programs on many projects, including identifying new volunteer leadership; increasing the diversity of the volunteer base; and ensuring the success of student and parent fundraising efforts.

Rollins College is a four-year, coeducational institution and the first recognized college in Florida. Rollins educates students for global citizenship and responsible leadership, empowering graduates to pursue meaningful lives and productive careers. Rollins is committed to the liberal arts ethos and guided by its values and ideals. Rollins is nationally recognized for its distinctive undergraduate and selected graduate programs and provides opportunities to explore diverse intellectual, spiritual, and aesthetic traditions. It is dedicated to scholarship, academic achievement, creative accomplishment, cultural enrichment, social responsibility, and environmental stewardship. It values excellence in teaching and rigorous, transformative education in a healthy, responsive, and inclusive environment.

For more than 130 years, Rollins has adhered to the belief that college is about learning to think critically and discovering how one individual can positively impact the world. To that end, Rollins strives to enable individuals to see the bigger picture, to understand how areas of knowledge are interrelated, and to view learning as a lifelong endeavor.

Rollins College has been ranked one of the top regional universities in the south in the annual rankings of "Best Colleges," released by *U.S. News & World Report*. For 22 consecutive years, Rollins has been ranked among the top two regional universities in the south and first in Florida. Rollins College was named the number one college in the south by *College Choice* in a ranking based on a nationwide survey of entering first-year students.

## **REPORTING RELATIONSHIPS**

The Director of the Rollins Annual Fund will report to the Assistant Vice President for Development.

## **PRINCIPAL OPPORTUNITIES**

Rollins College, in the midst of a quiet phase of a campaign, is positioned for success in its fundraising, both annually and through the campaign. With the arrival of an experienced fundraising president two years ago, one who brings vision and clarity of purpose, fundraising can ramp up to systemically engage alumni and parents in meaningful proposal conversations.

Having emerged from a campus-wide strategic planning effort, one in which the Vice President for Institutional Advancement was deeply involved, the campus is poised to invigorate its current campaign with energy and enthusiasm. With early conversations underway for leadership gifts, fundraising will focus on clearly articulated goals—the Rollins Fund among them—that inspire and motivate.

Rollins is looking for a leader to imagine the future of an effective annual giving, built on a stable foundation, and bring the skills necessary to create great results as we increase revenue within and beyond the campaign time-line. The Director will have the benefit of an excellent annual giving team and leadership that is experienced in annual giving work, as well as the active partnership of the alumni engagement office.

## **PRIMARY RESPONSIBILITIES**

### **Program Management and Oversight**

The Director of the Rollins Annual Fund will

- create, implement, and evaluate a comprehensive, multi-year plan to increase donors and dollars in support of the Rollins Annual Fund as part of meeting an overall campaign dollar goal and strengthen alumni participation;
- develop, implement, and evaluate specific strategies to increase Rollins Annual Fund donor retention, upgrades, and acquisition;
- manage partnerships between various offices as they relate to annual giving;
- provide leadership in developing an understanding of the fundamentals of annual giving and its role in supporting programs;
- work proactively with the on-campus partners to establish and meet ambitious goals for increasing annual fund support from all constituencies, including students, faculty, staff, and alumni;
- work directly with the advancement staff and leadership within Rollins to develop, monitor, and evaluate a long term and annual set of plans to grow dollars and donor support for both schools;
- monitor progress toward the annual and multi-year goals;
- provide a rigorous, systematic review and analysis of all Rollins Annual Fund activities to find ways to operate more effectively and efficiently;
- develop appropriate formats for regular, routine reporting on Rollins Annual Fund performance to share with a broad array of internal and external constituencies;

- provide effective reporting and analysis to volunteers, supervisor, and colleagues for use in management decision making;
- work effectively and collaboratively with the major gifts team to develop goals, objectives, and strategies to maximize the opportunities for annual giving from their target audiences;
- involve the team in strategic discussions for leveraging the Rollins Annual Fund to qualify and cultivate major gifts prospects;
- serve as the leader of the Rollins Annual Fund, with day-to-day oversight for the entire annual giving program and its staff;
- provide advice, support, and guidance to officers and support staff;
- hire, train, and evaluate staff as appropriate by being versed in all aspects of an annual giving program and the work of volunteer management, personal solicitation, and broad-based campaigns;
- provide the framework for, and oversight to, goal setting and benchmarking, recognition of volunteers and donors, events, volunteer recruitment, training and support, along with related activities of identification, cultivation, solicitation, and stewardship for donors; and
- develop and manage the annual giving budget based on programmatic goals and objectives as reviewed and approved annually.

### **Volunteer Management**

The Director of the Rollins Annual Fund will

- develop and support a plan to increase volunteer engagement through the creation of annual fund chairs for faculty/staff, in addition to the National Rollins Annual Fund program chair and reunion volunteers;
- recruit, train, and support volunteers as appropriate;
- develop opportunities for new generations of volunteers who can take on leadership roles and serve as solicitors for future fundraising efforts;
- provide support for the National Chair, and coordinate information provided to all Rollins Annual Fund volunteers to ensure cohesion as a team and an understanding of the programs they support;
- advocate for the Rollins Annual Fund with the Alumni Association and the Board of Directors; and
- partner with staff as appropriate to ensure all members of both organizations are asked for gifts to the Rollins Annual Fund.

### **Personal Solicitations**

The Director of the Rollins Annual Fund will

- personally solicit top-level annual giving prospects;
- set annual activity goals based on review of the gift table and the number of individuals who are appropriate for solicitation by the Director;
- document information in the database to assure proper recording and tracking of results;
- manage fundraising for the 50<sup>th</sup> reunion, with the assistance from the Major Gifts Team and Director of Gift Planning; and
- recruit the volunteer leadership, staff the fundraising effort, and solicit leadership Rollins Annual Fund gifts to create a meaningful giving and engagement experience for reunion volunteers while raising the bar for the class, in conjunction with their planned gift conversations.

## KEY COLLEAGUES



**Myrna Bizer**

**Assistant Vice President for Development**

Myrna Bizer comes to Rollins College from the University of Rhode Island, where she served as the Managing Director of Development. For the past 25 years, Myrna has held many positions in diverse leadership and management roles within higher education philanthropy and nonprofit administration, most notably with the University of Rhode Island as director of donor relations during the initial phase of the *Making a Difference Campaign* and Director of Development with the Graduate School of Oceanography. From 2007 to 2013, she was at Brown University, where she was a well-respected member of the development team, serving as senior director, regional development. For Brown, she oversaw fundraising work in Chicago and Texas, and managed alumni and parent relationships with a select pool of principal level donors throughout the country. Myrna's prior professional experience includes tenures at Stetson University and the Florida West Coast Symphony where she served as associate director of development and director of personnel & production, respectively. She has a B.M. with honors from the University of Missouri. She has a proven track record of major gifts work, as well as experience in annual giving, donor relations, and research.



**Laurie Houck**

**Vice President for Institutional Advancement**

As Vice President for Institutional Advancement, Laurie Houck oversees the Development, Corporate and Foundation Relations, Donor Relations, Annual Giving, Alumni Relations, Advancement Services, and Scheduling and Events teams. Prior to Rollins College, Laurie served as Vice President for Development and Alumni Relations at the College of Wooster. During that time, she and her team created and implemented effective fundraising and alumni engagement programs that led to increased giving and volunteer involvement, and built on the strong relationships with and commitment of the Board of Trustees and the Alumni Board. She also led the development team at Whitman College from 2006 to 2011, where she created the architecture for their largest campaign. Prior to Whitman, during her decade-long tenure at the University of Washington, she played a key role in the University's \$2 billion campaign. Laurie holds a B.A. in English from Whitman College and completed coursework at Harvard University's Institute for Educational Management in 2013. She joined the Rollins community in January 2017.



**Vicky Medlock**

**Senior Director of Advancement Services**

Vicky Medlock, a 35-year advancement veteran, has enjoyed a rich and diverse advancement background serving higher education (public and private) and association programs. Her experience encompasses gift processing, reporting, prospect research and moves management, donor relations and events, annual giving, finance and operations, board relations, campaign programming, and strategic planning.

Vicky will assume the role of Senior Director of Advancement Services at Rollins College beginning January 2018. She most recently served as the Associate Vice President for Advancement Operations at Augusta University with prior leadership positions at Shenandoah University, University of South Florida, National Rifle Association of America, University of Cincinnati, and the University of Florida.

She is a recipient of CASE's Crystal Apple Award, having taught at numerous conferences, including chairing the Summer Institute in Advancement Services and the Senior Conference for Advancement Services Professionals. Vicky is a past president of the Association of Advancement Services Professionals (AASP) and is an ex officio member of the Board. Vicky was recently honored by AASP as the Volunteer of the Decade 2007-2017.



**Grant H. Cornwell, Ph.D.**

**President**

Grant Cornwell took office as 15<sup>th</sup> President of Rollins College in 2015, following eight years as President of The College of Wooster and 21 years at St. Lawrence University as Vice President and Dean of Academic Affairs, and as a faculty member. Nationally recognized for his work in defining liberal learning in a global environment, he writes regularly about multiculturalism, freedom, diversity, and global citizenship. Cornwell is a member of the Association of American Colleges and Universities' board of directors and chair of the LEAP Presidents' Trust. He is also a member of NAICU's Policy Analysis and Public Relations Committee and the executive committee of Florida Campus Compact, and has served on the Council on Foreign Relations' Global Literacy Advisory Board as well as the board of Teach for America and the American Council on Education's Commission on International Initiatives. He holds a bachelor's degree in philosophy and biology from St. Lawrence, and master's and doctoral degrees in philosophy from the University of Chicago.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The successful candidate for the position of Director of the Rollins Annual Fund should have

- thorough knowledge of the principles and practices of higher education development and fundraising with an understanding of individual giving programs, and detailed understanding of annual fundraising programs, such as direct mail, phonathon, and personal solicitation programs;
- familiarity with relevant and contemporary technologies and how they can be used in support of communicating and marketing direct mail and electronic solicitation programs, including increasing participation, and measuring and managing results;
- proven record of leadership, management, and supervisory skills;
- possession of a supportive and accessible management style, and a strong commitment to personal and professional development, with a proven track record motivating, training, and managing a staff with diverse skills and experience;
- superior communication skills with the ability to connect to a variety of audiences;
- clarity, crispness, and persuasiveness in written and oral communications;
- proven ability to guide a successful broad-based messaging platform including a mix of print, electronic, and social media in support of an annual giving program;
- experience personally soliciting gifts;
- extensive experience working with volunteers;

- demonstrated ability to work successfully and effectively with a wide range of constituents and manage complex relationships;
- proven collaboration and teamwork skills;
- knowledge of modern data management practices and techniques including information systems, data modeling, and models of analysis that lead to effective decision making on behalf of the program;
- strong Excel skills including formulas, pivot tables, and vlookups;
- familiarity with Banner and ARGOS (preferred); and
- ability to represent Rollins' interests while interacting with alumni, parents, friends, and staff of the College, and understanding of the culture of a small, highly selective residential liberal arts institution.

A bachelor's degree is required for this position as is 5-7 years of experience in development.

### **SALARY & BENEFITS**

Rollins College offers a competitive benefits package. As a Rollins College employee, one can take advantage of benefits and opportunities which will enhance the quality of one's life, provide protection for a variety of circumstances, help one prepare for your future, aid in personal and professional growth, and help maintain balance in one's work and family life.

### **LOCATION**

This position is based in Winter Park, Florida, an attractive and historic residential community adjacent to the city of Orlando. Rollins' award-winning campus is situated on the shores of beautiful Lake Virginia and adjacent to the first-class dining, shopping, and entertainment options of Winter Park's famous Park Ave. Rollins College was ranked the No. 1 Most Beautiful Campus by The Princeton Review's *The Best 380 Colleges*.

### **DIVERSITY AND INCLUSION**

Rollins' campus community is not only a reflection of the diversity of race, heritage and culture found in its backyard, but an extension of the good in the world that comes from respecting and celebrating differences.

### **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.*

## 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 <http://www.philanthropycareer.net/>