



SENIOR DIRECTOR OF DEVELOPMENT FOR THE ELI BROAD COLLEGE OF BUSINESS

[MICHIGAN STATE UNIVERSITY](#)

EAST LANSING, MICHIGAN

**MICHIGAN STATE**  

---

**U N I V E R S I T Y**

Aspen Leadership Group is proud to partner with Michigan State University in the search for a Senior Director of Development for the Eli Broad College of Business.

The Senior Director of Development for the Eli Broad College of Business will lead the college's highly successful advancement team, serving as an exceptional fundraiser, an accomplished motivator and mentor, an effective manager of people, and a visionary leader. Serving as the college's chief development officer and a strategic partner to the Dean, the Senior Director will maintain a personal prospect portfolio of major and principal gift prospects and employ an aggressive, strategic moves management program to ensure movement along the development continuum. As MSU strategically positions itself to prepare for its next capital campaign, the Senior Director will assume a leadership role in planning and assessing the next college campaign goals and priorities including recruiting and training volunteers, conducting a needs assessment of programs, preparing case statements, identifying and cultivating prospects, developing and reviewing proposals, and actively soliciting contributions. While funding from all sources of support is important, focused attention will be on the college's alumni base of 80,000+ and—more specifically—on the more than 10,000 prospects with known or suspected principal and major gift capacity.

Michigan State University was established in 1855, and by 1862 it stood as the nation's premier land-grant university. Over the decades, the university has continued to be a model of what a land-grant university can and should do. As a university of, for, and by the people, Michigan State University began a long tradition of empowering people through educational opportunity. Every day, Spartans work to solve the most pressing global challenges while providing life-changing opportunities to a diverse and inclusive academic community. Located in East Lansing, three miles east of Michigan's capitol in Lansing, MSU's campus is one of the biggest and greenest in the nation. The 5,000-acre campus is home to more than 51,000 students. Top-ranked programs, high-quality opportunities, and a diverse, inclusive, and collaborative community enable those students to create personalized paths that prepare them to succeed and lead. MSU offers more than 400 academic programs and over 300 education abroad programs. It has an outstanding record of students earning Rhodes, Goldwater, and other prestigious national and international scholarships. Wherever one goes, there are Spartans working to make a better world. The MSU community includes more than 12,000 faculty and academic support staff and an alumni network nearly half a million strong.

MSU's rising research funding, nationally recognized faculty and programs, and innovative research facilities push the boundaries of discovery and yield solutions that make daily life better. MSU applies its vast knowledge and resources to create solutions in partnership with communities across the state and helps make Michigan a place of opportunity, economic growth, and innovation. Spartans work together as part of a vibrant global campus community, creating partnerships around the world, and making a lasting impact from East Lansing to East Africa. Everyday Spartans of all abilities demonstrate athleticism, leadership, commitment, and teamwork in varsity, adaptive, and club and intramural sports.

Michigan State University has been advancing the common good with uncommon will for more than 165 years. A top global university, MSU pushes the boundaries of discovery to make a better world while providing students with life-changing opportunities. The university is ranked in the top 10 nationally by *U.S. News & World Report* for learning communities, study abroad, and service-learning offerings. MSU also has 35 undergraduate and graduate programs and concentrations ranked in the top 25 nationally by the publication, including six top ranked programs—undergraduate and graduate programs in supply chain management and logistics, graduate programs in elementary and secondary education, as well as both online and on campus graduate programs in curriculum and instruction. The university also has been named a gold-status veteran-friendly school by the Michigan Veterans Affairs Agency eight years in a row and received a gold rating for sustainability achievements in 2022 through the Association for the Advancement of Sustainability in Higher Education.

### **THE ELI BROAD COLLEGE OF BUSINESS**

The MSU Eli Broad College of Business is committed to inspiring the future of business. As one of the best business schools in the nation, the college is driven by a mission to create and disseminate knowledge through collaboration, while developing global transformational leaders who positively impact organizations and society. This mission is supported by a vision to be a top-of-mind business school as reflected by the recognition of its brand, the reputation of its people, and the ranking of its programs.

J.G. Ramsdell, the father of MSU's College of Business, began teaching bookkeeping and commercial law in 1861. In 1916, accounting, marketing, and finance courses were created and taught by the Department of History and Economics. Eleven years later the School of Hotel, Restaurant, and Institutional Management was established. Then in 1944, MSU created a new division, the School of Business and Public Service, combining business, hotel administration, police and public administration, and social service programs. Seven years later the school was separated into two divisions—the Division of Business and the Division of Hotel, Restaurant, and Institutional Management. The Doctor of Business Administration program was also established that year. In 1956, the business administration program gained formal status as a college within the university and became known as the College of Business. Then in 1991, Eli Broad, a Spartan alumnus and philanthropist, pledged \$20 million to the College of Business and the Graduate School of Management to help MSU's full-time MBA program emerge as one of the nation's top graduate programs. This strong, philanthropic support from alumni continues today. In 2018, Spartan alumnus and Manhattan developer Edward J. Minskoff made a \$30 million naming gift—the largest single donation from an individual in MSU's 163-year history—to the Business Pavilion project.

The faculty of the MSU Broad College of Business are award-winning teachers and researchers, editors and reviewers of top journals, and former executives applying workplace lessons in the classroom. They devote themselves to expanding their fields' understanding around the world—and their students' understanding in the classroom. Their efforts combine in numerous research centers targeting specific topics for focused inquiry and in experiential labs that provide real-world opportunities for students. The faculty and staff are committed to student success and seek innovative and creative opportunities to support students not only in the classroom, but also in the many services and programs offered, including the [Residential Business Community](#), [Russell Palmer Career Management Center](#), and the [Multicultural Business Programs](#) and various student organizations.

The undergraduate and graduate programs at the Eli Broad College of Business consistently rank among the nation's best. In fact, its full-time MBA and undergraduate programs have both ranked among the top 20 U.S. public business schools across all major ranking services. The undergraduate and graduate programs in supply chain management/logistics are ranked number one nationally by *U.S. News & World Report* for several years running.

*Economist* named the full-time MBA top in the Big Ten for percentage increase on pre-MBA salary, and *U.S. News & World Report* ranked the online master's in business programs as second in the nation among U.S. public schools.

### **REPORTING RELATIONSHIPS**

The Senior Director of Development for the Eli Broad College of Business will report to the Executive Director of Constituency Programs, Vivian Leung, and to the Dean of the Eli Broad College of Business, to be named once the Dean search process is completed in May 2024. The Senior Director will serve as a member of the College Leadership Team and will oversee a team of 11 individuals including six frontline fundraisers.

### **FROM THE INTERIM DEAN, ELI BROAD COLLEGE OF BUSINESS**

*In the business world, interconnectedness elevates ideas from what is expected to what is truly exceptional. At the Eli Broad College of Business, we rely on one another and seek solutions that allow us to succeed together. Broad Spartans support one another and build each other up knowing together we will make a positive difference in the world around us and inspire the future of business. We are a community that values collaboration, embraces change, and strives for excellence. We do this through our over 300 full-time faculty and staff and roughly 5,000 undergraduate, graduate, and professional students across five academic departments, The School of Hospitality Business, and six centers and institutes. The undergraduate and graduate programs at the Eli Broad College of Business consistently rank among the nation's best. Our undergraduate and Full-Time MBA programs have both ranked among the top 20 U.S. public business schools across all major ranking services.*

*The next Senior Director of Development is critical to the college's continued success. Philanthropic efforts and engaging our 80,000+ alumni in support of our students, faculty, and staff is essential to the future of our college. We are seeking a seasoned advancement leader to be a thoughtful strategic member of the college's leadership team. Our next Senior Director will lead a team of 11 professionals through the university's \$3B campaign. This aspiring goal is currently in the leadership phase. The Senior Director will have the opportunity to help craft the fundraising strategy and effort that will propel the Eli Broad College of Business into its next chapter of excellence.*

*We invite you to learn more about who we are as a Broad College community. Thank you for your interest.*

—Dr. Judith Whipple, Interim Dean, Eli Broad College of Business

### **MICHIGAN STATE UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

Michigan State University is recognized as a national leader in the advancement of knowledge by the most diverse and exemplary cadre of students, trainees, faculty, staff, and alumni who transform lives through equitable teaching, research, scholarship, and practice. Michigan State University believes differences are assets. It fosters a community that respects and values a broad range of backgrounds, viewpoints, and experiences and encourages and creates opportunities so all Spartans can reach their full potential educationally and professionally.

MSU has always been a forerunner and innovator, leading the way for other institutions to follow. From acknowledging the ancestral and contemporary lands of Native Americans that it occupies to its early practice of educating and hiring underrepresented minorities and women.

MSU established the Office for Institutional Diversity and Inclusion (IDI), led by Vice President and Chief Diversity Officer Jabbar R. Bennett, Ph.D., to advance MSU's diversity, equity, and inclusion strategic priorities in partnership with and in support of executive and administrative leaders, faculty, staff, students, and alumni.

It has established the core values of collaboration, camaraderie, courage, commitment, and growth, based on the belief that inclusion happens only when the whole campus and community see it as their responsibility, and that true excellence cannot be achieved without inclusion. IDI has advanced university-wide initiatives with campus partners to become a national leader in increasing diversity, promoting inclusion, ensuring equity, and eliminating disparities on the MSU campus and beyond.

## **PRIMARY RESPONSIBILITIES**

### **Fundraising**

The Senior Director of Development for the Eli Broad College of Business will

- plan and implement methods of prospect identification, solicitation, and cultivation to achieve successful solicitations for funds, and match donors' interest with the needs of the college;
- plan and implement the major, planned, and principal gifts program for the college as well as funding from other sources, including corporations and foundations;
- provide assistance to donors regarding tax laws, policies, and procedures and resolves problems in order to maintain a positive image of the university; and
- collaborate with colleagues across campus to ensure that the donors' philanthropic interests are being met.

### **Personnel Management**

The Senior Director of Development for the Eli Broad College of Business will

- supervise, direct, motivate, and evaluate support staff to assure consistency, quantity, and quality of work performed;
- set clear direction and priorities for professionals and administrative support personnel;
- promote excellence through well-defined and measurable goals;
- lead by example and foster a work environment that recognizes and rewards cross functional collaboration and team-based efforts;
- celebrate current achievements and set clear expectations for future success;
- mentor and train staff, providing frequent opportunities for professional learning and growth and emphasizing retention as a means of increasing capacity and expertise of the team;
- fully leverage human and financial resources and promote greater efficiency;
- provide the structure and guidance necessary to promote a high-performance culture that meets the needs and expectations of a successful and diverse alumni community; and
- recruit, train, motivate, and evaluate volunteers to accomplish college goals and objectives.

### **Programmatic Management**

The Senior Director of Development for the Eli Broad College of Business will

- audit internal operations to develop standardized procedures and ensure conformity with established policy;
- plan, host, and communicate at meetings of the public and university personnel to provide information on the college and university;
- assist in budget preparation to ensure consistency with departmental goals;
- assist in setting both long- and short-term goals and plans to determine resources required;

- supervise and coordinate with external relations staff, including development, alumni, public relations, and communications, to ensure coordination of information to alumni and friends of the college; and
- coordinate the composing, editing, and publishing of college materials to provide staff and volunteers with campaign case statements and progress reports.

## **LEADERSHIP**

### **Judith Whipple, Interim Dean, Eli Broad College of Business**

Judith Whipple joined the Broad College in 2006 as an associate professor in the Department of Supply Chain Management. She was promoted to professor in 2014 and became the Donald J. Bowersox and Robert W. Thull Professor in Logistics and Supply Chain Management in 2020.

As an award-winning scholar and teacher with extensive experience in the classroom, Whipple has taught at every level, from undergraduate students to Full-Time and Executive MBA students to doctoral candidates. In addition, she served as the faculty director of the college's M.S. in Supply Chain Management program from 2018 to 2022.

Whipple has been recognized for her excellence in teaching with the MSU Teacher Scholar Award and the Council of Supply Chain Management Professionals Educators Conference Teaching Innovation Award. She first came to Michigan State University in 1998 as an associate professor in the Department of Agricultural Economics and director of the Food Industry Management program. Previously, she was a faculty member at Western Michigan University and worked at General Motors Corporation in Lansing.

### **Vivian Leung Executive Director of Constituency Programs**

Vivian Leung, an accomplished professional with a proven track record in University Advancement and fundraising, brings over two decades of experience to the field. Currently, she serves as the Executive Director of Constituency Programs at Michigan State University's University Advancement. Leung leads a team overseeing advancement efforts in seven colleges and units. In this role she has successfully fostered collaboration between different academic units, resolving challenges and enhancing the effectiveness of the development teams. Working directly with the Vice President for Advancement, Leung also maintains a portfolio of major and principal gift prospects, demonstrating a hands-on approach to fundraising leadership.

Prior to her current role, she served as the Senior Director of Development at the Eli Broad College of Business where she provided strategic leadership to the Development and Alumni team and served as a member of the college's senior leadership team. Under her leadership the Broad College successfully planned and implemented an aggressive campaign strategy raising \$198M, 145% of their campaign goal. Leung expanded the team, recruiting, hiring, and training the team of 11 during her tenure. She has served in a variety of capacities within the college, including Associate Director of Development, Corporate and Foundation Relations, and Interim Senior Director.

Beyond her university roles, Leung has a notable background in political fundraising, working on several statewide and national campaigns, showcasing her versatility and leadership abilities. With a strong foundation in fundraising and leadership, Leung is dedicated to the mission of Michigan State University and contributing to the success of her team.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Michigan State University seeks a Senior Director of Development for the Eli Broad College of Business with

- a commitment to the mission of Michigan State University—to advance knowledge and transform lives by providing outstanding undergraduate, graduate, and professional education; conducting research of the highest caliber; and advancing outreach, engagement, and economic activities;
- a history of successfully implementing comprehensive development programs and serving as a strategic partner to leadership;
- a deep understanding of moves management including prospect identification, solicitation, and cultivation strategies that result in the successful solicitation of funds;
- an understanding of the planning and assessment of campaign feasibility;
- an ability to conduct needs assessments of programs, prepare case statements, identify and cultivate prospects, develop and review proposals, and actively solicit contributions;
- experience in major, principal, and planned giving as well as corporate and foundation giving;
- superior interpersonal and communication skills across platforms and constituencies;
- an ability to supervise, direct, motivate, and evaluate support staff to assure consistency, quantity, and quality;
- a desire to foster a work environment that recognizes and rewards cross functional collaboration and team-based efforts;
- an ability to recruit and train volunteers;
- experience developing budgets and analyzing operations; and
- experience facilitating major gifts through planned giving instruments and working knowledge of tax laws affecting charitable giving.

A bachelor's degree or knowledge equivalent to that which normally would be acquired by completing a four-year college degree program in Communications, Public Relations, Marketing and/or Business is preferred for this position as is at least eight years of related and progressively more responsible or expansive work experience in professional and higher education fundraising, public relations, or marketing. Michigan State University will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to MSU, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

## **SALARY AND BENEFITS**

The salary range for this position is \$150,000 to \$170,000 annually. Michigan State University offers a [comprehensive package of benefits](#).

## **LOCATION**

The MSU Eli Broad College of Business Advancement staff currently operates in a hybrid work environment, spending two to three days in the office per week, depending on travel schedules. The Senior Director of Development will be expected to integrate into the culture of the college and spend time in person developing relationships with faculty and staff, as well as with colleagues across campus in order to effectively represent and convey the college's mission to alumni and donors.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Michigan State University as well as the responsibilities and qualifications presented in the position prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Senior Director of Development for the Eli Broad College of Business, Michigan State University.](#)

To nominate a candidate, please contact Tom Herbert: [tomherbert@aspenleadershipgroup.com.](mailto:tomherbert@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*