



**ASSOCIATE VICE PRESIDENT FOR ADVANCEMENT SERVICES**

**AUBURN UNIVERSITY**

**Auburn, Alabama**

<https://www.auburn.edu>



**AUBURN**

**UNIVERSITY**

The Aspen Leadership Group is proud to partner with Auburn University in the search for an Associate Vice President for Advancement Services.

The Associate Vice President will lead and manage the offices of Gifts and Records, Prospect Research and Prospect Management, Data Analytics, Development Accounting, and Information Management Services (IMS). The successful candidate will establish and drive strategies that support the fundraising enterprise for Auburn University as well as oversee Development-wide projects and initiatives as identified by the Vice President for Development.

Rooted in more than 160 years of tradition, Auburn University occupies 1,841 acres and is the academic home to more than 30,000 students. Auburn's commitment to active student engagement, professional success, and public/private partnerships garners a growing reputation for outreach and extension that delivers broad economic, health, and societal impact. Auburn consistently has been ranked among the best public universities including *Kiplinger's* "100 Best Values in Public Colleges," *The Princeton Review's* 2018 list of "Best 382 Colleges," and *Forbes'* America's Best Value Colleges and one of America's Top Colleges, ranked in the top 30% nationally and recognized as the top public university in Alabama. Auburn was designated an Innovation and Economic Prosperity University by the Association of Public and Land-grant Universities, or APLU, and received special recognition for its excellence in community, social, and cultural development work. Auburn was listed with distinction on the President's Higher Education Community Service Honor Roll, which annually highlights the meaningful and memorable outcomes of the role universities play in solving community problems and placing more students on a lifelong path of civic engagement.

As a comprehensive university, Auburn University is committed to offering high-quality undergraduate, graduate, and professional education to its students. The University gives highest priority for resource allocation for the future development of those areas that represent the traditional strengths, quality, reputation, and uniqueness of the institution and that continue to effectively respond to the needs of students and other constituents. Consistent with this commitment, the University emphasizes a broad and superior undergraduate education that imparts the knowledge, skills, and values so essential to educated and responsible citizens. At the same time, the University provides high-quality graduate and professional programs in areas of need and importance to the state and beyond. To accomplish these educational goals, Auburn University competes nationally to attract a faculty distinguished by its commitment to teaching and by its achievements in research, both pure and applied.

## **THE OFFICE OF DEVELOPMENT**

The Office of Development plays an integral role in furthering Auburn University's mission and vision to inspire, innovate, and transform. In partnership with a foundation board of 24 directors, the University's fundraising office maintains a staff of 160 and raises more than \$125 million annually. Auburn University has a thriving fundraising environment and, thanks to the tremendous generosity of the Auburn Family, *Because This is Auburn—A Campaign for Auburn University* recently raised more than \$1.2 billion. Auburn's donors are engaged, dedicated, and generous and, through a robust and committed cultivation program, Auburn's donor base is continually being broadened.

## **REPORTING RELATIONSHIPS**

The Associate Vice President for Advancement Services will report to the Vice President for Development.

## **PRINCIPAL OPPORTUNITIES**

As a member of the Vice President for Development's Executive Leadership Team, the Associate Vice President for Advancement Services will actively participate in the development of priorities and strategies to continue elevating the work of the Office of Development in generating increased philanthropic support for Auburn University and Auburn University Montgomery. In particular, the Associate Vice President will be responsible for building on the work of the Advancement Services team, including creating a more integrated services enterprise.

Auburn University is the first institution in the state of Alabama to raise a billion dollars in a comprehensive fundraising campaign, and concluded its campaign in December 2017, having raised more than \$1.2 billion. The Associate Vice President will be responsible for creating a best practices advancement services organization; will play a crucial role in helping to sustain the momentum achieved in the campaign; and will participate in planning for Auburn's next campaign.

## **PRIMARY RESPONSIBILITIES**

The Associate Vice President for Advancement Services will

- provide oversight of the Office of Gifts & Records, ensuring consistent, timely, and accurate gift and pledge reporting;
- ensure that all gifts are booked to the correct allocations, credited to the right donors, and that gift receipts are issued promptly and accurately;
- provide oversight for biographical data maintenance, data integrity, and data management;
- provide oversight for the Information Management Services Department, including technical support, database administration, business analytics, and report writing;
- ensure that strategic decisions are made regarding creation and availability of reports and reporting tools;

- provide oversight for the Development Accounting Office and manage a strategic internal budget process that ensures alignment of Development resources with the division's strategic priorities;
- provide oversight for the Prospect Research and Prospect Management Office, including the evaluation and creation of a strategic approach for the research function to generate increasingly impactful information to support fundraising strategies and efforts;
- develop a prospect management approach that effectively monitors time-in-stage in the donor development process;
- manage the negotiation, execution, management, and retention of contracts on behalf of the Office of Development and the Auburn University Foundation;
- provide oversight of the allocation of space, office and workspace assignments, and office moves;
- assess ongoing space requirements for central Development functions, and collaborate with various University offices on the provision of space;
- provide oversight for the selection and implementation of all technical systems that support Auburn's advancement efforts, including a new donor and alumni records system;
- collaborate with appropriate key stakeholders, coordinate vendor and system selection, structure and allocate required staff resources, and ensure that system functionality and capabilities are aligned with business needs;
- create, oversee, and execute a talent management program that provides targeted recruitment and effective onboarding of employees to increase retention and enhance the skills, abilities, and expertise of the team;
- create, update, promulgate, and catalogue all policies for the Office of Development and Auburn University Foundation, including campaign counting, gift acceptance, and gifts-in-kind;
- engage with the Auburn University Foundation Board of Directors and serve as the staff liaison to the Board's Administration and Finance and Audit committees; and
- participate in leading the creation of the Foundation's next strategic plan and ensure linkage to the University's overarching plan.

#### KEY COLLEAGUES



**Jane DiFolco Parker**  
**Vice President for Development and**  
**President, Auburn University Foundation**

Jane DiFolco Parker has contributed to institutional success from various levels of service during her 45-year higher education career. For the last 25 years, Parker has led high-impact fundraising and operations in the university setting. Since March 2012, she has served as Vice President for Development at Auburn University, and as President of the Auburn University Foundation and the Auburn

University Real Estate Foundation, Inc. During her tenure, Auburn received its largest-ever philanthropic commitment from a single donor; celebrated record-setting fundraising years in 2013, 2014, and 2015; launched the University's largest campaign with a goal of \$1 billion; and achieved its campaign goal more than a year ahead of schedule.

Prior to her appointment at Auburn, Parker served as the Executive Vice President and Managing Director of Development for the Arizona State University Foundation. As Executive Vice President, she led development, operations, and services teams of more than 80 professionals in all facets of major-gift and annual-giving fundraising. During her tenure with the ASU Foundation, she also served as Acting President and Senior Vice President and Chief Operating Officer.

Parker spent the majority of her higher education career at Emory University, serving 37 years in positions leading up to Vice President for Operations for its Office of Development and Alumni Relations, where she managed the infrastructure for the division of 220 employees. She previously served in positions in the Emory School of Law that included Senior Assistant Dean for Administration, Director of Admissions, and Director of Academic Services.



**Tara Jones**

**Associate Vice President for Constituent Development**

Tara Jones serves as one of the two Associate Vice Presidents for Constituent Development at Auburn University.

Since 2003, Jones has served Auburn in increasingly responsible roles, first as Director of Development for the College of Architecture, Design, and Construction, and then as Director of Advancement for the Harbert College of Business before moving to her current position. As part of

the executive leadership team for the Vice President for Development, Jones is involved in creating fundraising strategies for the University and constituent units. She enjoys coaching managers and new Development employees to position them for success. Jones received her Certified Fundraising Executive (CFRE) designation in 2010 and is a part-time student in the Ph.D. program in Higher Education Administration at Auburn University.



**Angie Stephens**

**Associate Vice President for Constituent Development and Vice President, Auburn University Real Estate Foundation, Inc.**

Angie Stephens serves as one of the two Associate Vice Presidents for Constituent Development at Auburn University.

Prior to her appointment as Associate Vice President in 2011, Stephens served as director of development for Auburn's School of Forestry and Wildlife Sciences, where she worked with school leadership to establish its fundraising goals and program; develop and implement a comprehensive annual campaign; solicit major gifts; build strong internal and external relationships; and direct committee and volunteer activities. Most notably, she successfully led a capital campaign to raise the private funding component for the school's new \$24.8 million, state-of-the-art building.

In addition to her work with the constituencies, Angie serves as Vice President to the Auburn University Real Estate Foundation, Inc. In this role she assists Directors of Development and Donors wishing to make a gift of real property to the University.

Stephens graduated from Auburn in 1987 with a bachelor's degree in communications.



**Jason Peevy**

**Associate Vice President for Development Communications & Marketing and Campaign Strategy**

Jason Peevy serves as the Associate Vice President for Development Communications & Marketing and Campaign Strategy. Jason joined Auburn University in 2014. Prior to participating in the successful \$1.2 billion *Because This is Auburn* campaign, Jason helped the Smithsonian Institution through a campaign that raised more than \$1.8 billion, the largest amount raised by a cultural organization in the country. Jason was part of a successful campaign at Emory University that raised more than \$1.6 billion, and completed successful campaigns at the University of Georgia and Erskine College in South Carolina. Jason is experienced in comprehensive campaigns, building teams, and is an award-winning communications strategist with extensive experience in communications to donors at every level.

**CANDIDATE QUALIFICATIONS AND QUALITIES**

The successful candidate for the position of Associate Vice President for Advancement Services should have

- demonstrated effectiveness as a leader and strategic thinker who thrives working as a member of a dynamic leadership team;
- skill as an outstanding coach, mentor, and motivator of professionals with a dedication to hiring, retaining, and developing outstanding talent;
- superior interpersonal and communications skills, including public speaking and persuasive writing, highly developed organizational abilities, and the desire and willingness to work in a team-based environment;
- demonstrable knowledge of database systems and network management solutions, in addition to familiarity with the most current information technology available, with the ability to be creative in utilizing it to lead a staff to technical solutions;
- experience with Advance preferred, as well as knowledge of how to design and implement successful system conversions;
- ability to foster a culture of prospect research and management that is data-driven, active, transformative, and supports development staff in a collaborative partnership;
- understanding of and ability to promote and facilitate creative analytics to produce intelligence that drives actionable outcomes;
- an appreciation for a rigorous academic environment, coupled with a familiarity with the complexities and politics of a large research university setting;
- evidence of being highly energetic, creative, and entrepreneurial in formulating ideas, opportunities, and strategies for development administration and operations activities;
- strong organizational skills, including a commitment to and track record in both strategic and operational planning, and success in motivating others to achieve optimum results;
- demonstrated experience in change management, talent management, budget and resource development;

- sound judgment and the ability to make independent decisions while working collaboratively with colleagues across campus;
- personal qualities of integrity, credibility, and commitment to the mission of Auburn University;
- knowledge of IRS regulations, CASE Standards, VSE reporting requirements, and best practices in gift accounting and donor stewardship;
- a desire to work in a culture that emphasizes accountability and strategic partnership; and
- the ability and willingness to travel when required.

A bachelor's degree from an accredited institution is required for this position, as is ten years of experience in the higher education advancement arena, including exposure to the disciplines and functions inherent in advancement services. At least two years of experience supervising full-time employees is required.

### **SALARY & BENEFITS**

Auburn University offers competitive compensation and a variety of benefits to employees including health, dental, and vision insurance; a Flexible Spending Account program; life, disability, and cancer insurance; mandatory and voluntary retirement plans; and employee discounts.

### **LOCATION**

This position is located in Auburn, Alabama, a friendly university town in the rolling hills of east central Alabama, with a population of approximately 60,000. It is conveniently located along Interstate 85, less than 60 miles northeast of Alabama's capital city of Montgomery; about 30 miles northwest of Columbus, Georgia; and 100 miles southwest of Atlanta. Alabama's Gulf Shores can be reached in less than four hours.

Auburn residents overwhelmingly rate the city as a great place to live, work, and raise children. *Forbes* has consistently ranked Auburn on its lists for Best Places to Retire and Best Small Places for Business and Careers. Auburn City Schools consistently have been ranked among the top public-school systems in the state and the nation.

### **DIVERSITY AND INCLUSION**

Diversity among its administrators, faculty, staff, and students is an Auburn University commitment. Auburn University is an Affirmative Action/Equal Opportunity Employer. It is our policy to provide equal employment opportunities for all individuals without regard to race, sex, religion, color, national origin, age, disability, protected veteran status, genetic information, sexual orientation, gender identity, or any other classification protected by applicable law.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please review them for accuracy. Review of applications will begin on November 6, 2018, and will continue until the successful candidate has been selected.

*To nominate a candidate, please contact Susan Faraone:*

[susanfaraone@aspenleadershipgroup.com](mailto:susanfaraone@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*

