

ASPEN•LEADERSHIP•GROUP

ASSOCIATE VICE PRESIDENT OF DEVELOPMENT, PRINCIPAL GIFTS AND PRESIDENTIAL PRIORITIES

MIAMI UNIVERSITY

Oxford, Ohio

<http://MiamiOh.edu>



The Aspen Leadership Group is proud to partner with Miami University in the search for an associate vice president of development, principal gifts and presidential priorities.

The associate vice president of development, principal gifts and presidential priorities will be responsible for coordinating, crafting, and overseeing the execution of the relationship management strategies for all university prospects capable of making the largest gifts to Miami. In this role, the associate vice president will work with campus colleagues to identify, build, and manage strategies and relationships with Miami University's most capable and high capacity individuals and organizations. In addition, the associate vice president will manage support of those priorities deemed by the president and his senior leadership as most essential to Miami's growth and success. The associate vice president will monitor the status of all principal gift prospect relationships and help leverage campus resources wherever needed to ensure their success. The AVP will work in close collaboration with the office of the president, the president's cabinet, and other senior campus leaders to identify, cultivate, solicit, and steward prospective principal gift donors who share the president's commitment to entrepreneurial thinking, partnership, inclusivity, community, unity, and society.

The Miami University community is strongly defined by two things: its motto and the Code of Love and Honor. The university's motto, "Prodesse Quam Conspici," translates roughly as "to accomplish without being conspicuous." A former university president captured the spirit of that motto when he said, "The key to life is accomplishment, not boasting about it; we are known by what we do rather than what we claim." The Code of Love and Honor is a personalized pledge derived from the university's Values Statement. Its first line is "I Am Miami," signifying that each and every member of the Miami community, through their choices contributes to the collective aspirations and identity of the whole community.

Nationally recognized as one of the most outstanding undergraduate institutions in the nation, Miami University is a public university located in Oxford, Ohio. With a student body of nearly 18,000, Miami effectively combines a wide range of strong academic programs with the personal attention ordinarily found only at much smaller institutions.

Miami is distinguished by a faculty who love to teach and mentor students. The 2016 U.S. News & World Report rankings recognize Miami as the highest public university in the United States in the category of "Strong Commitment to Undergraduate Teaching." Only 19 national universities are noted for such commitment. Miami has appeared on this short, elite list since the inaugural year of the rankings in 2009 and has been in the top three among public universities for six years in a row.

REPORTING RELATIONSHIPS

The associate vice president of development, principal gifts and presidential priorities will report to the senior associate vice president for advancement.

PRINCIPAL OPPORTUNITIES

Located just outside of Cincinnati, Oxford was named by Forbes in 2016 as the best college town in the United States. Greg Crawford is an energetic new president in his first year who is both an entrepreneur and an academician. The president is fully committed to working closely with the associate vice president to secure transformational gifts and fully welcomes a strong partner, strategist and collaborator.

PRIMARY RESPONSIBILITIES

The associate vice president of development, principal gifts and presidential priorities will

- work closely with the office of the president and senior leadership to identify, cultivate, solicit, and steward prospects and donors with the capacity to make the largest gifts in support of Miami University;
- build strong and lasting relationships between high-net-worth philanthropists and the university;
- develop and refine the case for support based on presidential priorities;
- coordinate fundraising activities with the office of the president in support of presidential priorities and goals;
- actively manage a small portfolio of principal gift donors;
- serve as a member of the university's campaign planning cabinet;
- develop written proposals, background papers, strategic plans, pro forma budgets, and other collateral materials as needed to deepen prospective donor engagement toward securing a principal gift; and
- perform other duties related to the priorities of the office of the president.

KEY COLLEAGUES



Gregory Crawford
President

Gregory Crawford is a native of Elyria, Ohio. Before beginning as Miami University's 22nd president July 1, 2016, he was vice president and associate provost at University of Notre Dame, where he led that school's efforts to develop a presence in California. He worked to expand career services, internships and employment opportunities for Notre Dame undergraduates, recruiting students, enhancing fundraising and establishing California-based courses and programs.

Dr. Crawford joined Notre Dame's faculty in 2008, serving as the William K. Warren Foundation Dean of the College of Science. As dean, he oversaw the founding of the department of applied and computational mathematics and statistics, the recruitment of more than 60 faculty and the planning and fundraising for significant new ventures such as the Warren Family Research Center for Drug Discovery and Development.

Dr. Crawford previously served as the dean of engineering at Brown University, where he had joined the physics and engineering faculty in 1996.

He earned bachelor's (mathematics and physics), master's (physics), and doctorate (chemical physics) degrees from Kent State University. Dr. Crawford completed two postdoctoral fellowships and was a researcher at the Xerox Palo Alto Research Center before joining the faculty at Brown. An entrepreneur, he applies his research background in optics, photonics, and soft matter materials to address areas related to human health, e.g., the analysis and dating of bruises, which are often key pieces of evidence in child abuse cases. His work includes more than 400 research and education publications, review articles, and book chapters, and 21 U.S. patents and patent applications.

President Crawford is an advocate of inclusive excellence, openness, and shared governance.

He and Dr. Renate Crawford, also a physicist, bicycled across the country to raise awareness and funds for research on Niemann-Pick Type C Disease, a rare and deadly neurodegenerative disease. He has completed five "Road to Discovery" rides, expanding fundraising to include other illnesses being studied at Notre Dame. His efforts raised about \$2 million dollars for research and clinical trials.



Tom Herbert
Senior Vice President for University Advancement and
President, Miami University Foundation

Tom Herbert was appointed Miami University's senior vice president for university advancement effective Oct. 1, 2012. In this position, Tom leads an advancement staff of over 105 in all areas of alumni relations and development. He is also the president of the Miami University Foundation. Before Miami, Tom was at Dartmouth College, where he held the position of associate vice president for individual giving until he was promoted to the position of vice president of development. Prior to his work at Dartmouth, Tom served in various roles at Indiana University, including executive director of development and alumni programs for the College of Arts and

Sciences and vice president for university-wide programs at the Indiana University Foundation. He also served as the assistant vice president for development at the University of Michigan. Tom began his development career as a gift planning officer at Drake University in Iowa.

He is the co-author of a textbook on major and planned giving programs, and he has taught fundraising courses at Indiana University and Rice University. He is a frequent presenter at development conferences around the country for the Council for the Advancement and Support of Education (CASE) and at the Big Ten Fundraising Institute. He currently serves on the national board of the National Association of College and University Business Officers (NACUBO), the first development professional to do so. He also serves on the National CASE Commission on Philanthropy and is developing and chairing a CASE Management Institute.

Tom holds a bachelor's degree in history from Northwestern University and a doctor of jurisprudence with honors from Illinois Institute of Technology, Chicago-Kent College of Law. He is married to Kirsten Roberts and they have two sons, Zachary and Ethan.



Brad Bundy
Senior Associate Vice President

Brad Bundy is the senior associate vice president for the Miami University Division of University Advancement. He has been with the division since 2001 and was named an honorary Miami alumnus in 2013. Brad is responsible for overseeing the Office of Development and providing staff leadership for a development program that has generated \$165 million in private support for Miami over the past three years. Brad has more than 30 years of development and university advancement experience, including service to Ohio State University, Ohio Wesleyan University and the University of Cincinnati Medical Center. In addition to his professional experience, Brad recently began a two-year term as chairman of the board of directors for CASE

District V.

He and his wife, Tammy, who received her M.A. from Miami, are the parents of Megan '09, Katelyn '12, Ryan '15 and Evan '18.



Kevin Marks
Senior Director of Development, Campaign Services

Kevin Marks is senior director of development, campaign services, for the Miami University Division of University Advancement. Kevin's main responsibilities include overseeing the Office of Prospect Research, coordinating the advancement schedule for Miami's president and tracking and providing reports on fundraising progress. Additionally, he played a key role in day-to-day operations of the \$535 million Campaign For Love and Honor.

Kevin received a bachelor's degree in journalism from Indiana University in 1984 and a master's degree in mass communication from Miami University in 1985. He was a public radio reporter, anchor and producer in Ohio, Illinois and North Carolina before joining the Division of University Advancement in 1996. Kevin's wife Kelly received her bachelor's degree from Miami in 1987, and two of their five children are now at Miami. Additionally, Kevin's parents and in-laws are all Miami alumni.



Kim Tavares
Senior Director of Advancement, Communications, Marketing, and Events

Kim Tavares is the senior director of communications, marketing and events for the Miami University Division of University Advancement. Kim joined advancement in 2008 as the director of communications and during her tenure has grown the department in size (from four employees to 14) and scope to include events, marketing data and analytics, and information technology. Her team works with the areas of development, alumni relations, stewardship and the office of the vice president to reach alumni, donors and friends through all forms of media – print, mail, video, social media, web, and events.

Prior to joining Miami, Kim worked for 10 years at the Public Broadcasting Service in media relations, event management, program publicity and corporate support marketing. She also was the lead strategist for the prime time Emmy Award campaigns for PBS signature series such as "Masterpiece Theatre" and "Great Performances." She has a B.A. in international affairs from George Washington University and an MBA from Miami University.

Kim resides in Hamilton, Ohio, with her husband, Justin, and their two children, son Quinn (10) and daughter Amelia (6).



Mackenzie Rice

Senior Director of University Advancement Administration

Mackenzie graduated from Miami in 1999 with a B.A. in speech communication. She then attended the University of Cincinnati College of Law and received her J.D. in 2002. Mackenzie primarily practiced eminent domain and municipal law at the law firm of Manley Burke in Cincinnati after passing the Ohio Bar exam. She couldn't stay away from Miami long and joined the Division of University Advancement in June 2004. A direct report to the vice president for university advancement, Mackenzie serves as the director of university advancement administration and the chief administrative officer of the Miami University Foundation. In addition to her administration work with the foundation board and advancement, Mackenzie

oversees the Western College Alumni Association and Department of Stewardship and Donor Relations.

Mackenzie and her husband, C.J., live in Liberty Township with their sons, Becker and Hudson.



Chris Otto

Senior Director of University Advancement Finance and Business Services

Chris Otto is the senior director of University Advancement Finance and Business Services. Reporting to the vice president of university advancement, Chris is responsible for the division's budget, human resources and buildings. In his roles, Chris works with each office in the division to develop their budgets and reviews departmental contracts and expenditures. Chris also serves as the liaison with Miami University's Office of Human Resources, Office of Equity and Equal Opportunity, Accounts Payable, Physical Facilities, Budget, Procurement, Controller, Internal Auditing, General Accounting, Payroll, and General Counsel Office. Chris has over 30 years of experience in higher education finance and administration.

Chris and his wife Lisa have four sons: Nicholas '08, Jonathan '08, Patrick '12 and Daniel '14. Chris and his wife live in Oxford, and he is active in the community. Chris was recently elected to the local school board.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of associate vice president of development, principal gifts and presidential priorities will have

- outstanding oral and written communication skills;
- experience working with senior leadership in a complex environment;
- the capacity to both understand faculty research and present it in a clear and compelling way to prospective donors;
- excellent initiative and organizational skills to prioritize complex tasks, projects, and workflow, as well as strong independent judgment regarding best use of time;
- proven interpersonal skills that build confidence and trust with sophisticated donors, executive leadership, and colleagues;
- commitment to a collaborative approach to fundraising;
- commitment to public higher education;
- willingness to travel extensively both on a regional and national level; and

- experience working with a donor database system.

A bachelor's degree is required for this position as is a minimum of 10 or more years of relevant experience. A proven track record in strategically working with high net worth individuals is necessary. Candidates with a master's degree and experience in higher education are preferred.

SALARY AND BENEFITS

Miami University offers a competitive benefits and compensation package.

LOCATION

Miami University is located less than an hour outside of Cincinnati, Ohio. Many consider Miami's campus one of the most beautiful in America. Oxford has been rated by Forbes magazine as the "Best College Town" in the United States and poet Robert Frost once said Miami University in Oxford, Ohio was "the most beautiful campus that ever there was." Uptown Oxford is a pleasant walk from campus and home to boutiques, coffeehouses and unique restaurants.

DIVERSITY AND INCLUSION

The university is committed to equal opportunity, affirmative action, and eliminating discrimination and harassment. Miami University does not discriminate on the basis of age, color, disability, gender identity or expression, genetic information, military status, national origin, pregnancy, race, religion, sex, sexual orientation or protected veteran status in its application and admission processes, educational programs and activities, facilities, programs or employment practices. Requests for reasonable accommodations for disabilities related to employment should be directed to ADAFacultyStaff@MiamiOH.edu or 513-529-3560.

Miami University's Annual Security and Fire Safety Report with information on campus crime, fires, and safety may be found at: <http://www.MiamiOH.edu/campus-safety/annual-report/index.html>. Hard copy available upon request. A criminal background check is required. All campuses are smoke- and tobacco-free campuses.

APPLICATION DEADLINE

Before sending your résumé for this position, please read it over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, contact Shelley Semmler: shelleysemmler@aspenleadershipgroup.com.

All inquiries will be held in confidence.