



**VICE CHANCELLOR OF DEVELOPMENT AND ALUMNI RELATIONS
UNIVERSITY OF TENNESSEE AT MARTIN AND UNIVERSITY OF TENNESSEE FOUNDATION, INC.**

Martin, Tennessee

[University of Tennessee at Martin](http://www.utmartin.edu)



MARTIN

The Aspen Leadership Group is proud to partner with the University of Tennessee at Martin and the University of Tennessee Foundation, Inc. in the search for a Vice Chancellor of Development and Alumni Relations.

The Vice Chancellor is the chief development officer for the University of Tennessee at Martin (UT Martin) and the University of Tennessee Foundation, Inc. (UTFI) and is responsible for achieving the university's fundraising goals and objectives. The successful candidate will be a demonstrated leader in philanthropy and relationship building, and will have been a key member of a high-performing program in the past. The Vice Chancellor will bring a combination of strong business intellect and in-depth knowledge of effective fundraising strategies and operations to UT Martin, providing management oversight, leadership, and strategic direction including the ability to contribute in meaningful ways to the diversity and intercultural goals of the university.

The University of Tennessee at Martin provides high-quality undergraduate and graduate educational programs to West Tennessee and beyond. From the founding in 1900 of Hall-Moody Institute, through the establishment in 1927 of UT Junior College, to today's status as a comprehensive public university, UT Martin is committed to preparing students for success in the global economy.

More than 7,000 students attend the university, representing 45 states and 22 countries. UT Martin's graduation rate is among the highest in Tennessee for state universities. UT Martin offers more than 100 academic areas of study within 18 undergraduate degree programs. Five graduate degrees are offered with 17 specialized concentrations. Hundreds of students experience real-world learning annually in internships and clinical and educational placements in business, hospital, school, government, and non-profit settings. Also, 100% of nursing graduates in the 2018 class passed their NCLEX-RN examination as first-time test takers.

UT Martin's investment in its faculty and instructional technology is helping to ensure that the university's graduates are prepared to meet the challenges in an international economy. The state-of-the-art Instructional Technology Center, located in the Paul Meek Library, brings instructional technology capacity to all university faculty members.

The Princeton Review has named UT Martin a "Best College in the Southeast" for 16 consecutive years. UT Martin was designated as a Military Friendly School by *Victory Media* for 2018. *U.S. News & World Report* has ranked UT Martin as tied for 14th among public schools in the south. UT Martin students' satisfaction with their entire educational experience ranked first in the latest survey information among Tennessee public universities. UT Martin is one of almost 200 schools in the world to earn the All-Steinway School designation. *Washington Monthly* ranked UT Martin 28th in the "Best Bang for the Buck" category among southern colleges and universities.

REPORTING RELATIONSHIPS

The Vice Chancellor of Development and Alumni Relations will report dually to the President and CEO of The University of Tennessee Foundation, Inc. and the Chancellor.

PRINCIPAL OPPORTUNITIES

The University of Tennessee at Martin has experienced three years of consecutive enrollment growth and has just announced the largest gift ever received in its 119-year history. A new wave of enthusiasm and passion for this campus in terms of philanthropy has been established. UT Martin alumni are taking notice and rising to the challenge.

The university seeks an advancement leader to build off of this momentum and create a new, exciting culture of philanthropy for the campus. This position is an essential part of the Chancellor's leadership team and will be responsible for operationalizing an upcoming campaign to support campus goals and priorities.

PRIMARY RESPONSIBILITIES

The Vice Chancellor of Development and Alumni Relations will

- lead, plan, coordinate, and manage the development and alumni relations programs for UT Martin in the context of the overall University of Tennessee (UT) and University of Tennessee Foundation, Inc. (UTFI) system-wide fundraising goal to increase private giving by \$100 million, and increase alumni participation (system-wide goal of 100,000 donors);
- recruit, motivate, lead, coordinate, and retain a strong UT Martin development and alumni relations staff, assisting them in their fundraising and alumni programming efforts and in meeting their performance goals;
- identify, cultivate, and solicit major gift prospects and meet performance metrics established by the UT Martin Chancellor and UTFI President and CEO;
- engage with UT Martin volunteer leadership;
- coordinate UT Martin fundraising and alumni relations efforts with those at the UT/UTFI system level and with other UT campuses and institutes;
- work and collaborate with UT Martin deans, department heads, and other campus leadership;
- maintain cooperative and collaborative relationships with UTFI development and alumni relations staff at the system, campus, and institute levels, and UT Martin and UT System staff involved in governmental and public relations;
- represent the Chancellor at university and community functions; and
- serve on the UT Martin's Chancellor's cabinet.

KEY COLLEAGUES



Kerry Witcher

President and CEO, University of Tennessee Foundation, Inc.

Kerry Witcher is the President and CEO for the University of Tennessee Foundation, Inc. The UT Foundation President and CEO is the university system's chief development officer and has responsibility for providing leadership, planning, coordination, and management of development and alumni relations programs for the entire multi-campus UT System.

A 1981 graduate of the University of Tennessee, Knoxville with a degree in marketing, he began his professional career in pharmaceutical sales and marketing. Witcher joined the staff at UT in 1987 as Director of Alumni Programs.

In addition to his current position, he has served in the roles of Assistant Vice President for Alumni Affairs and Annual Giving, Director of Alumni Programs (1987-1992), and as Interim Executive Director of the UT Alumni Association from September 2006 to May 2007.



Keith Carver

Chancellor, University of Tennessee at Martin

Keith Carver, Ph.D. began his duties as is the 11th Chancellor of the University of Tennessee at Martin on January 3, 2017.

During his time in office, UT Martin has developed a five-year strategic plan for university growth and development; increased overall headcount by almost four percent and first-year freshman enrollment by almost nine percent (from fall 2017 to fall 2018); and developed dual-enrollment partnerships with both Jackson State Community College and Southwest Tennessee Community College.

Carver has worked with the UT System for 22 years and served as Executive Assistant to the UT President from January 2011-December 2016 before taking the post at UT Martin.

Prior to his position with the UT System, Carver held various positions on the UT campuses in Knoxville, Martin, and Memphis, including serving as Interim Vice Chancellor for Development and Alumni Affairs at the UT Health Science Center in Memphis and as Assistant Vice Chancellor for Development at UT Martin.

He holds a bachelor's degree in sociology from the University of Memphis, and a master's degree in college student personnel and educational leadership as well as a doctoral degree from UT Knoxville.



Michael K. Littlejohn

Chair, University of Tennessee Foundation Board

Mike Littlejohn received a bachelor's degree in Finance from the UTK Haslam College of Business in 1973. He is retired after working 32 years for IBM. He and his family moved six times while with IBM, but always considered Knoxville home.

Littlejohn is a former member of the UTAA Board of Governors; former member of the UTAA Board of Governors Marketing Services Standing Committee; and UT Development Council.



Jeanna Curtis Swafford

**Interim Vice Chancellor for University Advancement,
University of Tennessee Foundation, Inc., University of Tennessee at Martin**

Jeanna Curtis Swafford assumed the role of Interim Vice Chancellor at the University of Tennessee at Martin on October 1, 2019. She currently leads advancement services, alumni relations, and development. Swafford came to Martin in 1992 as Assistant Director of Development and currently serves as Assistant Vice Chancellor for Development and Planned Giving in addition to her current role. A 1987 graduate of Murray State University with a degree in journalism/public relations, Swafford served as the Public Relations Coordinator of a hospital and the editor of a publishing company before beginning her career in higher education. Swafford is scheduled to graduate

in December with a Master of Arts in strategic communication degree from UT Martin, proudly becoming an alumna of the university where she has worked for 27 years.



Adam Heller

Chief Financial Officer, Treasurer, University of Tennessee Foundation, Inc.

Adam Heller joined the foundation in October 2019. Heller most recently served as the Director of Finance and Accounting for the West Virginia University Foundation, where he led the oversight of all financial and accounting operations since 2016. His career at the WVU Foundation began in 2010 as a staff accountant, before being promoted to a managerial role in 2014.

Heller holds three degrees from West Virginia University. He earned his bachelor's degree in 2008, followed by an MBA in 2009 and master's degree in industrial relations in 2010. He earned his CPA license in 2011.

PREFERRED QUALIFICATIONS

University of Tennessee at Martin seeks a Vice Chancellor of Development and Alumni Relations with

- a compelling track record of leading philanthropic efforts for a complex organization;
- experience within a multi-campus environment (preferred);
- effective interpersonal skills, an engaging manner, and the capacity to influence, inspire, and motivate executive leadership, donors, prospects, volunteers and staff, both within UT Martin and beyond;
- the ability to foster connections among members of these groups and to nurture strong and long-lasting individual and corporate relationships;
- an understanding and appreciation of the value of active and informed alumni and citizens and their roles in the enhancement of a public university;
- demonstrated experience managing major gift campaigns and the ability to solicit major gifts;
- knowledge of tax-advantaged and incented giving plans;
- demonstrated communications and writing skills including experience developing and implementing effective written communication vehicles for diverse stakeholders; and

- the knowledge, ability, and personality necessary to convey to alumni, friends, corporations, foundations, and other contributors the need, propriety, and benefit of private giving to institutions of public higher education.

A bachelor's degree is required for this position as is ten years of advancement experience with increasing responsibilities. An advanced degree is preferred.

DIVERSITY, EQUITY, AND INCLUSION

Diversity is one of the assets of University of Tennessee at Martin. The university's perspective on academic excellence specifically includes multiple aspects of diversity. Academic excellence results in part, from opportunities to create, interact, and benefit from association with others. Academic excellence is enhanced by accepting and recognizing the differences among and within many cultural and other groups of individuals. Academic excellence and personal growth can be improved within a respectful workplace and a welcoming student environment such as a public university. Public universities perform a critical role meeting the needs of not only the community but needs within the state, region, and nation. University of Tennessee at Martin endorses the concept of diversity as inclusiveness that is reflected as an essential element expressed in the university's values.

Diversity is understanding and promoting an inclusive university community. From the process of recruiting new students, faculty, and staff to welcoming new students, faculty, and staff to everyday interactions among students, faculty, and staff, the entire UT Martin community plays a part in creating a campus community where each person feels respected by and connected to the university.

The University of Tennessee Foundation, Inc. is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA employer. All qualified applicants will receive equal consideration for employment and will not be discriminated against on the basis of race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or protected veteran status.

The University of Tennessee Foundation, Inc. will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the University of Tennessee Foundation's legal duty to furnish information.

SALARY & BENEFITS

The University of Tennessee System offers a competitive salary and benefits package.

LOCATION

Located in Weakley County near the Kentucky State line, University of Tennessee at Martin is located in Northwest Tennessee about 125 miles northeast of Memphis, 150 miles northwest of Nashville, and 60 miles north of Jackson. [Martin](#) has a population of a little over 11,000 and offers a light suburban feel. Known for the annual Soybean Festival, Martin is a close-knit community that sits on gently rolling farmland appreciated by those with a passion for agriculture. The town is supported by a diverse economic

variety of commerce including agriculture, manufacturing, and other industry contributing to the growth and development of Martin and its economy. One can enjoy numerous recreational activities on the greenway and parks or, enjoy cultural activities and fine arts through programs afforded through the University of Tennessee at Martin.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a résumé and a cover letter. **Cover letters should be responsive to the mission of University of Tennessee at Martin and engage with the principal opportunities and primary responsibilities of the position.** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Vice Chancellor of Development and Alumni Relations, University of Tennessee at Martin.](#)

To nominate a candidate, please contact Angelique Grant at angelique@aspenleadershipgroup.com or Floyd Akins at floydakins@aspenleadershipgroup.com.

All inquiries will be held in confidence.