



DIRECTOR OF DEVELOPMENT

[ELON UNIVERSITY](#)

ELON, NORTH CAROLINA



Aspen Leadership Group is proud to partner with Elon University in the search for a Director of Development.

The Director of Development will identify and develop relationships with Elon's stakeholders with the goal of soliciting annual, major, planned, and campaign gifts while implementing strategies that ensure proper qualification, cultivation, solicitation, and stewardship of donors.

Elon University, founded in 1889, is a selective private university located in central North Carolina. The historic 690-acre campus is designated as a botanical garden and includes the 56-acre Elon University Forest. Renowned as a national model for engaged and experiential learning, Elon students work closely with faculty dedicated to excellent teaching and scholarship. The curriculum is grounded in the traditional liberal arts and sciences, complemented by nationally accredited professional and graduate programs. Elon's 480 full-time faculty teach in more than 70 undergraduate majors, along with master's programs in business administration, management, accounting, education, higher education, interactive media, and physician assistant studies, as well as doctoral programs in physical therapy and law. Its more than 6,000 undergraduate students, and nearly 800 graduate students, come from 49 states and 50 countries to study in one of the six schools and colleges of Elon University.

Global engagement is key to Elon's student experience. Consistently ranked among the top programs in the nation, nearly 50% of Elon students participate in at least one international study experience, often combined with internships, research, or service. The university also offers opportunities for students to study away within the United States, with programs in Los Angeles, New York City, Washington, D. C., Hawaii, and Alaska. In addition, community service is central to an Elon University education with the institution earning top rankings by the federal government's Corporation for National and Community Service. More than 80% of students participate in service-learning opportunities during their time at Elon. Large percentages of Elon students also complete internships, hold a campus leadership position, and work on undergraduate research projects—demonstrating the importance of experiential learning in an Elon University education. Elon's engaging intellectual climate is distinguished by supportive and collaborative human relationships that promote personal growth. More than 200 student organizations thrive on campus, providing a variety of opportunities for students to get involved and the 17 intercollegiate men's and women's athletic teams offer additional avenues for Elon students to succeed. The university competes as a member of the Colonial Athletics Association in NCAA Division I. There are also 18 intramural and 21 club sports offered.

Elon University embraces its founding vision as an academic community that transforms mind, body, and spirit, and encourages freedom of thought and liberty of conscience. Elon is an institution that provides a balance of challenge and encouragement, helping students discover the ambition to seek something great and the courage to achieve it.

Elon University is ranked among the top 100 national universities by *U.S. News & World Report*, earning the top national ranking for undergraduate teaching for two consecutive years and sixth for innovation. Elon is also a leader in the “Programs to Look For” feature as the only college or university ranked in the top 20 in all eight categories of academic programs linked to student success and positive learning outcomes. Elon is named in the top five “best-run” colleges by *Princeton Review* and is recognized for excellence in academic and student life programs with the #6 best college theater, eighth most beautiful campus, #9 best career services, and thirteenth best college dorms. *Poets & Quants* ranks Elon University among the nation’s top undergraduate business, marketing, and MBA programs. In addition, Elon is named one of the nation’s top 30 “best value” private universities by *Kiplinger’s Personal Finance* magazine.

HEALTHER CENTER INITIATIVE

Elon has always had a keen sense of its mission and priorities, with students and learning at the center of everything that it does. Academic programs and the nation’s finest teaching faculty are seamlessly integrated with outstanding student life professionals who are dedicated to developing healthy and thriving young adults who are prepared to succeed in every aspect of their lives.

In addition to its ongoing focus on endowment for financial aid, global study, internships, athletics, and the annual fund, to name a few, Elon has recently begun a new fundraising initiative to address the ever-important challenge of student health and well-being.

Elon’s core student recreation facilities were built in the 1970s, supporting an enrollment that was one-third of today’s student body. Additional satellite facilities have been added incrementally and in small investments over many years but are no longer adequate for today’s enrollment of more than 7,000 students. They have greater and more complex needs and higher expectations.

Similarly, facilities to support the increasing demands for counseling services and a wide range of student support programs are stretched to the limit in their existing facilities at other locations across campus.

A university of Elon’s size and stature needs wellness, fitness, and recreation facilities comparable to those found at peer institutions. Situated in a prominent and central location in Elon’s new Innovation Quad, the 140,000-square-foot HealthEU Center will be transformational for Elon’s campus and its students.

As has been true throughout its history, the Elon community rallies together around urgent need and inspired change. The HealthEU Center promises to be the largest facility to ever be constructed at Elon, and its reality will rely on inspired donors who share in its mission and vision to impact every Elon student and help Elon become a national model for this work.

The HealthEU Center Initiative will provide multiple opportunities for donor impact, engagement, and recognition. Gift commitments will be received beginning this fall. Center groundbreaking is anticipated for mid-2024 with the facility opening early 2026. Donor naming opportunities, subject to approval by the Board of Trustees, will be available for gifts of \$50,000 or more, and may be made in honor of an individual, family, or organization.

REPORTING RELATIONSHIPS

The Director of Development will report to the Associate Vice President for University Advancement, R. Brian Baker.

FROM THE VICE PRESIDENT AND ASSOCIATE VICE PRESIDENT

Thank you for your interest in joining one of the most innovative universities in the country, Elon University.

We have arrived at an important moment in Elon's history. Today, Elon is recognized as the national leader in high impact, engaged teaching and learning, thanks to the hard work and dedication of every member of our community. Elon's leadership position is also the direct result of decades of inspired philanthropy, fueled by the generosity and commitment of alumni, parents, and friends who believe deeply in preparing Elon's students to lead our future.

The next Director of Development will play an integral role in continuing that success. We are looking for a leader who will work closely with the President, Vice President, Associate Vice President, and other campus leaders to implement an advancement strategy that builds on Elon's mission and vision to be an academic community that transforms the mind, body, and spirit.

We have exciting work ahead, and I am grateful for your interest in Elon. We very much look forward to learning more about you.

—James B. Piatt, Jr., Vice President for University Advancement and
R. Brian Baker, Associate Vice President for University Advancement

ELON UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSIVE EXCELLENCE

Elon University values and celebrates the diverse backgrounds, cultures, experiences, and perspectives of its community members. It embraces diversity in its broadest sense, including, but not limited to, diversity of age, disability, ethnicity, gender, gender identity, nationality, race, religion, sexual orientation, socioeconomic standing, and intellectual viewpoint.

All members of the Elon community have a shared responsibility to act deliberately toward equitable outcomes. *Inclusive Excellence* is Elon's framing of diversity, equity, inclusion, and other constructs that support belonging and well-being, resulting in the creation of a community where people strive to dismantle oppression and where individuals flourish.

Elon University strives for a campus community in which each member feels valued and celebrated for their individual contribution as well as their engagement across difference. It seeks a collective strength of diversity that maximizes the positive potential in the contribution of different identities and perspectives. The university's goal is to support the liberation of individuals and communities through the critiquing of systems that disenfranchise, denigrate, and dehumanize. Elon University works toward the development of equitable practices that center the voices and experiences of underrepresented and historically marginalized populations.

PRIMARY RESPONSIBILITIES

The Director of Development will

- qualify, cultivate, solicit, steward, and manage relationships with approximately 200 prospective major gift donors;
- solicit gifts of \$50,000 and above in support of Elon's institutional priorities including *The Campaign for the HealthEU Center*;
- focus on securing support for a set of campus-wide priorities that include scholarships, academic programs, unrestricted support, facility renovations, new facilities, and campus improvements;

- develop and propose strategies for the solicitation of major gifts, including recommending the specific purpose and level of gift, and identifying those to be involved in the cultivation and subsequent solicitation;
- work collaboratively with and in support of volunteers, other development and advancement staff, and Elon representatives to cultivate and solicit donors for institutional priorities;
- manage and mentor major gifts staff;
- travel in and out of the state to meet alumni, parents, and friends of Elon; and
- assist with and participate in events including, but not limited to Family Weekend, Homecoming, alumni and parent receptions, and athletic events.

LEADERSHIP

James B. Piatt, Jr.

Vice President for University Advancement

James B. Piatt, Jr. came to Elon in 2008 as Vice President for University Advancement with 20 years of experience in higher education. He is the chief advancement officer for Elon and is a member of the President's Senior Staff. His responsibilities include oversight of all fundraising activities, alumni engagement, corporate and foundation relations, annual giving, parent giving and programs, and donor relations. Piatt's arrival at Elon coincided with the public phase of the *Ever Elon Campaign*, a comprehensive fundraising initiative that raised more than \$107.3 million from 2006 to 2011 toward a myriad of institutional priorities. Since the completion of that campaign, Piatt's team has completed successful fundraising initiatives that have included the renovation and expansion of Elon's School of Communications, the development of Scott Studios, Richard W. Sankey Hall, the Schar Center, LaRose Student Commons, and the Koenigsberger Learning Center. He is currently leading efforts for Elon's next comprehensive campaign, planned to be the largest in the university's history.

Prior to Elon, Piatt spent eight years as Vice President for College Advancement at Mount Union College in Alliance, Ohio, where he successfully directed an \$82 million campaign. Earlier in his career, he served as Associate Director of Development at the Law School at Stanford University, Development Director for the Humanities and Social Sciences at the University of California, Berkeley, and Assistant Dean for Development in the College of Communications at Ohio University.

Piatt received his MBA from Ohio University and his Bachelor of Science degree in Journalism from the E.W. Scripps School of Journalism at Ohio University. He has presented at the Council for the Aid and Support of Education, the Independent College Association of Ohio, the Southeast College Advancement Consortium, the American Council on Education, and the North Carolina Independent Association of Colleges and Universities. His involvement in the Burlington community includes membership and leadership roles at Front Street United Methodist Church, and other volunteer service.

R. Brian Baker

Associate Vice President for University Advancement and Director of Principal Gifts

Brian Baker is Elon's Associate Vice President for University Advancement and Director of Principal Gifts. He leads a team of talented professionals in the areas of major gifts, planned giving, presidential stewardship, campaign operations, prospect research, and corporate and foundation relations.

Baker joined Elon as a Major Gifts Officer in September 2005, and later served as Director of Major Gifts, and Executive Director of Major and Planned Giving. Before joining Elon, Baker spent five years at the University of Louisville, first in athletics and then as Associate Director of Development for the College of Arts and Sciences.

In March 2013, Baker was recognized by *The Triad Business Journal* as one of its Top 40 under 40 business leaders. He is a 2000 graduate of Wake Forest University, where he earned a bachelor's degree in communications and minored in journalism.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Elon University seeks a Director of Development with

- a commitment to the mission of Elon University—to integrate learning across the disciplines and put knowledge into practice, thus preparing students to be global citizens and informed leaders motivated by concern for the common good;
- an ability to identify and develop relationships with Elon's stakeholders with the goal of soliciting them for annual, major, planned, and campaign gifts;
- an ability to implement strategies that ensure proper qualification, cultivation, solicitation, and stewardship of donors;
- experience cultivating, soliciting, closing, and stewarding annual, major, and planned gifts with significant institutional impact;
- an ability to develop a compelling case for Elon University and its philanthropic priorities across a diverse range of stakeholders;
- an ability to communicate effectively and persuasively across multiple platforms—virtually and in person;
- an ability to achieve and exceed performance metrics;
- outstanding collaborative skills and an ability to serve as a member of a team while working with a high degree of autonomy; and
- fluency and comfort with technology.

Elon University will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least five years of development or relevant experience, preferably within higher education, is preferred.

SALARY AND BENEFITS

Elon University offers a competitive salary and a comprehensive [package of benefits](#).

LOCATION

Elon University is in Elon, North Carolina. This position requires travel (30%).

APPLICATION INSTRUCTIONS

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

To apply for this position, visit: [Director of Development, Elon University](#).

To nominate a candidate, please contact Gregory Leet, gregoryleet@aspenleadershipgroup.com.