

# ASPEN • LEADERSHIP • GROUP

VICE CHANCELLOR FOR INSTITUTIONAL ADVANCEMENT

FAYETTEVILLE STATE UNIVERSITY

Fayetteville, North Carolina

<http://uncfsu.edu>



The Aspen Leadership Group is proud to partner with the Fayetteville State University (FSU) in the search for a Vice Chancellor for Institutional Advancement.

The Vice Chancellor for Institutional Advancement is responsible for all development and fundraising-related activities, and for the planning and organization of university relations and public affairs programs. The Vice Chancellor for Institutional Advancement reports directly to the Chancellor, serves as a member of the Chancellor's Cabinet, serves as Executive Director of the University Foundation, and directs the activities of the Office of Institutional Advancement in carrying out the mission and strategic priorities of the University.

Fayetteville State University sits on the precipice of increasing its influences as a commanding force in shaping the future of the region, state, and nation. It provides students with the highest quality learning experiences that will enable them to become citizens and leaders as change-agents in this new technologically advanced global society. Its core values are student success and the pursuit of excellence, shared governance, global responsibility, and collaboration. FSU works tirelessly to advance these values as it continues to transform the University into a vibrant 21st Century University each and every day.

Fayetteville State University is a constituent institution of the University of North Carolina, and the second-oldest public institution of higher education in the state. FSU serves a growing student body of over 6,300, and ranks among the nation's most diverse campus communities. FSU boasts 43 undergraduate programs, 23 master's degree programs, and one doctoral program in educational leadership. These programs vary in areas of the arts and sciences, business and economics, and education.

Although founded as a HBCU, FSU is among the most diverse institutions in the University of North Carolina system. Additionally, the University consistently ranks among the nation's top producers of African American baccalaureate and master's graduates. FSU ranks particularly high in the state and the country in producing African American and other minority graduates in disciplines like mathematics, psychology, computer science, education, social sciences, and history.

FSU is also a growing presence in the CIAA Conference. FSU has brought home a multitude of championships in football, basketball, golf, volleyball, tennis, bowling, and softball. The University's men's and women's athletic teams continue to uphold the bronco tradition of excellence in NCAA Division II sports.

With a growing and diverse student body, a wide variety of undergraduate and graduate degree programs, an attractive campus with state-of-the-art facilities, and a nurturing faculty, Fayetteville State University offers all of the advantages of a large university while maintaining the atmosphere of a closely-knit liberal arts campus.

## REPORTING RELATIONSHIPS

The Vice Chancellor for Institutional Advancement will report to the Chancellor.

## PRINCIPAL OPPORTUNITIES

Under the leadership of the current Chancellor, Dr. James A. Anderson, Fayetteville State University has been able to rise in its academic rankings. Notable schools include the School of Business and Department of Nursing. FSU also has the largest online offering of any other North Carolina institution and is the only HBCU with a Center for Defense and Homeland Security.

Nearing the end of its five year \$25 million "The Campaign for Fayetteville State University: From a Proud Legacy to a 21st Century", Fayetteville State University is just \$4 million away from accomplishing their goal. The campaign concludes in the spring of 2018. In the fall 2017 the university will begin the celebration of its Sesquicentennial Birthday 1867-2017 (150<sup>th</sup> Anniversary), and conclude in March 2018.

FSU has competitive athletics programs with football, golf, and men's and women's basketball. The University possesses stellar athletic facilities in their division showcasing an over 8,000 square foot artificial turf stadium and basketball arena that seats over 5,000.

## PRIMARY RESPONSIBILITIES

The Vice Chancellor for Institutional Advancement will

- provide leadership in areas such as soliciting principal and major gifts, annual giving, planned giving, corporate and foundation relations, alumni relations, gift processing and acknowledgements, and prospect research;
- implement an integrated branding and marketing campaign for internal and external audiences;
- complete the last year of a five-year Capital Campaign; and
- be responsible for media relations, special events and events coordination, crisis communication, and university publications.

## KEY COLLEAGUES



**Dr. James A. Anderson**  
**Chancellor**

Dr. James A. Anderson, who comes to FSU from the University of Albany in New York, began his duties as Chancellor of the state's second-oldest public institution on June 9, 2008. The appointment was made by Erskine Bowles, President of the 17-campus University of North Carolina System. Before coming to FSU, Chancellor Anderson served as the University of Albany's Vice President for Student Success and Vice Provost for Institutional Assessment and Diversity. He also was a professor in the

department of psychology.



**Dr. Jon Young**  
**Provost and Vice Chancellor for Academic Affairs**

A part of the FSU family for nearly 28 years, Young began his career as an Assistant Professor of Humanities from 1981-1988. He was promoted to an associate professor in 1988 and to full professor in 1994. He served as chairman of the Department of Humanities from 1989-91. From 1991-94, Young was acting Dean of

the College of Arts and Sciences before being named Director of the University College, a position he held from 1994-2001. Before taking over the helm as Interim Provost and Vice Chancellor for Academic Affairs, he served as Senior Associate Vice Chancellor for Academic Affairs since 2005.



**Jeffrey Womble**

**Associate Vice Chancellor for Communications**

Jeffery Womble is a native of Fayetteville, North Carolina and a graduate of Fayetteville State University (FSU) with a bachelor's degree in English Literature with a minor in rhetoric studies. He currently serves as Interim Director of Institutional Advancement at FSU where he oversees the Alumni Affairs, Marketing, Development, Corporate and Foundation Relations, Advancement Services, Special Events, and Public Relations departments.

Mr. Womble also serves as Associate Vice Chancellor for Communications at FSU where he is responsible for directing strategic communications and key messages to advance the university's reputation for academic excellence, research, economic impact and service. He also guides the direction and implementation of strategic messages with assistance of other key stakeholders across FSU and various constituencies. Additionally, he partners with key departments with the Division of Institutional Advancement including University Development, Alumni Affairs, Marketing, Advancement Services, and Admissions to develop and implement strategic marketing and communication plans that enhance awareness and engagement of key audiences, including prospective students, alumni and donors. For four years, Mr. Womble served as general manager of public radio station WFSS 91.9 on the campus of FSU where he directed a staff of nine employees to include radio personalities, development officers, a program manager, and an assistant general manager.

During his 13-year tenure at FSU, he has received several awards and honors including runner-up for Employee of the Year, FSU Campus Advisor of the Year, and the Chancellor's Outstanding Service Award. An active member of the Epsilon Rho Lambda Chapter of Alpha Phi Alpha Fraternity, Inc., Mr. Womble currently serves as chapter Vice-President. His professional and community work includes service on the University of North Carolina Communications Council, the University of North Carolina Safety Committee, and Foundation Board of Directors for the Fayetteville Police Department.



**J. Lea Callaway**

**Associate Vice Chancellor for Development**

J. Lea Callaway serves as the Associate Vice Chancellor of Development/Campaign Manager. Callaway has more than 20 years of fundraising and friend-raising experience. He came to Fayetteville State University in March 2017.

Callaway, an Eagle Scout, spent many years raising money for the Boy Scouts of America at several different councils. In Washington DC, he worked with members of President Bush's Cabinet, along with hotelier, Steve Marriott, to raise more than \$6 million to support Scouting. While there, he was also member of the DC Board of Trade.

In Orlando, he raised more than \$5 million dollars for their Capital Campaign while the goal was actually only \$3.5 million. He also served two terms as the President of the Orlando Breakfast Rotary Club and was a Leadership Orlando Graduate and Class Chair. While serving the Scouting community in Eastern North Carolina, (2005 – 2010) Lea provided the professional staff leadership for all fundraising efforts, Annual

Gifting, Capital Projects, Endowment, and Special Events. He also served as President of the Kinston Evening Rotary Club, and named Rotarian of the Year in 2009. Callaway received his Bachelor of Arts Degree from the University of Tennessee at Knoxville.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The ideal candidate for the position of Vice Chancellor for Institutional Advancement will have

- demonstrated success in general and/or endowment fundraising;
- experience in developing programmatic and financial partnerships with businesses and foundations, preferably in a university setting;
- exceptional interpersonal skills;
- outstanding leadership ability;
- strong managerial skills;
- successful track record as a fundraiser; and
- excellent written and oral communication skills.

The successful candidate must have a minimum of five years of progressively responsible management experience in fundraising, and have earned a bachelor's degree. A master's degree is preferred.

### **SALARY AND BENEFITS**

Fayetteville State University offers a competitive benefits and compensation package.

### **DIVERSITY AND INCLUSION**

Fayetteville State University is committed to equality of educational opportunity and employment and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, sex, gender identity, sexual orientation, age, disability, genetic information, or veteran status. Moreover, Fayetteville State University values diversity and actively seeks to recruit talented students, faculty, and staff from diverse backgrounds.

### **LOCATION**

This position is based in Fayetteville, North Carolina, two hours from the Atlantic shore and Charlotte, and one hour from Raleigh. Fayetteville is the home of Fort Bragg, the largest military installation in the world with more than 50,000 active duty personnel. Fort Bragg channels over \$4 billion of revenue a year into the local economy which serves as a center for entertainment, shopping, and health care. Fayetteville has received the *All-America City Award* from the National Civic League three times.

### **APPLICATION PROCESS**

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

*To nominate a candidate, contact Angelique Grant: [angelique@aspenleadershipgroup.com](mailto:angelique@aspenleadershipgroup.com).*