



SENIOR DIRECTOR FOR ADVANCEMENT
ROBERT J. TRULASKE SR., COLLEGE OF BUSINESS

[UNIVERSITY OF MISSOURI](#)

Columbia, Missouri



Mizzou
University of Missouri

The Aspen Leadership Group is proud to partner with University of Missouri in the search for a Senior Director for Advancement, Trulaske College of Business.

The Senior Director for Advancement, Trulaske College of Business will focus on planning, developing, and executing strategies that secure major gifts (\$50,000 and above) in support of University and College priorities. The Senior Director will collaborate with the incoming Dean, the Executive Director, and advancement team colleagues to cultivate philanthropic support that bolsters the mission of the Trulaske College of Business.

Since 1839, and as Missouri's only state-supported member of the Association of American Universities, the University of Missouri (MU) has been engaged in groundbreaking research and comprehensive academics that define its strength as a higher education institution. Today, MU supports 31,103 students in 300+ degree programs, including 97 undergraduate majors, 96 master's degrees, 69 doctoral degrees, and over 70 certificates. Students work side by side with some of the world's best faculty to advance the arts and humanities, the sciences, and the professions. At MU, scholarship and teaching are driven daily by a commitment to public service—the obligation to produce and disseminate knowledge that will improve the quality of life in the state, the nation, and the world. MU's NCAA Division I Athletics program in the Southeastern Conference (SEC) has 550 student-athletes across 20 sports. There are 344,000 MU alumni living around the world, 185,000 of which remain in the state of Missouri, maintaining MU's positive impact globally and locally.

MU commits to acting ethically, welcoming differences, and exchanging ideas openly. University leaders demonstrate commitment to diversity, equity, and inclusion by ensuring each individual, regardless of background, experiences, and perspectives, is supported at MU. In the past eight years, the university created the Division of Inclusion, Diversity and Equity, hired a Chief Diversity Officer to lead the new division, and established mandatory diversity training for those responsible for hiring. As part of its student accessibility efforts, in 2021, MU invested over \$167 million in student scholarships and awards, allowing nearly half of all MU students to graduate without debt.

University of Missouri takes pride in driving innovation and the state of Missouri economy through its extensive research and outreach programs which support local families, business owners, farmers, firefighters and police, and healthcare providers. In 2021, the university secured \$389 million on total research via the National Science Foundation. It boasts about 100 new inventions each year and infuses the Missouri economy with approximately \$5B on an annual basis. Overall, the University of Missouri positively impacts 1 million Missouri residents through its offerings.

On the heels of record retention and enrollment growth amidst unprecedented challenges facing higher education in 2020, the University of Missouri jumped 15 spots in the *U.S. News & World Report* list of top national universities, rising to 124 in the publication's newest rankings of more than 380 public and private

institutions. MU also moved up five spots, from No. 90 in 2020 to No. 85, among the Best Value Schools—a measure of colleges that offer the best value for students getting need-based financial aid. Additionally, the university climbed 13 spots to No. 86 among the Best Colleges for Veterans.

Mizzou Advancement emphasizes talent acquisition and professional development in service to its overall mission of enhancing private support of the University of Missouri. As a result, the division continues to attract top talent from around the country. Comprising 180 staff members with a presence across the United States and around the world, Mizzou Advancement announced the \$1.3 billion *Mizzou: Our Time to Lead* campaign in October 2015. At its conclusion in 2020, it was the most successful philanthropic campaign in the university's history, at over \$1.4 billion.

ROBERT J. TRULASKE SR., COLLEGE OF BUSINESS

Trulaske College of Business offers a variety of curricula that prepares students for responsibilities in business, government, and society. Its business programs were among the first in the nation to be accredited as well as a leader in offering the Ph.D. degree in business-related fields. Trulaske College of Business is committed to excellence in the preparation of ethical business leaders—its scholars influence the world of business through knowledge discovery. Together with its global network of partners, the College meets the needs of the market today while anticipating the opportunities of tomorrow. This shared success is built on a foundation of diversity, inclusion, engagement, and respect and the integration of technology, innovation, and globalization into a comprehensive learning environment in service to the State of Missouri and beyond.

The College's five-year [Mission and Strategic Plan](#) outlines the priorities and the tactics that it will use to implement a forward-looking, interdisciplinary approach to business education. Its goal is to prepare its graduates for their careers and the rapidly changing and diverse world ahead. Trulaske leads the way in business education by combining rigorous academic study with the Professional Development Program, certifications, and research. It prepares career-ready graduates by building on the strengths of its nationally ranked faculty to recruit new leading researchers in high impact areas; generating real-time, technologically enhanced, hands-on learning opportunities to prepare today's students in a rapidly changing educational environment; and creating a fully customizable, interdisciplinary experience that results in professional credentials for dynamic markets. The College infuses an entrepreneurial mindset, growing its global presence with international opportunities for students and faculty while prioritizing professional growth to support faculty and staff to master new skills and chart new courses of advancement in various fields of study.

REPORTING RELATIONSHIPS

The Senior Director for Advancement, Trulaske College of Business will report to the Executive Director of Advancement, Trulaske College of Business, Beth Krumm.

FROM THE EXECUTIVE DIRECTOR

Thank you for your interest in joining the Robert J. Trulaske, Sr. College of Business advancement team at Mizzou. For more than a century, the College of Business has been a leader in educating the future business leaders of the world. This is an exciting time for the College, as we bring on a new dean and increase experiential learning opportunities for our students, helping to prepare them to be leaders in their organizations and communities.

As the Senior Director of Development, you will have the opportunity to help build a strong team focused on the relentless pursuit of major gifts and extraordinary donor stewardship. We are excited by the opportunity to find someone with innovative ideas, strong organizational skills, a proven record of successfully closing major gifts, and the power to motivate donors and colleagues alike. If you thrive in an environment of collaboration and high performance, I encourage you to apply to be a member of the Trulaske team!

—Executive Director of Advancement, Trulaske College of Business, Beth Krumm

UNIVERSITY OF MISSOURI'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

The University of Missouri is fully committed to achieving the goal of a diverse and inclusive academic community of faculty, staff, and students. It seeks individuals who are committed to this goal and its core campus values of respect, responsibility, discovery, and excellence.

At Mizzou Advancement, a diverse community of donors, alumni, staff, and friends is celebrated. It is committed to taking bold steps to create an inclusive culture where everyone is seen, heard, and valued. The Advancement team is continually learning and growing on its journey to embed diversity and inclusion in everything it does. Mizzou Advancement believes that diversity of views, informed by a breadth of life experiences, help it to understand its humanity more deeply and improve its service to mankind. Its efforts to be inclusive must be intentional and thoughtful, so that it might realize the full benefit of the diversity it seeks to build within Advancement.

PRIMARY RESPONSIBILITIES

The Senior Director for Advancement, Trulaske College of Business will

- maintain a portfolio of individual donors and corporations with capacity and inclination for making a major gift (\$50,000 and above);
- work with the Executive Director to identify and communicate funding priorities for the College of Business;
- prepare an annual operating plan for securing annual, major, and planned gifts, with monthly and quarterly activity and progress goals, under the direction of the Executive Director of Advancement;
- work with development staff on the stewardship of assigned donors;
- identify and utilize volunteers, faculty, staff, publications, and other resources to identify linkage, ability, and interest of major gift prospects;
- ensure that prospects capable of major gifts are cultivated and solicited in an appropriate and deliberate manner;
- utilize the Advancement database to document call reports and other relevant information about donor and prospect moves management;
- attend College of Business donor events;
- participate in University Advancement staff meetings, prospect management and prospect strategy meetings, and University functions; and
- positively represent the University of Missouri and the College of Business at all times.

LEADERSHIP

Jackie Lewis

Vice Chancellor for University Engagement

Jackie Lewis is the MU Vice Chancellor for Advancement and joined the University of Missouri in August 2020. In this role, Jackie strengthens and cultivates the key partnerships that support the university's philanthropic goals and alumni relations, as well as collaborating with leaders across campus to build upon the university's ongoing fundraising efforts. She leads a team of about 180 dedicated advancement professionals committed to Mizzou's land-grant mission.

Jackie has a noted history of success in building support for academic medical centers; her experience in health care fundraising serves to guide the Mizzou Advancement team as they continue securing investments for the NextGen Precision Health Institute, the university's top capital priority.

Jackie came to Mizzou from the University of Maryland, where she spearheaded a \$1.5 billion campaign and helped secure a \$220 million gift, the largest in the university's history. Additionally, she led her team to two of the university's three highest fundraising performance years.

Prior to that, Jackie was Senior Vice President for Development at the University of Iowa Foundation in Iowa City, where she successfully led the campaign *For Iowa. Forever More*, a \$1.7 billion comprehensive campaign that raised more than \$1.97 billion. Her team secured the largest gift to the campaign, a \$45 million commitment in support of the creation of a neuroscience institute and a \$25 million gift to name a new children's hospital.

At The Ohio State University, Jackie served as Assistant Vice President of Medical Center Development and Alumni Affairs, serving on the team that successfully executed the \$475 million *Power to Change Lives* campaign to support research, clinical care, and education for the medical center and college of medicine.

Prior, Jackie served as Senior Vice President of University Initiatives and Vice President of Constituent Development at the Arizona State University Foundation in Tempe.

She has a B.S. in journalism and mass communications from Iowa State University and grew up in Osceola, Iowa.

Beth Krumm

Executive Director of Advancement, Trulaske College of Business

Beth Krumm, M.Ed., has dedicated her career to helping mission-driven organizations achieve their goals through strategic philanthropy and leadership development. She has more than 25 years of experience raising funds and leading teams, including education, arts, and social service organizations. Her extensive experience includes developing successful fundraising plans and strategies, building long-term donor relationships, gift solicitation, stewardship, campaign management, and board development. To date, she has raised more than \$100 million to fund crucial non-profit missions. Prior to joining Mizzou, Krumm served as Associate Vice Chancellor of Development for the University of Missouri-St. Louis, where she also led the University Advancement team through a leadership transition as Interim Vice Chancellor for Advancement. Raised in Columbia, Missouri, Krumm received both her bachelor's degree in psychology and her master's degree in athletic administration from Mizzou. She is a board member of Nursing Heart Inc. and a previous executive board member of the Association of Fund Raising Professionals St. Louis, as well as a member of the MU Griffiths Leadership Society.

PREFERRED COMPETENCIES AND QUALIFICATIONS

University of Missouri seeks a Senior Director for Advancement, Trulaske College of Business with

- a commitment to the mission of University of Missouri—to provide all Missourians the benefits of a world-class research university;
- a history of successful solicitations of major and principal gifts that support the building of an advancement program and fundraising performance;
- a sophisticated understanding of the stages in the donor life cycle;
- campaign planning and/or execution experience (preferred);
- a commitment to donor focused fundraising and an ability to learn and understand organizational relationships and dynamics and use them to achieve objectives and goals;
- experience using best practices to create and execute donor-focused major gifts strategies that drive revenue and alumni participation rates;
- an ability to think creatively and develop innovative strategies to achieve goals;
- comprehensive knowledge of fundraising principles, methods, and standards in a college or research university setting;
- outstanding collaborative skills and an ability to serve as a member of a team while working independently across diverse constituencies;
- strong time management, organizational, strategic thinking, and planning skills;
- exemplary interpersonal and written communication skills, and an ability to favorably affect volunteers and donors;
- a strong work ethic, self motivation, discipline, and personal integrity;
- fluency and comfort with technology;
- outstanding customer service skills including an ability to build consensus, resolve conflict, and leverage integrity; and
- an ability to analyze needs, propose solutions, and motivate and inspire others to action.

A bachelor's degree or an equivalent combination of education and experience and at least five years of experience from which comparable knowledge and skills can be acquired is required for this position.

SALARY & BENEFITS

The salary range for this position is \$100,000 to \$125,000 annually. University of Missouri offers a comprehensive [benefits package](#).

LOCATION

This position is located in Columbia, Missouri, the home of University of Missouri. Ranked by the American Institute for Economic Research as one of the nation's top 10 college towns, Columbia combines small-town comforts, community spirit, and a low cost of living with big-city culture, activities, and resources. The city of about 120,000 people lies midway between Missouri's largest metro areas: St. Louis and Kansas City. It is home to nationally recognized public schools including two top-ranked high schools and other colleges and educational centers. It is packed with restaurants and entertainment venues; home to multiple parks and outdoor recreation sites such as Rock Bridge State Park and the MKT Trail; and hosts more than a dozen annual cultural festivals. *Money* magazine, *Fortune* magazine, *U.S. News & World Report*, *Men's Journal*, MSN.com, among others have named Columbia one of the best places in the country to live.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to mission of University of Missouri as well as the responsibilities and qualifications presented in the prospectus.***

To apply for this position, visit:

[Senior Director for Advancement, Trulaske College of Business, University of Missouri.](#)

To nominate a candidate, please contact Felicia Garcia-Hartstein:

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

All inquiries will be held in confidence.