

ASPEN • LEADERSHIP • GROUP

SENIOR DIRECTOR OF DEVELOPMENT, COLLEGE OF ARTS & LETTERS

MICHIGAN STATE UNIVERSITY

East Lansing, Michigan

<http://cal.msu.edu>

MICHIGAN STATE
UNIVERSITY

The Aspen Leadership Group is proud to partner with Michigan State University in the search for a Senior Director of Development, College of Arts & Letters.

As a core College at Michigan State University, the College of Arts & Letters is at the center of the 21st century land-grant mission to advance knowledge and transform lives. What differentiates the College of Arts & Letters from other liberal arts colleges at R1 universities is the extraordinary impact it makes at home and around the world by combining the strengths of a liberal arts education with a sophisticated understanding of emerging digital modes of scholarship, communication, and creative activity. The breadth and depth of the scholarly work being carried out on campus and in the community is truly breathtaking. MSU asks each student to consider their future self. What sort of person do they want to be? What contribution will they make to the well-being of the world and the common good?

World-class scholars in the College teach students the skills of interpretation, analysis, ethical imagination, and communication that prepare them to be citizen leaders. Their scholarship and teaching challenge conventions in art, writing, design, theatre, digital media, literatures, and languages that enable students to navigate between different cultures to enrich local, national, and global communities. This is the life essence of the MSU College of Arts & Letters.

The College has an ongoing commitment to practice inclusion as a matter of institutional habit. Through this commitment, three imperatives have been identified:

- Recruit and retain world-class faculty
- Enhance graduate education
- Enrich the undergraduate experience

Serving as the College's chief development officer, the Senior Director will drive strategic change through collaborative fundraising and by building meaningful and lasting relationships with donors. The successful candidate will have a demonstrated record of innovative leadership and out-of-the-box thinking, including the capacities to lead by example, to foster strong, supportive, and forward thinking fundraising teams, and to partner closely with the Dean to advance the College through these imperatives. The Senior Director will maintain a personal portfolio of major donor prospects, oversee a team of two development officers and one alumni relations professional, collaborate with the College and University Marketing and Communications teams, develop a robust plan for lead generation, and work closely with the Dean, advancement staff, senior administrators, and volunteer leadership to ensure that the College reaches its full philanthropic potential.

The Senior Director must be an exceptional fundraiser, an accomplished motivator and mentor, an effective manager of people, and a visionary change agent who has a proven track record in successfully implementing comprehensive development programs.

The College of Arts & Letters has surpassed its second campaign goal of \$20 million as part of the \$1.5 billion *Empower Extraordinary* campaign. With 36,000 alumni, the College is poised to make a transformational advance in its fundraising profile over the next 3-5 years. The Senior Director will assume a leadership role in shaping, planning, and spearheading the campaign effort for the College and be instrumental in helping the College achieve its new goals by identifying, cultivating, and soliciting individuals for significant six- and seven-figure support as well as periodic special purpose appeals and programs with business, industry, and foundations. This includes recruiting and training volunteers, articulating the case for support, identifying and cultivating prospects, developing and reviewing proposals, and actively soliciting contributions with a focus on gifts of \$100,000 and more.

Learn more about the College of Arts & Letters' strategic priorities here
<http://www.cal.msu.edu/about/priorities>

REPORTING RELATIONSHIPS

The Senior Director of Development will report to the Executive Director of Constituency Programs and the Dean of the College of Arts & Letters.

PRINCIPAL OPPORTUNITIES

MSU is nearing the sunset of a highly successful campaign in which the academic work has been enhanced as the development work has been expanded. With a strong infrastructure, the support for academic fundraising is robust. The College of Arts & Letters has embraced this robustness, first doubling its campaign goal (from \$10M to \$20M), and meeting this new goal. The College is ready to focus its fundraising on meeting new opportunities that will enhance student experiences, elevate faculty research and teaching, and allow for the service of the public good in new and exciting ways. Under the leadership of Dean Christopher Long, the College will transform into the next generation's College of Art & Letters. Dean Long is best known as a visionary strategist rooted in the core values of liberal arts. His commitment to excellence and breaking boundaries makes this opportunity particularly appealing for someone with imagination and creativity.

Michigan State University offers a diverse community by embracing its international role as the world's first global land grant institution. This diversity makes the campus community an exceptional place to be. From visitor days on the campus farms, to the performing and visual arts, to world-class athletics, MSU has something for everyone.

PRIMARY RESPONSIBILITIES

The Senior Director of Development, College of Arts & Letters will

- plan and implement methods of prospect identification, cultivation, and solicitation in order to maximize fundraising support, and match donor's interest with the needs of the College;
- partner closely with the Dean in all matters related to development and serve on the College's leadership team;
- plan and implement the major and planned gifts program for the College as well as funding from other sources, including corporations and foundations;
- supervise, direct, motivate, and evaluate staff in order to assure consistency in quantity and quality of work performed;
- foster a work environment that recognizes and rewards cross functional collaboration and team-based efforts;
- recruit, train, motivate, and evaluate volunteers in order to accomplish college goals and objectives;
- coordinate with external relations staff, including development, alumni, public relations, and communications, in order to ensure coordination of information to alumni and friends of the College;
- plan, host, and communicate at meetings of the public and University personnel in order to provide information on the College and/or University;
- assist in budget preparation in order to ensure consistency with departmental goals; and
- coordinate the composing, editing, and publishing of College literature and marketing collateral in order to provide staff and volunteers with campaign progress reports.

KEY COLLEAGUES



Christopher P. Long
Dean, College of Arts & Letters

Christopher P. Long is the Dean of the College of Arts & Letters. He began his tenure as Dean on July 1, 2015. As in his past positions, Dean Long is committed to expanding a culture of excellence in research and teaching, deepening MSU's longstanding commitment to diversity, and creating new opportunities for collaboration among community partners. Co-founder of the *Public Philosophy Journal*, a Mellon-funded project to create an innovative online space for digital scholarship and communication, Dean Long has received over \$2M from the Mellon Foundation to advance liberal arts scholarship and language teaching. He completed his B.A. at Wittenberg University in Springfield, Ohio, in 1991, and his M.A. in 1995 and Ph.D. in 1998, both at the New School for Social Research in New York. In 2017, he received an Honorary Doctor of Humane Letters degree from Wittenberg University. Dean Long came to MSU from Penn State University, where he was a faculty member in philosophy in the College of the Liberal Arts from 2004 to 2015. He also served as Director of Graduate Studies in Philosophy and was Associate Dean for Undergraduate and Graduate Education.



Andrew M. Watkins

Executive Director of Constituency Programs, University Advancement

Andrew Watkins, Executive Director of Constituency Programs, has worked in the field of advancement for over 20 years. In his current role at Michigan State University he oversees eleven fundraising units, most of them related to arts, culture, and the humanities. Of the eleven units Watkins oversees, eight of them have already achieved their fundraising goals. Prior to coming to Michigan State, Watkins was the Assistant Dean of the College of Business at Florida State University where he oversaw the establishment of a \$100M campaign effort. Additionally, Watkins has worked at Florida State's College of Education and at Clemson University.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Senior Director of Development, College of Arts & Letters will have

- an understanding and appreciation of the liberal arts in order to build upon the foundation of the College's advancement program;
- demonstrated organizational and interpersonal abilities;
- exceptional written and oral communications skills;
- a positive, fun, and creative approach to goal setting and meeting objectives;
- demonstrated experience facilitating major gifts through planned giving instruments;
- working knowledge of tax laws affecting charitable giving;
- expertise in the preparation and presentation of case statements and analysis of operations; and
- capital campaign experience (preferred).

A Bachelor's degree in the areas of the Liberal Arts, Communications, Public Relations, Marketing, and/or Business is required for this position as is a minimum of 5 years of progressive work experience in fundraising, public relations, and/or marketing, preferably in higher education. A Master's degree is preferred.

SALARY AND BENEFITS

Michigan State University offers a competitive benefits and compensation package.

LOCATION

Michigan State University is located in East Lansing, a vibrant college town brimming with talent. It's a great place to be—just three miles from Michigan's capital, Lansing, the hard-working heart of Michigan. The area offers countless things to do, see and experience—from art galleries, concerts, and restaurants to gardens, parks, and trails. You don't have to venture far to discover Michigan's sandy beaches, ski slopes, and metropolitan life.

DIVERSITY AND INCLUSION

Michigan State University is an affirmative action, equal opportunity employer. MSU is committed to achieving excellence through cultural diversity. The University actively encourages applications and/or nominations of women, persons of color, veterans, and persons with disabilities.

APPLICATION DEADLINE

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 Shelley Semmler: shelleysemmler@aspenleadershipgroup.com.

All inquiries will be held in confidence.

ASPEN • LEADERSHIP • GROUP

ASPEN LEADERSHIP GROUP FOCUSES EXCLUSIVELY ON SEARCH AND TALENT MANAGEMENT IN THE FIELD OF PHILANTHROPY. RECOGNIZED LEADERS IN THE FIELD RECRUIT AND PROVIDE COUNSEL TO OTHER LEADERS AND EMERGING LEADERS, BUILDING ENDURING, PRODUCTIVE RELATIONSHIPS AND SUPPORTING EXCEPTIONAL CAREERS.

LEARN MORE AT WWW.ASPENLEADERSHIPGROUP.COM AND WWW.PHILANTHROPYCAREER.NET.