



EXECUTIVE DIRECTOR FOR CAMPAIGN PLANNING & OPERATIONS

[UNIVERSITY OF MISSOURI](#)

Columbia, Missouri



The Aspen Leadership Group is proud to partner with University of Missouri in the search for an Executive Director for Campaign Planning & Operations.

The Executive Director for Campaign Planning & Operations will work closely with the Associate Vice President for Development, Vice Chancellor for Advancement, the senior leadership team, academic leaders, and campus partners to plan and execute high-level goals and operational elements of a comprehensive campaign, including discrete campaign projects and institutional priorities within the comprehensive campaign. The Executive Director will serve as a key partner to the Associate Vice Chancellor for Development in helping to achieve the strategic goals of the campaign and vision for philanthropy at the University of Missouri-Columbia.

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.

MIZZOUFORWARD INITIATIVE

Over the next decade, the University of Missouri will undergo a transformation through a comprehensive strategy to enhance the university's research and education missions through a \$1.5 billion long-term investment. *MizzouForward* will use existing and new resources to recruit new tenure and tenure-track faculty, enhance staff to support the research mission, build and upgrade research facilities and instruments, augment support for student academic success, and retain faculty and staff through additional salary support.

The *MizzouForward* plan will invest in

- recruiting approximately 150 new faculty over the next 5-10 years and providing startup funds for new faculty that would be used to equip laboratory space and hire research assistants for new scientific projects;
- recruiting approximately 150 new staff to support research core facilities, proposal development, award nominations, and compliance;
- investments in new and upgraded scientific facilities and instruments;
- performance-based salary increases for faculty and staff; and
- dedicating resources that contribute to excellence in student academic success, increased graduation rates, and increased placement outcomes.

MizzouForward supports an exciting future for the University of Missouri. With this plan, expectations will be raised and needed resources will be provided that will allow the university to attain greater heights of excellence that benefit Mizzou faculty, staff, students, and the State of Missouri.

THE NEXT CAMPAIGN FOR MIZZOU

Primed for Excellence

The world today faces numerous grand challenges with far-reaching implications. Diverse areas are impacted: heightened national security, global competition for talent and resources, changes in climate that affect agriculture and sustainability, prevalence of new and persistent diseases, and deteriorating public discourse. At this crossroads, choosing innovative thinking, cross-disciplinary approaches and collaboration means tackling these challenges head on.

Mizzou is one of only a few public universities in the country that brings together a unique combination of strengths with schools or colleges of medicine, veterinary medicine, nursing, agriculture, engineering, arts and science, journalism, business, education, and law as well as a powerful research reactor and an academic health center—all on one campus. This combination of perspectives powers an anything-is-possible approach to tackling grand challenges. These strengths and *MizzouForward's* focus uniquely position University of Missouri to face what is ahead.

The university is already making great strides. New precision health discoveries and clinical treatments for cancer, neurodegenerative and cardiovascular diseases are emerging through NextGen Precision Health. In a society facing detrimental polarization, University of Missouri is reinforcing the importance of democracy through the Kinder Institute on Constitutional Democracy. Using artificial intelligence and innovative solutions, it is developing new materials for biomedical, aerospace, and building applications to reduce waste and a reliance on rare materials. The university is creating new strategies through the Missouri Prevention Center to improve the mental health of young people to enhance student success. It is training its students to become visionary and compassionate leaders through the Novak Leadership Institute. These examples highlight just a few of the transformational advancements that are already showing dramatic results.

University of Missouri is ready to be bolder than ever. The next campaign will fuel the growth of an institution on the rise—creating real change for society in ways only Mizzou can.

REPORTING RELATIONSHIPS

The Executive Director for Campaign Planning & Operations will report to the Associate Vice Chancellor for Development, Bruce Smith.

FROM THE ASSOCIATE VICE CHANCELLOR

Mizzou is on the move! There are special moments in a university's history when a giant leap forward enables imagining a bright, dynamic future. Mizzou is at such an inflection point, made possible by the energy and vision of President Choi and the power of transformational ideas.

I invite you to explore this special opportunity to lift an already outstanding institution to greater achievement in fulfillment of its land grant mission—supporting the people of Missouri, strengthening our country, and creating a better world for all. This optimism is justified, and I encourage you to examine [Mizzou Forward](#), [NextGen Precision Health](#), [MU Research Reactor \(MURR\)](#), and [Kinder Institute on Constitutional Democracy](#) as but a few examples.

To give you a sense who I am, my early years were shaped by the values, knowledge, and wisdom of Dave Dunlop, the long-time principal giving strategist for Cornell University. His work lessons—and life lessons—centered on developing a deep understanding of people, relationships, personal values, and our shared desire to make a difference.

I view myself first and foremost as a teacher, coach, and mentor—to help colleagues have meaningful conversations with donors, volunteers, and academic leaders about their aspirations. Together, we create pathways toward personal fulfillment through philanthropic partnerships.

Come to Mizzou and experience the creation of knowledge and the drive to translate into service. And, if you are not familiar with the state, I can attest that “Missouri nice” is true, and well worth the move!

—Bruce Smith, Associate Vice Chancellor for Development

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 Executive Director for Campaign Planning & Operations will

- in partnership with the Associate Vice Chancellor for Development and the Vice Chancellor for Advancement, manage major development and campaign planning functions and implement campaign fundraising strategies in support of priorities established by the university;
- working with the Associate Vice Chancellor and the Campaign Planning and Operations team, oversee and manage an overall campaign operations plan and timelines, and develop tools to monitor overall campaign progress;
- develop strong relationships with all constituents and stakeholders and understand the roles and contribution of each;
- assign, influence, and motivate the contributing staff to ensure work is completed by all constituents;
- establish and implement standards of accountability to measure progress against dollar and activity goals;
- coordinate and promote awareness of interdisciplinary projects and programs that are featured priorities of the campaign;
- working with the Associate Vice Chancellor, Vice Chancellor, and colleagues in Prospect Development and Information Services, coordinate the development and dissemination of reports necessary for campaign communications and reporting;
- work with key stakeholders in Advancement to implement campaign activity and manage the master plan of activity to ensure constituent schools and program initiatives dovetail effectively without duplication to achieve campaign objectives;
- carry out post-campaign analysis to report and distribute learning for future campaigns;
- partner with the Associate Vice Chancellor, Vice Chancellor, and Advancement team colleagues to plan and implement campaign events and activities and coordinate internal and external campaign communication;
- partner with the Associate Vice Chancellor and Vice Chancellor to manage the volunteer structure for the campaign;
- manage and coordinate the activities of select campaign volunteer committees, task forces, and working groups;
- oversee a coordinated volunteer recruitment process and timeline;

- provide leadership for and administrative oversight of the Campaign Planning and Operations team;
- work closely with the Associate Vice Chancellor to establish appropriate metrics to assess individual and team performance; inspiring and engendering a commitment to reaching and exceeding expectations; and
- demonstrate a commitment to diversity, inclusion, and cultural awareness through actions, interactions, and communications with others.

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.

Bruce Smith

Associate Vice Chancellor for Development

Bruce Smith joined Mizzou Advancement in 2022. As Associate Vice Chancellor for Development, he leads a talented team in visualizing, advancing, implementing, and directing a comprehensive fundraising program encompassing major and principal gifts across all schools, colleges and regions, corporate and foundation relations, planned giving, and overall campaign planning.

Bruce previously served as Associate Vice President for Development and Academic Coordination at Dartmouth College; through elevating roles, he was also part of the planning and implementation of the \$1.3 billion *Campaign for the Dartmouth Experience*, as well as their current \$3 billion *Call to Lead*

campaign. His fundraising career includes roles at Binghamton University, Cornell University, and St. Paul's School, where he most recently served as Chief Advancement Officer.

PREFERRED COMPETENCIES AND QUALIFICATIONS

University of Missouri seeks an Executive Director for Campaign Planning & Operations with

- a commitment to the mission of University of Missouri—to provide all Missourians the benefits of a world-class research university;
- experience managing a staff of professionals;
- experience closing gifts with significant institutional impact;
- deep knowledge of campaign principles and execution;
- 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 ten years of experience from which comparable knowledge and skills can be acquired is necessary for this position.

SALARY & BENEFITS

The salary range for this position begins at \$135,000 annually. University of Missouri offers a comprehensive [benefits package](#).

LOCATION

This position is 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:

[Executive Director for Campaign Planning & Operations, 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.