

ASPEN • LEADERSHIP • GROUP

DIRECTOR OF DEVELOPMENT

CHARLOTTE LATIN SCHOOL

Charlotte, North Carolina

<http://charlottelatin.org>



The Aspen Leadership Group is proud to partner with Charlotte Latin School in the search for a Director of Development.

The Director of Development will work closely with the Headmaster and the Development Committee of the Board of Trustees to develop and execute short- and long-term strategic and tactical plans related to sustaining and improving the financial well-being of the organization.

Charlotte Latin has established itself as one of America's elite independent schools by staying true to its mission. The School is committed to a traditional curriculum that emphasizes reading, writing, and mathematics delivered through innovative, contemporary means. Charlotte Latin values "Honor Above All," and its culture inspires commitment and service to others. Families are grateful for the personal attention they receive, from enrollment through graduation. Loyalty to the School is pervasive, from Headmaster to faculty, staff, students, and alumni. It shows in the Parent-School Partnership; in families' ongoing financial, emotional, and volunteer support; in teachers' appreciation for parents who are positively engaged; in students saying "Thank you" to teachers as they leave class; and in alumni who marvel at how "the place looks so different, yet feels so much the same."

Student community service is not imposed as a graduation requirement at Charlotte Latin. Still, the Class of 2014 completed more than 16,000 hours of service in their four Upper School years. At Charlotte Latin, substance matters.

Charlotte Latin enrolls over 1,400 students in transitional kindergarten through grade twelve, and the alumni association boasts more than 3,800 members. The School actively seeks and sustains diversity among students, faculty, and staff. The 181 faculty members average 20 years of teaching experience, and more than half hold advanced degrees. The campus covers 128 acres and now has 15 buildings, including 10 science labs; 13 computer labs; the Science, Art, and Technology Building; a 17,630-square-foot library; and a 740-seat auditorium. Athletics facilities include a 1,450-seat stadium with an all-weather track, a 50,000-square-foot arena/activities center, three gymnasiums, seven playing fields, an Olympic-quality aquatics complex, six tennis courts, cross-country and ropes challenge courses, and a dedicated wrestling room. Charlotte Latin even has a Five Star Child Development Center called The Nest, representing the School's commitment to attract and retain the best faculty and staff by supporting their needs for on-campus care of their preschool age children.

Such impressive growth and development have been possible because the School's foundation remains firm. Charlotte Latin is committed to nurturing the whole child by providing a balanced learning environment that promotes the growth of each student's mind, body, and spirit. Its academic program is built upon a flexible curriculum that challenges and engages, while encouraging active learning and problem-solving through relevant experiences in all areas of study. Faculty and staff strive to provide each student a meaningful education that develops self-confidence, self-direction, a mature and responsible character, leadership skills, and respect for oneself and others.

REPORTING RELATIONSHIPS

The Director of Development will report to the Headmaster.

PRINCIPAL OPPORTUNITIES

This is a unique opportunity to be part of an organization that significantly impacts the whole child. Charlotte Latin maintains its roots while continually self-evaluating its techniques and practices. Specific to the position, a strong foundation has been made, but the potential and needs have grown. Coupled with a clear vision for the future, much can be accomplished by the incoming Director of Development to build upon a solid development program as well as lead the continued execution of Vision 2020, Latin's Campaign, to a successful conclusion.

The new Director of Development will join a very strong team of administrators and teachers, who are committed to Charlotte Latin's mission and vision that also creates a very positive culture of collaboration and commitment.

PRIMARY RESPONSIBILITIES

The Director of Development will

- oversee all aspects of the development and alumni programs including Charlotte Latin's current capital campaign, major gifts, annual giving, planned giving, and corporate and foundation support;
- maintain a portfolio of major gift prospects and donors of parents, alumni, and friends;
- support the Associate Director of Development and Alumni Relations to expand the Alumni programs;
- supervise, support, and lead a development office staff of seven
- maintain a highly collaborative relationship with the Headmaster, the board chair, and individual board members, supporting them in their fundraising responsibilities and accompanying them on donor visits regularly;
- educate potential donors on planned giving, including but not limited to estate planning, gifts of securities, and corporate matches;
- strengthen relationships with the School's alumni and parents through events and other programs;
- manage the development budget;
- collaborate with the admissions and marketing and communications offices to create communication materials to expand and enhance the School's visibility;
- actively participate in the senior administrative team including strategic planning and implementation;
- ensure a productive and team-based working environment, providing staff support to Board and management on fundraising issues;

- continue and refresh the development of fundraising training materials and functions for Trustees and other school leaders; and
- oversee the integrity of the development office database of all constituents, and ensure the production of development and financial reports as required.

KEY COLLEAGUES



Arch McIntosh
Headmaster

Arch is beginning his 38th year in independent school education following three years as a college basketball coach at two universities in Alabama. During his tenure at four independent schools he has served in the roles of teacher, coach, division head, and headmaster. His first headship was in Georgia at the age of 28. He was named headmaster at Pulaski Academy in Little Rock, Arkansas in 1988 and was instrumental in more than doubling the size of the school and growing it to national prominence.

Arch has chaired numerous organizations including the Arkansas Nonpublic Schools Association, ISACS, NCAIS, and the state board of Communities in Schools of Arkansas. He is a founder of the Teaching Fellows Institute at Charlotte, a public and independent school collaborative in support of teachers in Mecklenburg County. He believes in hiring the best people, setting the expectations, and letting his employees work with a great deal of independence. He is a servant leader who believes in developing other leaders throughout the Charlotte Latin community. The welfare and education of his students remains his top priority and informs all decisions made by the Administrative Team at Charlotte Latin.



Fletcher Gregory
Associate Headmaster, Director of Finance

Fletcher is in his 26th year at Charlotte Latin. Having previously served as Assistant Athletic Director, teacher, coach, and Head of Middle School, he has a deep understanding of all constituents of the School. Along with his work experience, his wife Mary taught first and second grade at Charlotte Latin for over 20 years, and both his grown children attended Charlotte Latin from Kindergarten through 12th grade. His current role has him involved in all aspects of the campaign, including the cultivation and the solicitation of donors.

Fletcher holds a BA in Education from UNC-CH, an MS in Athletic Administration from Penn State, and a MBA from UNCC.



Mary Yorke Robison Oates
Director of Admissions

A native Charlottean and Charlotte Latin alumna, Class of 1983, Mary Yorke Robison Oates earned an AB degree in English from Sweet Briar College and a Master of Arts degree from Auburn University. She began her full-time teaching career at Charlotte Latin in 1987 and has frequently served as a long-term substitute teacher and language arts consultant with experience in all three of the School's divisions.

Drawing on her expertise as a high school and collegiate athlete, she has coached numerous Hawks' teams, including serving the 2013-14 school year as a coach of the

Middle School field hockey and girls' basketball teams. She served as President of the CLS Parents' Council in 2007-08 and on the organization's executive board for four years. She also has worked in the CLS Development Office and chaired the New Family Campaign, as well as served as a support staff member and volunteer in the CLS Admissions Office.

Recognizing her family's long history with Latin, Mary Yorke was asked to write Charlotte Latin School's official history, *Latin Translations*, to commemorate the School's 30th anniversary, and *Latin Reflections*, a series of essays, to mark Latin's 40th anniversary. She met and married her husband, Dr. David Oates, while they were teaching at Latin, and she is the mother of Harris '12, John '15, and Annabelle '18. Mary Yorke's father is John Robison, who served as Chairman of Charlotte Latin's Board of Trustees from 1995 to 1997.

Mary Yorke previously served on the Board of Directors of the Teaching Fellows Institute, serving as the organization's Chair from 2008-2011.



Susan Carpenter

Director of Marketing and Communications

Susan Carpenter joined Charlotte Latin's administrative team as Director of Marketing and Communications on July 1, 2016. She has more than fifteen years of experience in marketing and communications. Her previous position was Director of Strategic Marketing and Communications at Far Hills Country Day School, a pre-kindergarten through grade eight independent school in Far Hills, New Jersey. Under Susan's direction, Far Hills successfully navigated an award-winning rebranding initiative. To Charlotte Latin she brings extensive knowledge and expertise in multi-channel marketing along with technical expertise in web advertising, analytics, and educational content management systems. Her broad portfolio reflects effective messaging, communications coaching, training, support, and relationship management. Prior to her role at Far Hills, Susan served as a marketing executive for a variety of nonprofit and for-profit organizations, including Jim Henson Productions.

Susan completed her Bachelor of Arts at the University of Minnesota-Twin Cities and holds an MBA in Marketing from Baruch College, City University of New York (CUNY). She is also a Certified Financial Planner and a Registered Financial Gerontologist.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Director of Development will have

- exposure to the best practices in capital campaigns, major gifts, the annual fund, planned giving, on-line gift platforms, and database management;
- experience building major gift programs and engaging in personal solicitations for six and seven figure gifts;
- an ability to network in the community and bring diverse potential donors to the table for development;
- an ability to develop and maintain a strong relationship with the Headmaster, Board, and leadership team;
- true leadership ability as well as imagination, innovation, and creativity;
- an ability to read financial reports, analyze data, and prepare projection and revenue reports;
- superior verbal and written communication skills as well as the ability to relate to a diverse group of individuals with varying abilities to give;
- confidence in delivering presentations to small and large groups;

- a high commitment to communicating effectively in a timely fashion;
- the ability to set and meet deadlines and be a highly organized team player;
- excellent interpersonal and organizational skills, the capacity to build rapport and work effectively with board members, staff members, volunteers, consultants, donors, and prospects;
- high level of energy as well as self-motivation, flexibility, and adaptability with a sense of humor;
- ability to multi-task and work independently in a small, hands-on work environment;
- an attitude of service and ability to motivate others;
- computer fluency in MS Office, web applications, and knowledge of the role of technology and electronic communication in fundraising;
- commitment to high service, high touch interaction with the Charlotte Latin community;
- an ability to perform work with a constant awareness of improving processes necessary for positive growth; and
- adherence to the highest level of professionalism by demonstrating honesty, integrity, and maturity.

A bachelor's degree from an accredited college or university is required for this position. A master's degree is preferred. The successful candidate will have at least five years of experience in fundraising and management, with a proven track record in front-line fundraising. Experience in an independent school environment is desirable.

SALARY AND BENEFITS

Charlotte Latin School offers a competitive benefits and compensation package. Arch McIntosh, Headmaster, believes that in order to provide an exceptional educational experience for its students, Charlotte Latin employees need to be valued and supported. Charlotte Latin offers a variety of employee benefits including a robust wellness program, on-site nursery school through The Nest, Faculty Book Club, and Continuing Education opportunities.

LOCATION

This position is based in Charlotte, North Carolina. Charlotte consistently ranks as one of the most desirable places to live in the United States. It is the national headquarters for electronic banking as well as several nationally-known companies including Bank of America, Hanes Brands, LabCorp, Lowe's, Sealed Air, and Family Dollar.

Charlotte's economy is strong and the city is growing. It ranked #13 on *Forbes Magazine's* list of "America's fastest growing cities" of 2016. Charlotte offers a cost of living that is less than the US average. The city's population of 800,000 offers big city amenities with small city charm including the Charlotte Panthers national football team, the Charlotte Hornets national basketball team, Bechtler Museum of Modern Art, NASCAR Hall of Fame, Levine Museum of the New South, Charlotte Symphony Orchestra, and Blumenthal Performing Arts Center.

DIVERSITY AND INCLUSION

As a community of learners, Charlotte Latin School is committed to creating a welcoming and supportive environment that accepts and honors all people. We respect individual differences, including, but not limited to, ethnicity, gender, national origin, race, religion, sexual orientation, and socio-economic status.

We seek to foster a community that appreciates the benefits and responsibilities of living in a diverse world.

We believe that a deep understanding and valuing of difference is necessary to our overall mission and that community-wide participation in programs that advance the goals of diversity and inclusion is the key to our commitment.

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 Shelley Semmler: shelleysemmler@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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