



# FERRIS STATE UNIVERSITY

*IMAGINE MORE*



INVITES APPLICATIONS AND NOMINATIONS FOR

## Senior Director for Advancement

**Ferris State University**, a statewide institution with its main campus located in Big Rapids, Michigan, seeks an accomplished fundraising administrator to serve as **Senior Director for Advancement**. The Senior Director reports to the Associate Vice President for Advancement to provide the vision, leadership, and management for major gifts, planned giving, stewardship and donor relations, and fundraising initiatives for the University and to increase overall private support. *The review of applications begins immediately.*

**Big Rapids, Michigan**

The **Senior Director for Advancement** assists the Associate Vice President for Advancement in developing, leading, and executing the overall fundraising strategies for the University that support the institutional funding priorities and strategic goals of the University, such as annual and endowed student scholarships, capital projects, academic program support, and discretionary funds.

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## Responsibilities

The Senior Director for Advancement will:

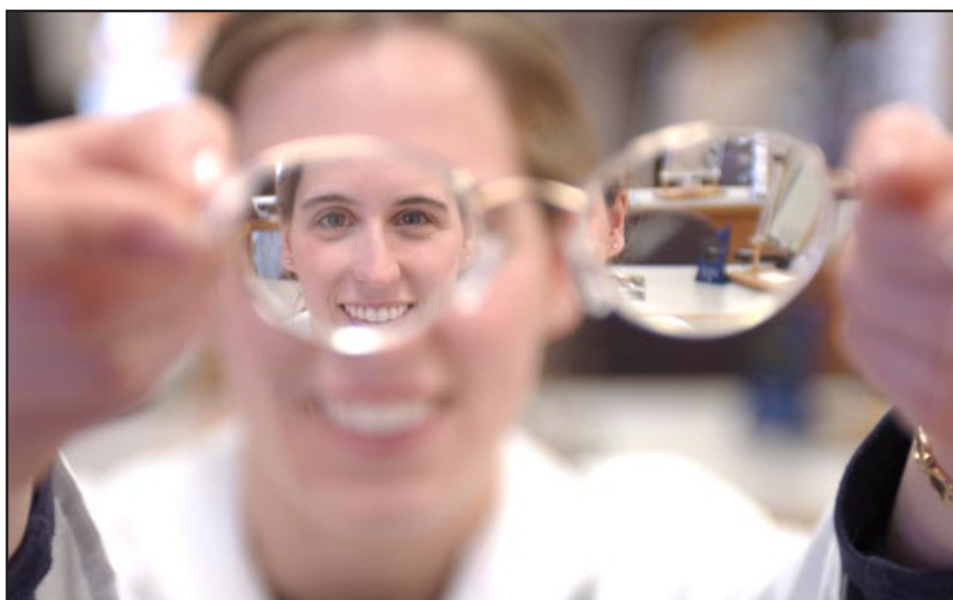
- Assist the Associate Vice President for Advancement in successfully developing and implementing changes that will draw more fully upon the philanthropic capabilities of the University's constituencies
- Supervise staff responsible for major giving, planned giving, corporate and foundation relations, athletics giving, stewardship, and fundraising initiatives
- Manage a personal portfolio of major gift donors and prospects (\$10,000 and above) and meet annual goals for contacts made and gifts received
- Work with University administrative and academic leadership, The Ferris Foundation Board, and other volunteer leadership to develop annual and multi-year fundraising plans to support institutional

funding priorities that advance key University initiatives

- Adopt a metrics data-driven approach to advancement by ensuring that UA&M has the necessary systems and technology to respond to data analysis, reporting and other managerial requirements, while ensuring all fundraising activity across the University is maintained in the Millennium database
- Closely manage and communicate progress toward fundraising goals and results to internal and external constituencies
- Work across the University as a strategic partner with administration, academic leadership, faculty, staff and key volunteers to manage a collaborative process that includes providing fundraising counsel, assisting with prospect strategy, coordinating contacts with prospects, and empowering departments and programs to increase their friend-raising/fundraising potential



- Organize and facilitate prospect management strategy meetings with the fundraising team and with colleagues across campus, as needed, to discuss multi-interest prospects to keep activity and strategies moving
- Work closely with the Vice President for University Advancement and Marketing, the Executive Director of the FSU Alumni Association Board, the Executive Director of The Ferris Foundation, and the Director of the Annual Fund to develop plans for expanding and strengthening volunteer engagement in fundraising
- Assist in the updating, implementation and monitoring of advancement policies and procedures
- Work with staff on building and managing a comprehensive stewardship program
- Ensure sufficient professional development opportunities for staff are planned and executed
- Assist the Associate Vice President for Advancement in developing and managing advancement budgets







- Ensure that advancement activities are guided by industry best practices and measurement and evaluation
- Provide advancement and marketing and communications staff direction and information essential to the creation of materials that are compelling and clear for donors

## Qualifications

Key to the success in this role will be a willingness and ability to clarify staff functions and responsibilities impacted by a recent reorganization of the advancement division and to build a cohesive, high-performing fundraising team capable of continually establishing and achieving ambitious, but realistic goals.

A bachelor's degree is required. The qualified candidate must have at least seven years of progressively responsible and relevant fundraising experience at a university or comparable non-profit organization; demonstrated experience managing, coaching, and motivating teams in achieving goals and objectives, and leading them through change; and a track record of organizing successful fundraising programs and in soliciting and closing major gifts using a well-disciplined moves management program.

Also required is the knowledge and/or experience in all areas of advancement, including major gifts, planned gifts, corporate and foundation relations, athletics giving, research and prospect management, stewardship and donor relations, and advancement services. The candidate must be an inclusive, innovative, and collaborative leader who thinks strategically and is results oriented.

Preferred qualifications include:

- Advanced degree in related field
- More than 10 years of progressively responsible and relevant fundraising experience at a university or comparable non-profit organization

- A proven track record of securing leadership-level gifts and developing and executing a successful capital and/or comprehensive campaign(s)

Candidates must have:

- Success in leading organizational change and ability to increase the effectiveness of a fundraising unit through established goals, objectives, tactics, and individual and team performance standards to increase their success in cultivating and soliciting highly rated donors
- An approach to management that yields pride, ownership, and open communication among staff
- Ability to empower others, to encourage and support their success and actively participate in a comprehensive fundraising program with professionalism, sensitivity, respect, and commendable personal integrity and ethical standards
- Strong knowledge of the principles of fundraising and ability to participate in all aspects of the gift cycle
- Problem-solving, research, and analytical skills
- Solid relationship-building skills and ability to interface effectively with internal and external constituents
- Able to initiate, analyze, monitor, evaluate, and advance strategic advancement plans

## Mission of Ferris State University

Ferris State University prepares students for successful careers, responsible citizenship, and lifelong learning. Through its many partnerships and its career-oriented, broad-based education, Ferris serves our rapidly changing global economy and society.

## Mission of The Ferris Foundation

To advance the mission and goals of Ferris State University by generating and managing private support for the University.

- Able to articulate the case for support so that individuals “buy in” to the vision/mission/goals of the University and with sufficient effectiveness to secure gifts at assigned donor giving levels
- Demonstrated ability to successfully manage multi-functional or diverse areas
- Ability to foster collaborative thinking and team building and develop talent and successful performance with staff
- Proficient in the use of Millennium or similar database for recording information on all prospects and donors
- Maintain familiarity with important philanthropic issues and trends
- Work well as a part of a cooperative management team
- Willingness and ability to travel and to work an extended and varied schedule that frequently includes evenings and weekends

## Ferris State University

Established in 1884 as the Big Rapids Industrial School, Ferris is the ninth-largest university in Michigan with more than 14,600 students enrolled in classes on its main campus in Big Rapids, 19 off-campus sites throughout Michigan, and at Ferris’



Kendall College of Art and Design in Grand Rapids.

Ferris is distinguished by its strong heritage of opportunity and career-oriented approach to education where theory meets practice, along with unique degrees that are not available at other universities in the state, region, or nation. More than 180 programs, ranging from associate to doctoral degrees, are offered through eight degree-granting colleges: Arts and Sciences, Business, Education and Human Services, Engineering

Technology, Health Professions, Kendall College of Art and Design, Michigan College of Optometry, and Pharmacy. Additionally, Ferris is a statewide leader in ladder “2+2” programs in which students first earn an associate’s and then a bachelor’s degree.

Ferris has the fewest large classes among Michigan’s 15 public universities, with only 3 percent of classes having more than 50 students. This allows for more direct contact with faculty, more hands-on learning and experimentation, and greater student engagement.

More than 47 percent of Ferris classes have fewer than 20 students, and the student-to-faculty ratio is 16-to-1. Ferris also builds real-world relevancy into its coursework by requiring program-related internships in more than 90 percent of its degree programs.

Full-time tenure-track faculty with experience in their respective fields teach the majority of classes, providing real-world relevancy to the learning environment. Advisory boards also contribute to ensuring current and relevant curriculum is taught which produces graduates with hands-on skills that allow them to be productive employees from the first day of employment.





The completion of a new facility to house Ferris' Michigan College of Optometry, new student housing, classroom renovations, and improvements to Ferris' largest dining facility add to the vibrancy of the University's 880-acre campus. The campus also has FLITE, a state-of-the-art library; the Granger Center, a building with visible mechanical systems, such as geothermal heating and cooling, for HVACR students; and the National Elastomer Center, a specialized center for studying plastics and rubber technology.

### The Ferris Foundation

Established in May 1991, The Ferris Foundation was incorporated as a 501(c)(3) non-profit corporation to manage assets contributed by non-public sources, including individuals, foundations and corporations, for the benefit of Ferris State University. The Foundation has an endowment of more than \$46 million, as of 2014, and is charged in its charter with cooperating with the University on fundraising initiatives intended to expand annual gift support; gifts and pledges for capital projects; and gifts involving annuities, trusts and estate commitments.

### Big Rapids, Michigan

Big Rapids is the county seat of Mecosta County, which has a population of more than 40,000. The Muskegon River runs through the city and along the University as it feeds into Lake Michigan.

The area offers casual and fine dining, public libraries, museums and galleries, parks, golf courses and festivals. With the numerous lakes in the regions, canoeing, kayaking, and tubing are favorite activities.

The area's White Pine Trail is the longest rail-to-trail linear state park in Michigan. Riverwalk is an award-winning, multifunctional pathway giving access to fishing platforms, benches, bike racks, and picnic areas on either



side of the 250-foot wooden bridge that spans the Muskegon River.

Residents enjoy a family-friendly atmosphere and a high quality of life. The diversified economy of Mecosta

County is centered on agriculture, higher education, and retail. A broad range of manufacturing provides a high level of economic stability. Public and private schools are available.

## Applications and Nominations

Confidential inquiries are welcomed.

**Nominations** are invited. They should include the name, current position, e-mail address, and phone number of the individual being nominated.

**Applications** should include a cover letter addressing how the candidate's experience matches the position requirements, a resume, and contact information for at least four references.

Submit nominations and applications to:

**Ferris-Adv@myersmcrac.com**

For best consideration, submit applications and nominations by

**September 2, 2015.**

Review of applications begins immediately.

**Myers McRae Executive Search and Consulting** is assisting Ferris State University with this search. The consultant team leader is:

**Kenny Daugherty**

*Executive Vice President and COO*



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