



Macon Campus



Inviting Applications and Nominations

Vice President for University Advancement and Executive Director of the Middle Georgia State College Foundation

Middle Georgia State College, a unit of the University System of Georgia, seeks an experienced advancement professional to serve as the next Vice President for University Advancement and Executive Director of the Middle Georgia State College Foundation.

The Opportunity

Middle Georgia State College was created in January 2013 through the consolidation of two existing colleges, Macon State and Middle Georgia colleges. With five campuses across Central Georgia, the College serves diverse populations from traditional students in campus housing to working adults attending evening, weekend, and online classes.

As a function of the establishment of Middle Georgia State College, the institution is undertaking a Board of Regents-endorsed self-study for a level

change to become a university to meet the needs of the middle Georgia region.

In January 2014, Dr. Christopher Blake became President. He brings almost three decades of teaching and administrative experience in higher education to Middle Georgia State, including seven years as a college president.

Reporting directly to the President, the Vice President for University Advancement has a major role in positioning the institution for growth through highly effective fundraising, marketing and communications, and alumni relations. A member of the

President's leadership team, the Vice President also serves as the Executive Director of Middle Georgia State College Foundation.

Responsibilities

The Vice President for Advancement is responsible for directing an effective and cohesive division that has 12 staff members and includes the Foundation and the areas of development, alumni, and marketing and communications.

The Vice President works with all of the College's constituencies and serves the Foundation Board and Alumni

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Association. The Vice President ensures a coordinated approach to development, marketing, and communications among the academic units that supports Middle Georgia State's top strategic priorities. The Vice President also is responsible for coordinating the athletic fundraising.

This senior officer sets ambitious, clear, and achievable goals, and inspires the staff to meet and exceed expectations. Active in the College and surrounding community, the Vice President participates in the identification, solicitation, and stewardship of major gifts.

Requirements

A master's degree is required; a doctoral degree is preferred. Qualified candidates will have at least eight years of progressive development experience in higher education or a related area. The Vice President also will have:

- Significant leadership experience managing staffs and multiple responsibilities and projects through a collegial, team-building approach
- A thorough understanding of best practices in advancement services and fundraising, with demonstrated success with annual funds, major gifts, alumni relations, estate and planned gifts,

corporate and foundation fundraising, and the management of volunteers

- A familiarity with IRS 990 Reporting
- The ability and confidence to develop and cultivate relationships with established and prospective donors, including the solicitation of seven-figure gifts
- A track record in planning and executing successful fundraising activities and campaign management, including goal setting, implementation of strategies, and identification of new donors
- An understanding of marketing and communications that positions the institution for higher visibility, increased brand recognition, and successful

outcomes of marketing objectives

- Experience working with the media, developing media and marketing strategies, and utilizing social media and advertising to promote, position, and advance the institution
- The ability to develop a comprehensive alumni program that includes events, resources and services, publications and social media, and networking
- An in-depth understanding of budgets and financial records associated with a comprehensive advancement program, including marketing and communications
- Excellent communication skills, oral and written



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- The willingness and ability to travel as needed

The College

Middle Georgia State is a focused baccalaureate institution with resources dedicated to the advancement of a 17-county region in the central area of Georgia. A highly flexible and dynamic institution, MGSC actively recruits

faculty, staff, and administrators with the experience and talent to sustain a supportive and productive learning environment for a diverse student population.

Scholarly pursuits are encouraged with emphasis on applied research related to regional issues, the College's core disciplines, and institutional effectiveness.

While student housing is provided at three of the College's five campuses, the needs of its commuting population are addressed in the design and delivery of counseling, testing, career planning, and placement services.

With campuses in Macon, Cochran, Dublin, Eastman, and Warner Robins and a total enrollment of more than 8,100 students, no other college has the reach that Middle Georgia State has across central Georgia. The average student age is 26. Minority students comprise more than one-third of the student body.

With day, evening, and online classes, Middle Georgia State College offers 17 bachelor's degrees with plans underway for adding several master's degrees. More than two dozen certificates also are offered, 18 of which are related to the aviation industry.

Academic programs are market-driven and focus on the economic development needs of the community. They are designed to enhance the educational, economic, and cultural lives of central Georgians. The majority of students remain in the region after graduation, providing needed knowledge and skills for the area's economic development growth.

Through its nine academic schools, the College prepares students to compete in a technologically advanced global economy while developing important life skills and receiving a firm foundation in the liberal arts.

The College offers a wide array of Student Life and Recreation and Wellness

MACON • COCHRAN • WARNER ROBINS • EASTMAN • DUBLIN

The Five Campuses of Middle Georgia State College

The **Macon Campus** is located on 419 acres in Bibb County, an hour south of Atlanta. State-of-the-art academic facilities surround the campus lake. The campus has 4,200 students and a 330-bed residence hall. The campus is home to the Waddell Barnes Botanical Gardens. A \$21.5 million wellness and recreation center is scheduled to open in 2014.

The **Cochran Campus** is in Bleckley County. Known for its traditional quad, a scenic lake, and stately oaks, the 182-acre campus has 1,800 students and on-campus housing for 1,195 students. The college's intercollegiate athletic program is based here. The campus also is home to the Georgia Academy of Aviation, Mathematics, Engineering & Science (GAMES), a select and elite educational program for 11th and 12th graders, and a Post-Secondary Readiness Enrichment Program (PREP).

The **Dublin Campus** is in Laurens County and has 700 commuting students. Programs on the 49-acre campus lead to associate's degrees, including the associate of science in nursing. The campus is expected to grow significantly in the next few years.

The **Eastman Campus** in Dodge County is home to the college's School of Aviation and is devoted almost entirely to aviation programs. It is the only campus in the University System of Georgia that has flight training and airport management programs. Located adjacent to the Heart of Georgia Regional Airport, the 22-acre campus includes five acres of buildings. Five hangars are located in the main building for storage and maintenance of a fleet of aircraft used in training and instruction, as well as an aircraft terminal and tower. With a student body of 500 and student housing for 140, the campus offers bachelor's and associate's degrees and certificates related to aviation.

The 72-acre **Warner Robins Campus** in Houston County is a half mile from the main gate of Robins Air Force Base. Two acres are currently devoted to building space, which means plenty of room for future expansion in what is one of Georgia's fastest growing counties. The campus currently serves 1,600 students and, in addition to classrooms, has a bookstore, academic resource center, a fitness center, and café.

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Macon, Georgia

Macon offers large city amenities and true Southern charm. The population is approximately 156,000, with the metropolitan area almost 230,000.

The community is family oriented and offers an affordable and high quality of life. *U.S. News and World Report* ranks the area's healthcare facilities, technology, and physicians among the best in the nation. The moderate climate allows outdoor activities year around.

A popular tourist destination, the city is known for its beautiful homes and cultural events and attractions. The historic Grand Opera House offers Broadway shows and concerts and is home to the Macon Symphony and Macon Youth Orchestra.

An hour south of Atlanta on I-75, the city is only three hours west of the Atlantic coastline and south of the North Georgia Mountains. The Hartsfield-Jackson Atlanta International Airport is an hour away.

programs. Services, facilities, and student organizations are designed to promote campus spirit and community connection.

More than 60 student organizations, from social and cultural groups to academic-based associations to service-oriented clubs, provide students opportunities to develop a sense of community and lasting relationships. Concerts, theatrical productions, and lectures are held throughout the year.

MGSC offers eight varsity sports: men's and women's basketball, soccer, and tennis, men's baseball, and women's softball.

In Fall 2014, the College will become a member of the National Association of Intercollegiate Athletics (NAIA), providing students with four years of athlete eligibility.

Intramural and club sports are available in football, basketball, tennis, and competitive cheerleading.

property and land holdings. Macon State College Foundation became Middle Georgia State College Foundation, Inc., the philanthropic foundation that raises and manages private dollars in support of the College. The Foundation is governed by a 36-member board comprised of trustees of both former foundations.

Middle Georgia State College is an Affirmative Action/Equal Employment and Educational Opportunity Institution.

Application Process

Candidate applications and nominations for the position of Vice President for University Advancement and Executive Director of the Middle Georgia State College Foundation are being accepted. To apply, submit a cover letter addressing how your experience matches the position requirements, a resume, and complete contact information for at least four references to:

MGSC-Adv@myersmcrac.com

Application deadline is May 23, 2014. Review of applications begins immediately.

Myers McRae Executive Search is assisting Middle Georgia State College with this search. The consultants are:

Emily Parker Myers
President and CEO

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The Foundation

In 2012, the foundations of Macon State College and Middle Georgia College were realigned to serve the needs of the new consolidated institution. Middle Georgia College Foundation was re-established as Middle Georgia State College Real Estate Foundation, Inc., charged with managing