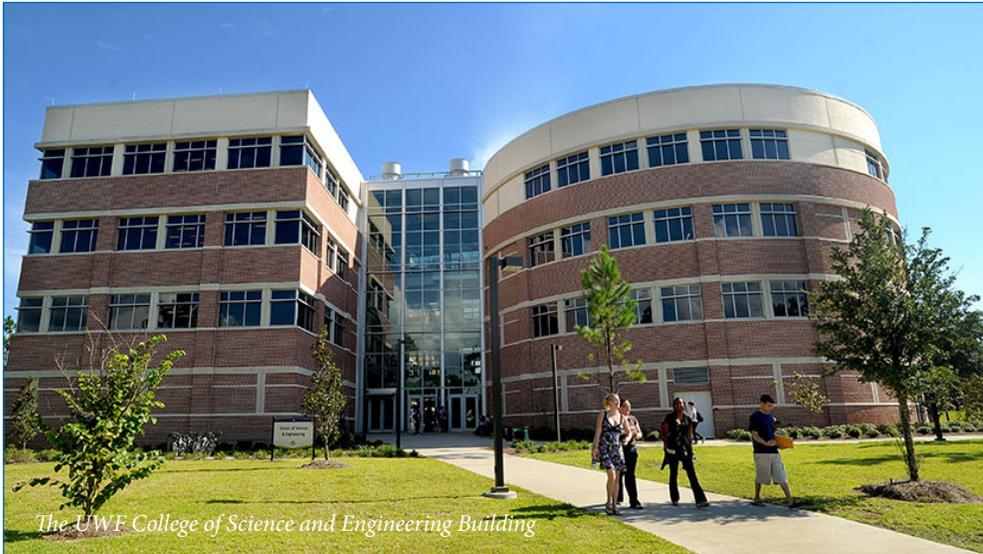




Announcing an Executive Search
for the
Associate Vice President
for University Advancement

Pensacola, Florida

Associate Vice President for University Advancement Search



The **University of West Florida** invites applications and nominations for the leadership position of **Associate Vice President for University Advancement**. The incumbent serves as the principal advisor to the Vice President for University Advancement on all advancement matters and works with the Vice President to create an effective fundraising team.



The Opportunity

The Division of University Advancement has been under the successful leadership of Dr. Brendan Kelly since 2013. He joined the University in 2004 as a faculty member in the Department of Communication Arts and served as Department Chair, Director of the School of Fine Performing and Communication Arts, as well as Director of the nationally recognized UWF Speech and Debate program until 2013.

As the institution's chief philanthropic officer, he provides executive leadership to a team of more than 75 professionals in the Division of Advancement. He oversees the University's integrated marketing and communications efforts, as well as all of the development and alumni relations activities. He also is CEO of the UWF Historic Trust.

Additionally, he serves as President of the UWF Foundation, Inc., a not-for-profit organization established in 1965 for the purpose of accepting, managing,

and administering private gifts and resources to support the mission and vision of UWF. The Foundation has a current endowment investment pool of more than \$70 million. During 2014-2015, more than 7,000 donors made gifts to UWF to fund new programs and opportunities for students.

University Advancement will soon emerge from the quiet phase of a new campaign commemorating UWF's 50th Anniversary in 2017. The Associate Vice President (AVP) for University Advancement will have a key leadership role in the completion of the campaign.

The AVP oversees all annual fundraising efforts and is specifically responsible for supervision of donor relations and major gift team. Leadership responsibilities include campaign planning, divisional assessments, donor stewardship/relations, reporting, prospect management, gift processing, and research.

The AVP provides leadership, strategic planning, counsel, and assistance to directors of divisional units on matters relating to fundraising, accountability, and staffing. In addition to ensuring that Advancement policies and procedures are in accordance with best practices, the AVP provides leadership and management of campus-wide development activities in consultation with the Deans and Directors of individual colleges, schools, direct support corporations, and/or athletics.

Mission Statement

The University of West Florida (UWF) is a public university based in Northwest Florida with multiple instructional sites and a strong virtual presence. UWF's mission is to provide students with access to high-quality, relevant, and affordable undergraduate and graduate learning experiences; to transmit, apply, and discover knowledge through teaching, scholarship, research, and public service; and to engage in community partnerships that respond to mutual concerns and opportunities and that advance the economy and quality of life in the region.

UWF is committed to planning and investing strategically to enhance student access and educational attainment; to build on existing strengths and develop distinctive academic and research programs and services that respond to identified regional and state needs; and to support highly qualified faculty and staff who engage students in rigorous, high-impact, student-oriented learning experiences that enhance personal and professional development and empower alumni to contribute responsibly and creatively to a complex 21st Century global society.

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University of West Florida Vision Statement

The University of West Florida aspires to be widely recognized as a model of excellence and relevance, sought out as a distinctive intellectual and cultural center, valued as an engaged partner, and acclaimed for being “different by design.”

Areas of Responsibilities:

Fundraising

- Supervise coordination of all initiatives and procedures of upcoming/current fundraising campaigns.
- Maintain a personal portfolio of individual major gift donors with annual specific goals and objectives and including maintaining and enhancing a planned giving strategy.
- Develop and maintain positive relationships with the University's various boards, key executive staff, and volunteer leaders in support of the University's fundraising efforts.
- Act as liaison to Colleges, Centers, Schools, and Departments for all development activities.
- Attend donor recognition events, alumni functions, Board of Trustees and Foundation Board meetings, and other university activities as needed.
- Develop, oversee, and lead a comprehensive Deferred/Planned Gift initiative.
- Research and write specific planned giving presentations, endowed scholarship agreements, and other proposals as needed.

Strategic Planning

- Work in coordination with the Vice President to oversee the development and implementation of both long- and short-term strategic planning

for the Division of University Advancement.

- Set annual and campaign goals for university development.
- Develop, maintain, and revise policies and plans within the Division of University Advancement as needed.

Management

In conjunction with Vice President for Advancement:

- Develop and monitor metrics for development officers with specific quarterly/annual goals.
- Monitor development, operations, and budgets in addition to integral policies and procedures.
- Provide leadership and assistance to directors of the assigned units



- on matters relating to fundraising, accountability, and staffing – specifically responsible for supervision of centralized advancement services, donor relations, major gift officers, and the Office of Community Engagement.
- Provide additional oversight and managerial responsibilities of campaign operations, volunteer support, and public relation.

Communication

- Weekly contact with certain administrators and faculty in relation to gifts to UWF and other business related to the Division of University Advancement.
- Monthly contact with financial aid responding to donor inquiries about merit-based and need-based scholarships.
- Monthly contact with other UWF staff responding to inquiries related to writing proposals, scholarship agreements, etc.
- Sporadic contact with students for the purpose of campus tours, special events, performances, etc.
- Routine contact with alumni, friends, and donors who live and work off the UWF campus, which may include contact with their businesses.

Requirements

Candidates must have at least a master's degree in an appropriate area of specialization and six years of appropriate

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experience or a bachelor's degree in an appropriate area of specialization and eight years of appropriate experience. Intermediate level competency with Raiser's Edge database system is required.

Preferred Qualifications

- Master's degree
- Record of success leading a metrics driven fundraising team
- Knowledge of planned gift vehicles, i.e. annuities, trusts, life estates, etc.
- Experience communicating with professional advisors i.e., attorneys, CPA's, etc. to cultivate donors and close gifts
- Ability to use and produce planned giving proposals using PG Calc software
- Record of developing highly persuasive proposals utilizing excellent written communication skills

University of West Florida

Founded in 1963, the University of West Florida is a vibrant, distinctive institute of higher learning with undergraduate, graduate, and targeted research programs. Dr. Judith Bense has served as President since 2008. Since taking



Longtime UWF supporter Harold E. 'Hal' Marcus gives \$5 million to the College of Science and Engineering in January 2016.

office, President Bense has focused on growth, visibility, enhancing the student "collegiate" experience, and partnerships with the goal of making UWF a first choice university.

Under President Bense's distinguished leadership, the University has built a solid network of community partners, identified regional workforce needs, increased student residents and athletics, and strengthened academic programs so that students are prepared for future leadership.

With multiple locations in Northwest

Florida, the University serves more than 12,700 undergraduate and graduate students, with 60 percent attending full-time. More than 45 undergraduate degree programs, 25 master's degree programs, two specialist degrees, and a doctorate in education are offered through six colleges: Arts, Social Sciences & Humanities; Business; Education and Professional Studies; Health; Science & Engineering; and University College.

Dedicated to helping students realize their full potential, UWF favors small class sizes with quality teacher-scholars who deliver personalized, hands-on learning, and leadership opportunities. The University offers a dynamic learning environment that inspires innovation, creativity, and collaboration and is focused on student success.

The University has three locations: Pensacola, Emerald Coast, and Historic Pensacola.

The Pensacola Campus spans 1,600 acres and is located just minutes away from historic Pensacola and some of the world's best beaches. It features state-of-the-art facilities residence halls, and a beautiful landscape that offers a variety of recreational activities.

UWF serves students along the Emerald



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Coast through its Fort Walton Beach campus, Crestview Office, and Hurlburt Field Office. Catering to the needs of traditional and non-traditional students, UWF Emerald Coast offers curriculums specifically for students who have earned 60 or more semester hours.

Managed by UWF Historic Trust, the University owns and operates 28 properties on 8.5 acres in historic downtown Pensacola, as well as the Arcadia Mill archeological site in Santa Rosa County. The properties include museums, centers, monuments, and sites, which serve as living laboratories for students interested in history, archaeology, and tourism fields. UWF Historic Trust is a non-profit direct support organization of the University that is dedicated to collecting, preserving, interpreting, and sharing the history of Northwest Florida.

The University has received numerous national rankings. The *Chronicle for Higher Education* has listed it in its "Great Colleges to Work For" issue five times since 2008.

UWF fields 15 men's and women's intercollegiate sports. The Argonauts are members of the Gulf South (East Division) of the NCAA Division II.

More information is available at: www.uwf.edu

Pensacola, Florida

The westernmost city in the Florida Panhandle, Pensacola's metropolitan area has a population of an estimated 461,000. With a rich and colorful history, the area offers an outstanding blend of historic resolve and cosmopolitan progress.

The area's popular white sand beaches provide great opportunities for swimming, surfing, kayaking, canoeing, fishing, and diving. Pensacola is home to a vibrant arts and culture scene, showcased at the Pensacola Museum of

Art, Anna Lamar Switzer Center for Visual Arts, Museum of Commerce, Pensacola Lighthouse, Pensacola Historic Museum, Ballet Pensacola, and Pensacola Saenger Theatre. The city also hosts annual festivals, cultural events, and performances throughout the year.

Known as the "Cradle of Naval Aviation," Pensacola boasts American air and space history. The city is home to the first U.S. Naval Air Station, established in 1914, and the National Naval Aviation Museum.

Convenient to both I-10 and I-65, Pensacola is only three hours from Tallahassee, less than four hours from New Orleans, and approximately five hours from Atlanta.



The atrium in the College of Business was named in honor of UWF alumni Brian and Kim Pennington for their generous support to scholarships and innovative professional readiness initiatives.

Application and Nomination Process

Confidential inquiries are welcomed and nominations are invited.

1. To Apply - Applications must include:

- A letter of interest
- A current resume
- At least five references with full contact information (References will not be contacted without consent from applicants.)
- Your answers to the questions at:
www.myersmcrac.com/skins/userfiles/file/MMQuestions.pdf

2. Submit applications to: UWF@myersmcrac.com

For best consideration, submit applications materials by **June 17, 2016**.

Nominations should include contact information for the individual being nominated.

Submit nominations to: UWF-nominate@myersmcrac.com

Emily Parker Myers, CEO, and **Alan Medders**, President, of **Myers McRae Executive Search and Consulting** are assisting the University with this search.



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The University of West Florida is an Equal Opportunity/Access/Affirmative Action employer. Any individual requiring special accommodations to apply is requested to advise UWF by contacting ADA Compliance at 1-850-474-2059 (voice) or 1 850 857 6114 (TTY). A criminal background check is required for successful candidates. E-Verify requirements may apply for employment in certain positions. All applications for employment at the University are subject to Florida public records law.