



AUBURN

UNIVERSITY

Director of Development, Harbert College of Business

Auburn University

Auburn, AL

www.auburn.edu

Send Nominations or Cover Letter and Resume to:

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The Opportunity:

Founded in 1856, Auburn University today is one of the few universities to carry the torch as a land-, sea-, and space-grant university. Enrollment reached an all-time high of 27,287 in fall 2015 as a result of its continued ranking as a top-50 public university, nationally recognized academic programs, innovative research and outreach programs that are solving real-world problems and addressing societal issues, accomplished

alumni whose career success reflects positively on their alma mater, and a family atmosphere where a stranger becomes a friend through a simple exchange of "War Eagle."



The Raymond J. Harbert College of Business' mission of producing highly-desired graduates and generating knowledge that drives business thought and practice consistently ranks it among the nation's best public undergraduate and graduate business programs. The College's celebrated academic programs underscore its vision of being among the elite public business schools in the nation. In 2015, the College's online graduate business and MBA programs each earned top 10 national recognition from *U.S. News & World Report*. The College also placed 29th among public universities and 50th overall in *U.S. News & World Report's* assessment of undergraduate business programs.



This is an ideal opportunity for a seasoned major gift officer with solid management experience. This position is desirable for several reasons – a highly motivated staff with a track record of meeting and exceeding goals, a dean who is savvy about fundraising with experience closing six-, seven-, and eight-figure gifts, a larger Development effort in the midst of a \$1 billion campaign that is poised to reach goal well in advance of projections, strong leadership at every level and tremendous alumni pride. These factors, combined with a thoughtful and visionary Strategic Plan, have propelled the Harbert College of Business' development efforts forward at a rapid pace. The ideal candidate is an individual looking to join and lead a team that is highly motivated, delivers results, and is willing to think outside the box. S/He is prepared to lead the team in exceeding its \$100 million campaign goal and plan for the future.

Position Overview – Director of Development, Harbert College of Business

The Director of Development provides leadership and oversight for the Development Office in the Raymond J. Harbert College of Business.

Essential Functions:

Essential functions include, but are not limited to:

- Manages, mentors, and coaches development officers and coordinators.
- Manages, plans, organizes and implements fundraising activities.
- Directs and monitors strategic development plans for the unit in collaboration with the dean and the team.

- Ensures that a cooperative team effort is made to meet goals and objectives.
- Serves as a major gift fundraiser for the Harbert College.
- Analyzes fundraising activities and stewardship plans to determine appropriate goals and best practices for external fundraising.
- Directs the production of marketing materials to support development efforts.

The Director of Development works in close partnership with the Dean and Associate Vice President for Constituent Development in the determination of the optimal size and structure for the office and establishment of appropriate fundraising goals and priorities. S/He collaborates with academic, development, and volunteer leadership in the successful execution of the comprehensive campaign and participates in Harbert College Campaign Committee development activities. The Director of Development reports to the Dean and the Associate Vice President for Constituent Development.

Minimum Qualifications:

- Entry into the applicant pool requires a Bachelor's degree from an accredited institution in Business Administration, Marketing, Communications, Public Relations, or a related field, plus seven years' experience in fundraising, marketing, and/or public relations.
- Knowledge of Internal Revenue Service (IRS) gift regulations, fundraising techniques and strategies, and accounting and budgeting principles and practices is required.
- Strong written and interpersonal communication skills are imperative.
- Highly developed organizational abilities, and the desire and willingness to work in a team-based environment are essential.
- A collaborative style and the ability and willingness to travel are required.
- Experience in directing fundraising programs and experience working with foundations and boards.
- Ability to organize meetings and events, experience in public speaking, and leadership development also are important.
- Proven success as a leader/manager/supervisor who effectively mentors, leads, organizes, manages, and evaluates a staff in a complex environment.

Desired Qualifications:

- Demonstrated success working effectively with high-level volunteer leaders, university administrators, board members, staff, alumni, and corporate executives is desired.
- Demonstrated success in managing multiple direct reports as well as knowledge of campaign planning, annual giving programs, planned giving, corporate and foundation relations, and budget management is highly desirable.

- Demonstrated success in donor cultivation and solicitation in a comprehensive development program at a land grant or research university is strongly desired.
- Experience in development in higher education institutions in active campaign mode also is desired.

Read more about employment at Auburn [here](#).

Learn about Auburn employee benefits, including health-related insurance coverage and retirement programs, [here](#).

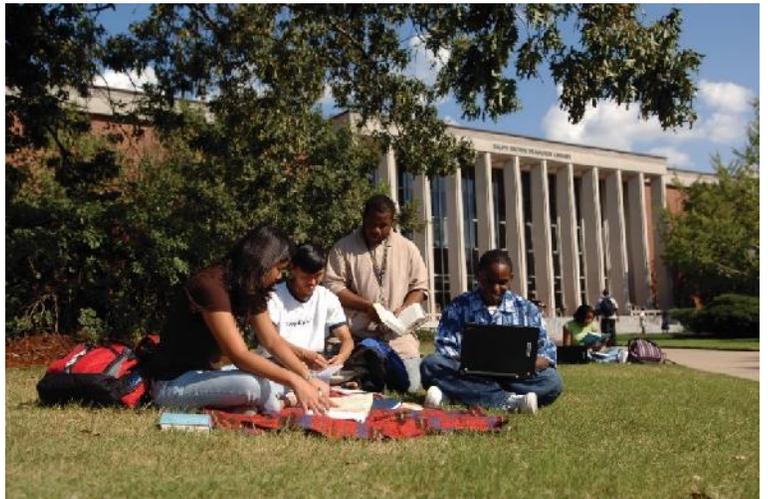
Auburn University is an EEO/Vet/Disability Employer.

Client Overview

Auburn University:

Established in 1856, Auburn University's mission is defined by its land-grant traditions of service and access. It has emerged as one of the nation's preeminent comprehensive land-grant universities in the 21st century. Auburn has ranked as a top-50 public university for 23 consecutive years by *U.S. News & World Report* and as one of *Kiplinger's* "100 Best Values in Public Colleges." Auburn University has developed into one of the largest universities in the South, remaining in the educational forefront with its traditional blend of arts and applied science, and changing with the needs of today while living with a respect for the traditions and spirit that are Auburn. Its academic excellence, research, global reach, and family spirit make Auburn University a place like no other.

Its schools and colleges provide nationally-ranked programs. Classified by the Carnegie Commission on Higher Education as a "research university with high activity," Auburn's research expertise continues to be aligned with long-term national priorities such as cyber systems, energy, ecosystem health, food systems, health sciences, and transportation. In fact, Auburn is one of the five universities in the country with the capability and expertise to conduct research into nuclear waste storage for recycling.



In addition, Auburn was listed with distinction on the President's Higher Education Community Service Honor Roll, which annually highlights the meaningful and measurable outcomes of the role universities play in solving community problems and placing more students on a lifelong path of civic engagement.

Auburn students and alumni are successful in the boardroom and the classroom. For example, six NASA astronauts graduated from Auburn, as have three past directors of the Kennedy Space Center, putting Auburn in the top five universities nationally with such a distinction.

Learn more about Auburn [here](#).

Raymond J. Harbert College of Business:

"We have a mission – an obligation – to drive business thought and practice, to create possibilities and solve problems through our scholarship, research, and outreach."

– Bill C. Hardgrave, Dean and Wells Fargo Professor



Originally founded as a school in 1967 with thirteen faculty members and only a few hundred students, the college now ranks as the second-largest among Auburn University's twelve degree-granting colleges and schools with more than 4,800 students and 75 tenure-track faculty – not to mention its 43,000-plus alumni worldwide.

Named for Raymond J. Harbert in June 2013 in recognition of his \$40 million transformational gift, the

College offers thirteen undergraduate and seven graduate degree programs, including executive education programs for physicians and real estate development professionals. Faculty research focuses on such areas as banking practices, business ethics, entrepreneurship, radio frequency identification technology, small business development, and supply chain management.

To be considered among the elite public business schools in the U.S. and fulfill its mission of producing highly-desired graduates and generating knowledge that drives business thought and practice, the College has defined four strategic goals it must achieve:

- Provide a superior student experience that produces highly-sought-after graduates.
- Produce research that advances the academy, extends business thought, and contributes to practice.

- Attract, develop, support, and retain world-class faculty and staff.
- Actively engage its stakeholders.

Learn more about the Harbert College [here](#).

Development Overview

Office of Development:

The Office of Development adheres to a constituency-focused fundraising model, with teams of development professionals embedded in and focused on the specific philanthropic needs of 22 different colleges, schools, and university units. Auburn’s development enterprise includes more than 150 professionals serving in these academic, administrative, and athletic constituencies capacities, as well as in centrally-



based offices located in the Auburn Alumni Center that provide support for campaigns, annual giving, communications and marketing, corporate and foundation relations, donor relations, gift planning, gift processing, research and records, and university-wide and regional development.

Learn more about the Office of Development [here](#).

Auburn University Foundation:

The fundraising professionals in Auburn’s Office of Development work in cooperation with the volunteer leadership of the Auburn University Foundation. From its inception in February 1960, the Auburn University Foundation has centralized efforts to encourage and solicit increased philanthropic gifts that develop, support, and enhance Auburn’s educational interests and programs. Today, incorporated as an Alabama nonprofit corporation and recognized by the Internal Revenue Service as a tax-exempt public charity, the Auburn University Foundation operates separately and distinctly from Auburn University. The responsibilities of its volunteer board of directors include providing assistance with development and fundraising activities, providing fiduciary care for and investing the foundation’s philanthropic assets for maximum return consistent with acceptable risk, monitoring and containing the cost of managing its endowments to provide

maximum available resources in support of Auburn’s mission, and advising, consulting with, and supporting the university’s President regarding fundraising activities.

Learn more about the Auburn University Foundation by clicking [here](#).

Because This is Auburn – A Campaign for Auburn University:

Launched publicly in April 2015, having raised \$775 million toward its \$1 billion goal, *Because This is Auburn – A Campaign for Auburn University* has raised \$861 million as of early November. This historic comprehensive campaign, the largest in Auburn’s history, seeks support to prepare students for a lifetime of learning and scholarship, enable its faculty to remain experts in their fields as they continue to inspire



students, build academic programs that equip its students for the careers of the next century, and maintain and create the facilities where future generations of Auburn students will learn, live, play, and thrive.

The Harbert College’s portion of the campaign’s overall goal is to raise \$100 million, with specific emphasis on creating 21 new endowed professorships and chairs, 100 new endowed funds for excellence to enhance the student experience, and grow the value of its overall endowment by more than \$79.5 million. As of early October, the College had achieved 91 percent of its campaign goal, which includes the university’s second-largest philanthropic gift: a \$40 million commitment from Birmingham investments executive Raymond J. Harbert and his wife Kathryn.

Learn more about the campaign and the Harbert College’s priorities [here](#).

Location

Auburn-Opelika, Lee County, AL:

Auburn University proudly calls Lee County, Alabama, its home. It’s the coolest college town in the South, according to the University, and one of the top 10 cities in the U.S. for small businesses, according to *Forbes*.

Centrally located within the I-85 corridor and near Atlanta, Birmingham, and Montgomery, Auburn-Opelika is easy to get to and easy to love. When the need to get away arises, Auburn-Opelika is less than two hours away from Hartsfield-Jackson Atlanta International Airport, as well as several regional hubs, and within a four-hour drive to gulf beach destinations.

With an estimated city population of more than 60,000 residents, the U.S. Census Bureau estimates Auburn as the sixth-fastest-growing city in the U.S. since 2010. Since 1960, Auburn has averaged slightly more than 3 percent population growth per year. The City of Auburn's most recent national accolades and rankings include:



- 9th Best Small Place for Business and Careers in the U.S. and 7th Best Small City of Jobs in the U.S. by *Forbes* (2015)
- One of the 100 Most Educated Cities in the U.S., *Nerdwallet* (2015)
- 12th Best Small College Town in the U.S., *College Values Online* (2015)
- 3rd Best Town to Raise a Family in the U.S., *Niche* (2015)
- Top Place to Retire in the U.S., *Where to Retire* (2015)
- 10th Best Performing City for Economic Growth in the U.S., *Milken Institute* (2014)
- Top 25 City for Retirement in the U.S., *Forbes* (2014)

Auburn City Schools, with an enrollment of 8,200 students, is recognized among the nation's top public school systems each year due to its progressive use of technology and continued municipal and community support. The system is comprised of eleven different campuses and a new, expanded high school campus currently under construction. In 2014, *U.S. News & World Report* ranked Auburn High School as No. 6 on the list of "Alabama's Best High Schools." Learn more about Auburn City Schools by clicking [here](#).

In addition to the greenspaces available on the Auburn University campus, the City of Auburn maintains twelve different recreational parks that feature walking and bike trails, playgrounds, and tournament-grade athletics facilities for baseball, softball, tennis, and soccer. In addition, Chewacla State Park features a 26-acre lake on nearly 700 scenic acres that feature peaceful waterfalls, modern campground facilities, and nearly 30 miles of newly developed mountain biking trails. The area has been rated the No. 1 golf destination in the United States and features both the No. 1 public course and top-10 affordable courses in America. The area's world-renowned public and private golf courses feature more than 125 holes of golf,



with some of those hosting the likes of the PGA Tour's Barbasol Championship, Nike Tour Championship, LPGA Tournament of Champions, and NCAA Men's Division I Golf Championship.

Cultural opportunities range from community-focused programming to international tours and exhibits. Auburn University's Jule Collins Smith Museum of Fine Art features 40,000 square feet of gallery space complemented by fifteen areas

of botanical gardens, walking paths, and a lake. It features a permanent collection, traveling exhibitions and concerts. Theatre offerings include programming at the university's Telfair B. Peet Theatre, the City of Auburn's Jan Dempsey Community Arts Center, and the Opelika Center for the Performing Arts. The internationally acclaimed Alabama Shakespeare Festival is within an hour's drive to the state capital of Montgomery, where visitors from around the world have come to enjoy locally produced and traveling productions ranging from ancient to modern times.

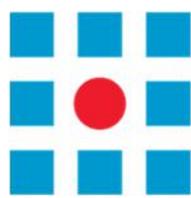
The community's health needs are served by East Alabama Medical Center, an acute-care regional referral center serving a six-county area and with more than 150 physicians practicing in 30-plus specialties. EAMC is recognized regionally for multiple specialties, including heart surgery, orthopedics and cancer treatment, and maintains a medical partnership with Auburn University through the Auburn University Medical Clinic, a full-service primary care clinic serving students as well as members of the university administration, faculty, staff, and the community. For more information, visit East Alabama Medical Center's website [here](#).

Learn more about all that Auburn-Opelika has to offer its residents and visitors at [Auburn-Opelika Tourism](#) and [the City of Auburn](#).

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. LLLS does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**To learn more, call
Megan Abbett, Search Director at
617-262-1102
or send nominations or cover letter and resume to
Mabbett@LLSearches.com.
All inquiries will be held in confidence.**



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Appendix

Leadership:



Jay Gogue, Ph.D.
President, Auburn University

Dr. Jay Gogue's Auburn experience began well before becoming the university's 18th President in 2007. A Georgia native, Gogue earned bachelor's and master's degrees in 1969 and 1970 at Auburn, respectively, before embarking on a career that included working for the U.S. Department of the Interior before he intensified his professional focus on higher education. His academic and administrative appointments included teaching and conducting research at Texas A&M University, as well as serving as Vice President for Research and Vice President/Vice Provost for Agriculture and Natural Resources at Clemson University, as Provost at Utah State University, and President of New Mexico State University. He served as President of the University of Houston and Chancellor of the

University of Houston System from 2003 until his appointment as Auburn's president.

Since returning to his alma mater, he has worked to improve the academic strength of Auburn's student body, encouraged research and outreach, expanded the campus landscape, and served as a vital fundraising partner with the Office of Development. Under his leadership, Auburn currently is implementing a five-year plan focused on enhancing student success, supporting faculty excellence, strengthening public engagement, and promoting research, scholarship and creative work. In October, Auburn's Board of Trustees extended President Gogue's contract to 2020 – his second contract extension during his tenure as President.

For more information regarding Auburn's administration, click [here](#).



Bill C. Hardgrave, Ph.D.
Dean, Harbert College of Business

Dr. Bill Hardgrave joined the Harbert College faculty as dean and Wells Fargo professor in 2010 after serving as professor of Information Systems in the University of Arkansas' Sam M. Walton College of Business. His research has focused on software development and RFID and includes outcomes of his work at Arkansas as Executive Director of its Information Technology Research Institute, which he established in 1999, and founder and director of its RFID Research Center.

In addition to being published in a variety of scholarly publications and books, Hardgrave's research has been cited in *The Wall Street Journal*, CNN, *BusinessWeek*, and *The NewsHour with Jim Lehrer*, among others. Through his leadership, the College crafted a new

strategic vision focused on being regarded as one of the elite public business schools in the country and ultimately expanding its physical footprint to include a new Graduate School of Business building. It is this vision that led to receipt of the largest philanthropic investment in the College's history – a \$40 million commitment from Auburn alumni Raymond and Kathryn Harbert – and its rebranding as the Raymond J. Harbert College of Business.



Jane DiFolco Parker
Vice President for Development, Auburn University

Jane DiFolco Parker has served as Auburn's Vice President for Development since March 2012. For more than 45 years, Parker has contributed to institutional success from various levels of service, with the latter half of her career focused on leading high-impact higher education fundraising. During her tenure at Auburn, philanthropic support has increased by 232 percent, with FY15 representing Auburn's third consecutive year of record fundraising. Parker concurrently serves as president of both the Auburn University Foundation and the Auburn University Real Estate Foundation, Inc.

For more information about the Office of Development and Auburn's foundations, click [here](#).

