



VICE PRESIDENT FOR ADVANCEMENT AND  
EXECUTIVE DIRECTOR OF THE EMU FOUNDATION  
EASTERN MICHIGAN UNIVERSITY

Ypsilanti, MI

<http://www.emich.edu>

*Send Nominations or Cover Letter and Resume to:*

Lisa Vuona

Vice President

617-262-1102

[lvuona@LLLSearches.com](mailto:lvuona@LLLSearches.com)

## ***The Opportunity:***



Eastern Michigan University (EMU) is a premier residential and liberal arts institution characterized by outstanding instruction, community relations, and co-curricular opportunities.

Founded in 1849, Eastern is the second oldest university in Michigan and is committed to excellence in teaching through traditional and innovative approaches, the extension of knowledge through basic and applied research, and creative and artistic

expression. Building on a proud tradition of national leadership in the preparation of teachers, it maximizes educational opportunities and personal and professional growth for students from diverse backgrounds

through an array of baccalaureate, master's, and doctoral programs. It strives to provide a student-focused learning environment that enhances the lives of students and positively impacts the community. It extends its commitment beyond the campus boundaries to the wider community through service initiatives, and public and private partnerships of mutual interest addressing local, regional, national, and international opportunities and challenges.

The University is set in a small city environment, amid a major metropolitan area. Students, attracted by the school's atmosphere and location, come not only from the Metro Detroit area but from the entire state of Michigan; EMU is well-known both nationally and internationally.

Eastern Michigan University seeks a highly skilled advancement professional as Vice President for Advancement and Executive Director of the Foundation. Reporting to the President, the Vice President for Advancement and Executive Director of the Foundation will provide leadership, planning, management, and coordination for all development and alumni relations functions of the University. This is a rare and exciting opportunity to have an impact in an institution experiencing great momentum. The ideal candidate will be collaborative, innovative, and highly motivated.



## **Position Overview – Vice President for Advancement and Executive Director of the EMU Foundation**

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As the Chief Advancement Officer for EMU, the Vice President will oversee all development and alumni relations strategies, operations, and campaign planning processes needed to help the University achieve its short- and long-term goals.

### ***Principal Duties and Responsibilities:***

- Oversee, design, and implement a comprehensive institutional advancement program, including:
  - Establish and implement annual goals, metrics, objectives, tasks, and evaluation procedures for each department within the advancement division; and

- Collaborate with the President and other University officials to identify funding sources, set funding priorities, and seek funding for priority projects.
- Direct, manage, and coordinate a comprehensive ongoing fundraising and alumni relations program for the University, including annual giving, corporate and foundation relations, major gifts, planned giving, and research and advancement services.
- Design, launch, and execute the University's next major capital campaign.
- Direct the professional staff and represent the University to the corporate, foundation, donor, and alumni communities, working closely with the President and other University administrators, faculty and staff of the University, the Foundation Board of Trustees, the Alumni Association, and other fundraising and alumni volunteers.
- Oversee alumni programs, expansion of alumni involvement and support, program evaluation, and personnel.
- Ensure that the President, key faculty/senior administrators, and key volunteers are effectively and professionally supported with regard to development and alumni relations activities; provide focus for their efforts to ensure that their time spent is productive and meaningful.
- Benchmark EMU's development and alumni relations programs and performance against best-in-class examples among peer and aspirant institutions.
- Serve as the Executive Director of the EMU Foundation with oversight of all Foundation reporting and compliance activities.
- Stay abreast of best practices and processes, and improve and enhance programs as required.
- Serve as a member of the President's Executive Council and perform administrative duties as required.
- Manage fundraising advisory boards consisting of dedicated volunteers.
- Work closely with the University's Board of Regents on development and alumni objectives as needed.

- Perform related duties as required.

### ***Supervision Exercised:***

- Administrative supervision is exercised over administrative, professional, and clerical support staff in Alumni Relations, Institutional Advancement, and the EMU Foundation.

### ***Supervision Received:***

- The Vice President for Advancement and Executive Director of the EMU Foundation is subject to evaluation of performance consistent with other senior executives of the University and reports to EMU's President.

### ***Qualifications:***

- Bachelor's degree required; advanced degree of study preferred.
- Ten (10) years of experience in leading, or being a part of, a capital campaign aimed at securing transformational gifts during a time of rapid growth is required.
- A demonstrated ability and successful track record of planning, executing, and successfully closing significant major and principal gifts in a nonprofit institution is required; meaningful experience working in an institution of higher education is desirable.
- A track record of success in a supervisory role leading a development operation is required.
- An approach to management that brings out the best in staff and yields pride, ownership, and a sense of team effort is required.
- A track record of establishing and enforcing appropriate metrics for measurement of performance is required.
- A deep appreciation for the mission and aspirations of Eastern Michigan University, what Eastern is, and its importance to the University's alumni, donors, and friends is required.
- A keen eye for operational efficiency and optimal use of resources, and the ability to plan, monitor, and tightly manage a budget, is required.

- Excellent communication skills, both written and verbal, and the ability to influence and inspire, with an understanding and respect for the culture at EMU, are required.
- Ability to work and interact with Board of Regents and the Foundation Board of Trustees on Foundation/Advancement and Alumni Relations initiatives is required.
- The intellectual depth necessary to understand and translate academic, technical, and other information for a variety of audiences, crisply and concisely, is required.
- Honesty, integrity, enthusiasm, and perspective, and a very strong work ethic, supported by commitment and follow-through, are required.
- A sense of humor and a level of comfort working with ambiguity are required.
- Ability and willingness to travel throughout Michigan and the United States are required.

### ***Working Conditions:***

Work is typically performed in an executive office environment, but extensive travel is involved. The ability to meet fluctuating day and evening meeting schedule requirements is essential.

This specification is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned. Ability to competently perform all the essential duties of the position, with or without reasonable accommodation, demonstrated commitment to effective customer service delivery, and the ability to work productively as a member of a team or work group are basic requirements of all positions at Eastern Michigan University.



## Advancement and Foundation Overview

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The University provides a world-class education without having to mortgage one's future and is dedicated to excellence in education through both traditional and innovative approaches, the extension of knowledge through basic and applied research, and creative and artistic expression.

The advancement office (and a team of 27) is in an upwards trajectory setting strong goals for the future. Last year, the office secured just over \$11M. Goals for the current year include raising \$11M and increasing alumni participation, individual giving, annual giving support, and launching a planned giving program.

### ***The EMU Foundation:***

In 1989, the EMU Regents founded the EMU Foundation, with the sole mission and purpose to provide additional financial support to students, programs, services, and the educational community of Eastern Michigan University.

The EMU Foundation is an institutionally related nonprofit organization that solicits funds on behalf of the University, and manages donations that are made to help academic areas of need. The purpose is to increase the sources and amounts of private funds for the benefit of the University, and all fundraising activities and events undertaken by individual units of EMU are coordinated through the EMU Foundation. The funds are then used to support several areas, including student scholarships, programs, facility enhancement and development, and faculty research and growth. The EMU Foundation is governed by an independent group of volunteers who serve as the Board of Trustees that elects its own officers.

## Client Overview

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Eastern Michigan University (EMU) is a comprehensive, co-educational public university located in Ypsilanti, Michigan. Ypsilanti is 35 miles west of Detroit and eight miles east of Ann Arbor. The University also has sites in Livonia, Jackson, Traverse City, Flint, Detroit, and Monroe.

In 1849, the Senate and House of Representatives of the State of Michigan formally paved the way for the establishment of

Michigan State Normal School, with the exclusive purposes of instructing persons in the art of teaching; providing a good common school education; and giving instruction in the mechanic arts, husbandry, agricultural chemistry, and the laws of the United States.

Today, Eastern Michigan University is governed by an eight-member Board of Regents who are appointed by the Governor of Michigan for eight-year terms. The school belongs to the Mid-American Conference and is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools.

The University currently serves approximately 23,000 students, including 1,138 students from 65 countries, who are pursuing undergraduate, graduate, specialist, doctoral, and certificate degrees in the arts, sciences, and professions. In all, more than 300 majors, minors, and concentrations are delivered through the University's Colleges of Arts and Sciences; Business; Education; Health and Human Services; Technology, and its graduate school. The most popular areas of study include business, education, and health professions.



EMU is regularly recognized by national publications for its excellence, diversity, and commitment to applied education. Eastern Michigan University ranked 85 in the 2016 edition of *U.S. News & World Report's* Best Colleges in Regional Universities (Midwest). Its student-faculty ratio is 18:1 with 39.9% of its classes with fewer than 20 students. 2015-16 undergraduate, in-state tuition of \$8,887.50 per year, based on 30 credits, is one of the most affordable rates in Michigan.

EMU students can participate in any of the more than 270 campus organizations and Greek life. The Student Organizations Learning and Resources Workshops (SOLAR) help students manage money and encourage community leadership.

## University Leadership

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**James M. Smith, Ph.D.**

***President***

Dr. James M. Smith is the 23rd president of Eastern Michigan University. He began his duties July 1, 2016.

Before coming to EMU, Smith served as president of Northern State University (NSU) in Aberdeen, South Dakota since June 2009. For the past seven years (2008-2015), NSU has been named by *US News & World Report* as one of the best undergraduate public institutions in the Midwest. He has been an active fundraiser and was instrumental in helping NSU obtain the largest donation in its history, a \$15M gift.

Another NSU success was collaborating with the University of Jinan, in Jinan, China, to develop the first and only Confucius Institute in the Dakotas. The Confucius Institute has a specific three-part focus dedicated to the teaching of Chinese language, culture, and business practices. In addition to the traditional start-up funding provided, he was able to gain local and regional support of nearly \$500,000 to launch the initiative.

Smith, 60, who grew up near Columbus, Ohio, in Washington Court House, knew early on he wanted to be a teacher. He always had admired teachers and enjoyed school. He became an elementary and middle school teacher after earning his Bachelor of Science degree in Elementary Education from Miami University in Oxford, Ohio, in 1979. He would go on to earn a Master of Education, Educational Administration, from Xavier University in Cincinnati and a Doctor of Philosophy, Educational Leadership, from Miami University. Over the next 28 years, he served as an elementary school principal, a teaching fellow and assistant professor at Miami, director of the Experiential Program for Preparing School Principals at Butler University in Indianapolis, and director of the Educational Leadership Program and coordinator of doctoral studies at West Texas A&M University. Smith was also vice president for Economic Development at Bowling Green State University in Bowling Green, Ohio, before heading to NSU.

Smith's wife, Dr. Connie Ruhl-Smith, has an impressive resume of her own. She has been a teacher, author, and administrator, and has done extensive work in student retention and student academic support, introduction of international partnerships, and much more.

## Location

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### ***Ypsilanti, MI:***

Eastern Michigan University is located in historic Ypsilanti, about eight miles east of Ann Arbor, 35 miles west of Detroit, and just 20 minutes from Detroit Metropolitan Airport. It is an area rich in academic, research, technological, and recreational resources.

EMU's 800 plus-acre campus of scenic flora and wooded areas includes 18 miles of walkways and jogging trails and has 122 buildings throughout the academic and athletic campuses.

Eagle Crest – Eastern Michigan's conference center, golf course, and resort – is located on the banks of nearby Ford Lake.

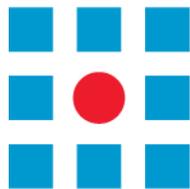
Ypsilanti plays a leading role in industry and education. The city and the University have forged close ties that have lasted more than 160 years.



### ***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  
Lisa Vuona, Vice President at  
617-262-1102  
or send nominations or cover letter and resume to  
[lvuona@LLLSearches.com](mailto:lvuona@LLLSearches.com).  
All inquiries will be held in confidence.



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