

KANSAS STATE UNIVERSITY FOUNDATION

Director of Corporate Relations
Kansas State University Foundation
Manhattan, KS
<http://www.k-state.edu>

Send Nominations or Cover Letter and Resume to:
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The Opportunity:

Kansas State University is recognized by the *Princeton Review* as one of America's best colleges, and *U.S. News & World Report* lists the university among the top 75 public universities in the U.S.

Kansas State University is at the threshold of a bold new vision: It will become a top 50 public research university by 2025. As a member of this elite group, K-State will be a powerful economic driver for growth and development by generating new knowledge and producing graduates who will impact Kansas, the nation and the world.



According to rankings released by Glassdoor.com and reported by *Forbes* magazine, Kansas State University already ranks second in the nation when it comes to the top universities to work for in 2015. In addition, for the second consecutive year, Kansas State University is being recognized for its dedication to diversity and

its successful diversity initiatives. The university has received a 2015 Higher Education Excellence in Diversity, or HEED award, from INSIGHT into Diversity magazine. The university also received the 2014 HEED award.



In respect to its fundraising accomplishments, the University and the Kansas State University Foundation was one of five higher education institutions recognized for overall improvement in fundraising by the Council for Advancement and Support of Education, or CASE, among public research/doctoral institutions with endowments over \$250 million. In fiscal year 2015, philanthropic gifts and commitments by alumni, friends, parents, faculty, students and corporate partners of Kansas State University totaled \$141.5 million. This level of

philanthropic support marks the third most successful year in charitable giving in the more than 70-year history of the KSU Foundation, and the fourth consecutive year fundraising has topped \$100 million.

With Kansas State University poised to realize its bold vision, this is an ideal time for an ambitious, proactive corporate relations professional to join their team.

Position Overview – Director of Corporate Relations

The Director of Corporate Relations will travel the nation to personally visit, cultivate and solicit corporate donors to advance K-State. The Director of Corporate Relations will develop and implement solicitation strategies aimed at building and developing relationships with new corporate entities to achieve goals specific to his/her portfolio. While stewardship and management of existing corporate donors will be part of this role, the majority of the Director's portfolio will include new relationships with corporations who have objectives that align with K-State, but have not been major donors.

The Corporate and Foundation Relations (CFR) team at K-State serves the University's mission of advancing knowledge through relationships with corporations. Funds are raised to support education, research, and scholarship at the University through a proactive process of identifying, initiating, and managing relationships. K-State takes an outside-in approach that recognizes the needs and priorities of corporations and corporate foundations and aligns the strengths of the University to pursue large fundraising opportunities.

The Director of Corporate Relations will focus on initiating, building, and sustaining mutually beneficial relationships with corporate partners that align with corporate interests and advance the University mission. Applying a team approach, the Director will engage senior administrators, deans, department chairs, directors, faculty and volunteer leaders in implementing initiatives with corporations to deepen commitment to the University. The Director may be assigned to particular projects and/or academic units depending upon University needs and priorities.

Reporting to the Senior Director of Corporate Relations, the Director will manage a select portfolio of prospective and ongoing relationships with K-State's corporate partners, help to identify synergies and new funding sources, and develop and implement successful institutional strategies, working effectively and collaboratively with campus partners across the academy.

Core Responsibilities:

Core responsibilities include but are not limited to:

- Responsible for the initiation, promotion, execution and evaluation of initiatives which enlist corporations to support the University through their contributions.
- Build a strategy working within prospect strategy and prospect management guidelines in collaboration with other members of the comprehensive development team to advance corporate partnerships held by K-State.
- Develop and implement both annual and long-range goals, objectives and strategies to maximize support of various corporations.
- Make effective use of the university's prospect management database and other institutional resources to ensure appropriate management of foundation contacts, prospects, alumni, and volunteers in coordination with university objectives and foundation's strategic planning.
- Develop and implement an ongoing program of communication with corporate contacts which recognizes past and current commitments and fosters support for future efforts.
- Work closely with University administration, faculty and staff to help coordinate fund-raising approaches to corporations.
- Travel throughout United States and possibly abroad to call on current and prospective corporate contacts to solicit donations.

Requirements:

- Bachelor's degree and five years' professional transferable experience in positions that were metrics-focused and required measurable output and relationship building in a fundraising environment.
- A minimum of three years' development experience focused specifically on corporate relations in a nonprofit, higher education or similar fundraising organization, with progressive fundraising production strongly preferred.
- Experience with building cross-functional, interdisciplinary and/or intra-institutional partnerships.
- Proven ability to communicate effectively and persuasively with a diverse foundation contact base, university leadership partners, foundation leadership and peers through verbal and written means.
- Donor-centric approach with the ability to listen and translate the needs of the foundation contact into action for the academy.
- A valid motor vehicle operator's license with an acceptable driving record required.
- Significant travel required.
- Requires some physical exertion such as long periods of sitting or standing; recurring bending, crouching, stooping, stretching, reaching, or similar activities.

Desired Skills:

- Ability to prioritize and organize complex projects and plans to deliver results.
- Results-oriented, quality-driven and team oriented.
- Ability to meet deadlines and follow through on projects.
- Solid understanding of development techniques and systems based on past performance.
- Passion and enthusiasm for the university, the mission of the foundation and the college unit.
- Driven and hard-working.
- Ability to translate relationship building beyond individuals to building relationships with corporations and private foundations.

The Kansas State University Foundation is an Equal Opportunity Employer.

Kansas State University Foundation

The Kansas State University Foundation was established in 1944 as the official fundraising organization for Kansas State University. It is a separate, independent entity chartered by the state of Kansas as a 501(c)(3) nonprofit education corporation. Gifts made to support K-State through the KSU Foundation are used according to the donor's wishes, and may not be reallocated by the state. Gifts to the Foundation are tax-deductible to the full extent of the law.

The Foundation's mission is to secure and prudently manage private gifts in support of Kansas State University, thus helping to provide the financial means to advance the University's aspiration to be recognized as one of the nation's Top 50 Research Universities by 2025. It is already moving toward this ambitious goal by setting records in student enrollment, year-over-year fundraising, sponsored funding and athletic scholastic achievements. As a valued partner to K-State, the Foundation has a strong and committed Board of Directors and a high achieving and motivated Foundation staff who inspire the University community to build on this momentum and further create, share and apply knowledge to make an impact locally, nationally and across the globe.

Foundation staff members work in close partnership with University administrators, deans, and faculty to secure charitable contributions from individuals, corporations, and foundations to support identified priorities for the University. Gifts received through the Foundation fund undergraduate and graduate student scholarships, establish faculty chairs and professorships, provide college and departmental support, and enhance the campus infrastructure.

After the money is raised, it must be prudently managed. This function is handled by Foundation staff members who work under the guidance of an advisory committee of board members and trustees. The investment team manages the assets of the KSU Foundation as well as assets held on behalf of the University and its affiliates. These assets include equities, bonds, real estate, commodities, various specialized investments, and cash that are primarily held in either the endowment pool or the expendable funds pool.

Mission:

The mission of the Kansas State University Foundation is to secure and prudently manage private gifts in support of Kansas State University and foster a culture that unites philanthropic desires with university priorities.

Vision:

The Kansas State University Foundation is helping to build the world's finest land-grant university.

Values:

Respect, diligence and integrity guide its interactions, decisions and work.

Structure & Growth:

In fiscal year 2012, the Board of Directors and Foundation staff collaborated with University administration on a plan to enable the KSU Foundation to provide increased philanthropic resources for K-State. A new funding model was established that would enable the KSU Foundation to produce and sustain total gift activity of \$150 million annually. The Foundation worked with Eduventures to benchmark against like institutions both inside and outside the Big 12 to determine key focus areas for investments in systems, processes and talent. A university advancement fee was enacted at the start of fiscal year 2013 to fund the growth necessary to support the growing needs of the University.

The Foundation's 2016 operating budget is \$19.2 million. The annual fundraising goal of the Foundation is \$150 million and the three-year fundraising average is in excess of \$167 million. For the fiscal year ending on June 30, 2015, the assets under management by the KSU Foundation amounted to \$850 million, including a \$488.9 million endowment pool.

The Foundation's fiscal year 2016 budget includes 121 full time employees, broken down as follows:

- Constituent Development (Colleges and Programs) – 38
- Central Development and Campaign (Annual Giving, Planned Giving, Corps/Foundations) – 19
- Advancement Services (Prospect Management, Research, Gift Processing) – 10
- Donor Relations and Events – 10
- Investments – 4
- Real Estate and Construction – 2
- Finance, Accounting and Compliance – 14
- Communications – 9
- Human Resources – 3
- Information Technology – 8
- Executive Office – 3

With staffing projections continuing to climb to achieve sustainability of \$150 million, space has become an issue. In June 2014 the Board of Directors voted to begin development of the first phase of a master plan for a 14-acre tract of land on the north side of campus. The initial phase includes a new home for the KSU Foundation (opening October 26th) and leasable space for corporations to engage students and faculty. The existing KSU Foundation Tower will be used for University needs.

RESULTS

The KSU Foundation has enjoyed substantial increases in year-over-year total gift activity in the past five years. In the 2010 fiscal year, total gift activity reached \$85 million, and hit \$99 million in 2011. By 2012, the results for the fiscal year eclipsed \$110 million and spiked up to \$152 million in fiscal year 2013. For fiscal 2014, the Foundation had yet another record-breaking year with total gift activity over \$211 million, and closed the fiscal 2015 year at \$141.5 million.

Strategic Objectives:

- 1) Maximize relationships, partnerships and outcomes with its constituencies (Donors, Volunteers, Alumni Association, Athletics, Academy, KSUF Staff and broader community)
- 2) Maintain and proliferate a brand identity that is clear, inspiring and reinforces trust and affinity
- 3) Secure and deploy KSUF operating resources through progressive best practices to achieve the highest return for KSU
- 4) Inspire an organization of engaged and dedicated staff operating within a culture of excellence

CAMPAIGN



On October 9th, K-State and the KSU Foundation unveiled the *Innovation and Inspiration Campaign*. This \$1 billion campaign will help carry the banner high for this generation of K-Staters and many more to come. This is the first billion-dollar campaign in K-State history, and throughout the flooring phase of the campaign the Foundation has set new records in annual fundraising

results, averaging \$167 million over the past three years. At the time of the public launch, the campaign had eclipsed \$766 million toward the \$1 billion goal. The campaign will conclude in the Fall of 2018.

In addition to a campaign steering committee, each college and major unit will have a campaign committee that is comprised of volunteers who will provide leadership for the dean or academic leader as the college or unit seeks to fund key priorities to further its mission of education, research, and service. Among other duties throughout each phase of the campaign, volunteers have made a personal financial commitment to the college at a leadership level and will lend their time, names and reputations to assist in the identification, cultivation, and solicitation of lead gift prospects.

GOVERNANCE

The Foundation is governed by a 15-member board of directors elected from the membership of the board of trustees. The board of directors meets quarterly to consider strategic and policy issues. Directors, along

with additional trustees, also serve on standing committees to provide guidance and oversight to Foundation staff.

Kansas State University Foundation Leadership



Greg Willems

Kansas State University Foundation President and CEO

Greg Willems assumed the role of President and Chief Executive Officer of the Kansas State University Foundation on February 27, 2015. He is the sixth individual to lead the Foundation, which was founded in 1944 as the official fundraising organization for Kansas State University.

Before joining the KSU Foundation, Willems served as the Vice President for Development at the University of Hawaii Foundation; he was responsible for the planning and execution of all campaigns and managed all of the fundraising programs for the ten campuses in the University of Hawaii System. Additional duties included executive staffing of several foundation board subcommittees, including strategic planning, planned giving and community colleges.

Willems has also served as Executive Director of Development at the University of British Columbia in Vancouver, Canada. In this capacity, he served on the Vice President for Development and Alumni Engagement's executive team and co-managed the constituency-based fundraising division. This division generated in excess of \$130 million annually for the benefit of the University and included 19 faculties and units, more than 100 development professionals and support staff, and a \$5 million-plus annual budget. He was part of the leadership team that developed the planning and strategy for execution of the \$1.5 billion University of British Columbia *Start an Evolution* campaign.

Before joining the Canadian university, Willems was a Senior Director of Development for the Texas A&M Foundation and served in a leadership role for Texas A&M University's successful \$1.5 billion *One Spirit One Vision* campaign. During the campaign, his dual role included national major gift work for the entire university, as well as serving on the senior leadership team for the Vice Chancellor and Dean of Engineering. Further responsibilities included management of nine professional staff and all strategic development operations for the Dwight Look College of Engineering. At the conclusion of the *One Spirit One Vision* campaign in 2008, the engineering development office generated more than \$282 million in gifts, pledges, planned gifts and private grants for the engineering program.

Willems' career has also included private sector management, sales, and marketing in the construction and

insurance industries. He is a graduate of Texas A&M University with Bachelor of Business Administration in management.

Overview of Kansas State University

Kansas State University is a land-grant, public research university committed to teaching and learning, research, and service to the people of Kansas, the nation and the world. Its collective mission is best accomplished when every member of the University community acknowledges and practices its Principles of Community.



Over the past 150 years, K-State has evolved into a modern, student-centered university with nine colleges, three campuses, extensive online learning opportunities and hundreds of undergraduate and graduate degree options. Its proud history includes the distinction of being the first public institution of higher learning in Kansas and the first land-grant institution in the nation. Kansas State University is designated as a Carnegie Doctoral/Research-Extensive Institution and has been ranked among the top state and private institutions of higher education in Rhodes, Marshall, Truman, Goldwater and Udall scholars since 1986. The Extension and Outreach program serves all 105 Kansas counties and is a leader in entrepreneurial programming to benefit the state's citizens. The main campus is located in Manhattan, Kansas and additional campuses are operated in Olathe and Salina, Kansas.

PROJECTED GROWTH & STRATEGIC PLAN

Building on its land-grant heritage, its reputation for top-flight academics and student experience, plus a solid record of significant achievements, Kansas State University has set an ambitious goal to be recognized as one of the nation's Top 50 Public Research Universities by 2025. This goal is supported by a strategic action plans in these areas:

- Research, Scholarly and Creative Activities & Discovery
- Undergraduate Educational Experience
- Graduate Scholarly Experience

- Engagement, Extension, Outreach, and Service
- Faculty and Staff
- Facilities and Infrastructure
- Athletics



COLLEGES & ACADEMIC UNITS

K-State is recognized by the *Princeton Review* as one of America's best colleges, and *U.S. News & World Report* lists the University among the top 75 public universities in the U.S. Engagement is core to K-State's value and identity as a public research land-grant university. Integrating engagement with research and education is part of the University's plan to become a top 50 public research university by 2025.

Colleges

- Agriculture
- Architecture, Planning & Design
- Arts & Sciences
- Business Administration
- Education
- Engineering
- Human Ecology
- Technology & Aviation
- Veterinary Medicine

Degrees

- More than 250 undergraduate majors and options available

Graduate Study

- 65 Masters Degrees
- 45 Doctoral Degrees
- 22 Graduate Certificates

Students

- Over 24,000 students from all 50 states and more than 100 countries

Organizations

- More than 475 student organizations and over 20 club sports

Sports

- A total of 16 men's and women's teams compete in the Big 12 Conference

Financial Aid

- More than \$200 million in scholarships, grants, loans and work study is distributed each year

History

On February 16th, 1863, the Kansas legislature accepted an offer from the Bluemont Central College Association in Manhattan to transfer its property and assets to the state and become a public college under the provisions of the Morrill Act. The new institution became known as Kansas State Agricultural College.

Six months later, 26 men and 26 women started classes in the three-story native limestone building that stood on the northwest corner of present-day Claflin Road and College Avenue. The original college charter called for four departments: science and literature, agriculture, mechanic arts and military tactics. Five years after it got its start, Kansas State Agricultural College became the first fully operational land-grant college in America. In 1875, the classes were transferred to a renovated stone barn on the original 155 acres of land where the main campus now stands.

In 1931, the name of the institution changed to Kansas State College of Agriculture and Applied Science. Further accreditation in 1959 brought K-State to the name it holds today: Kansas State University of Agriculture and Applied Science. K-State Libraries keeps an extensive archive with a brief chronology.

University Leadership



Kirk H. Schulz, PH.D.

Kansas State University President

Kirk Schulz was selected as the 13th President of Kansas State University in February 2009 by the Kansas Board of Regents.

Schulz has spearheaded visionary campus-wide goal-setting to move K-State forward – to be recognized as a Top 50 public research university by 2025. At the end of the K-State 2025 planning process, the goal is to have a visionary plan that is

inclusive of the K-State family, is exciting and innovative, and most importantly, is a plan that has enjoyed campus-wide involvement and participation.

Schulz received the 2012 Chief Executive Leadership Award from the Council for the Advancement and Support of Education, and he also holds the Kansas State University Leadership Professorship.

In addition, he is the chair of the NCAA board of governors, the association's highest-ranking committees. As chair, he helps oversee issues across the association. His term runs to January 2017.

Under Schulz's leadership, Kansas State University was selected a Friend of the Flint Hills by the Flint Hills Discovery Center Foundation in spring 2014. The award recognizes the university's contributions to the Konza Prairie, one of the last remaining tallgrass prairies in North America. In 2015, he was recognized for his service and patriotism by the Topeka Military Order of World Wars.

Before his appointment as President, Schulz served as Vice President for Research and Economic Development at Mississippi State University. He has also served on the faculty at Michigan Technological University and the University of North Dakota.

Schulz is active in several professional societies, including the American Institute for Chemical Engineers and the American Society for Engineering Education. In recognition of achievements in the field of Chemical Engineering, he was selected as a fellow in both the American Society of Engineering Education and the American Association for the Advancement of Science.

He is active in the Boy Scouts of America and served as president of the Coronado Council. In 2013, he was recognized with the Distinguished Eagle Scout Award from the National Eagle Scout Association. Schulz also serves various roles on the boards of Cereal Food Processors, the Greater Manhattan Community Foundation, the Kansas Bioscience Authority, and the Accreditation Board for Engineering and Technology.

He is married to Dr. Noel Nunnally Schulz, who serves as the associate dean for research and graduate programs in the College of Engineering and the Paslay Professor of Electrical Engineering at Kansas State University. They have two sons, Tim and Andrew. President Schulz's parents are Carl and Judy Schulz of Norfolk, Virginia.

Location

Manhattan, KS:

K-State's campus is nationally recognized as one of the most beautiful in the country, and Manhattan, Kansas, was ranked #3 in Best Small Places for Business and Careers by *Forbes Magazine* in 2013 and more recently listed as America's Best College Town to Live In. Nicknamed The Little Apple, Manhattan is a quintessential small town nestled in the Flint Hills 100 miles west of Kansas City and 12 miles east of Fort Riley Army Post. Manhattan possesses a strong sense of community and purpose focused on preserving the historic center, encouraging talent and supporting careful economic growth. Mostly as a result of the University's influence, cultural and sporting events are at a level of frequency and quality rare in cities of 52,000 residents.



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
Maureen Humink, Vice President at
617-262-1102
or send nominations or cover letter and resume to
mhumink@LLLSearches.com.
All inquiries will be held in confidence.



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Organization Chart

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