



Stony Brook University

Vice President for Advancement/
Executive Director of the Stony Brook Foundation
Stony Brook University
New York, NY
<https://www.stonybrook.edu/>

Send Nominations or Cover Letter and Resume to:

Jill Lasman
Executive Senior Vice President
617-429-1153
ilasman@lindauerglobal.com

Christian Myers
Senior Consultant
857-305-8390
cmyer@lindauerglobal.com

The Opportunity

Stony Brook University is a member of the prestigious Association of American Universities (AAU) and is known as one of the nation's premier centers for academic excellence and a leader in generating social mobility. Stony Brook seeks an advancement and foundation leader with the vision, energy and entrepreneurship that typifies the University as a whole.

The University's next Vice President for Advancement/Executive Director of the Stony Brook Foundation (VPA) will partner with President Maurie McInnis, Ph.D., playing a critical role in propelling the University into its next half century, capitalizing on the momentum that is driving Stony Brook into the ranks of the most highly regarded public research universities in the nation.

Reporting to the president and serving as a senior member of her leadership team, the Vice President for Advancement (VPA) will provide leadership for the University's Advancement division and serve as the Executive Director of the Stony Brook Foundation. In addition, the VPA will be the principal liaison between University leadership and the foundation board.

Foremost among the VPA's charges will be to build upon the Advancement division's recent success, inspiring innovative and expansive thinking around fundraising opportunities across the institution. Founded in 1957, Stony Brook is a young university. In the last decade, with an investment of resources and support from leadership, the Advancement division developed into a more mature fundraising organization with a

high level of professionalism and a strong adherence to industry best-practices. This maturation is evidenced by the success of the last campaign which concluded in 2019 and highlights that commitment to the University runs deep. *The Campaign for Stony Brook University* was the most successful fundraising effort in SUNY history, raising \$630.7M over seven (7) years from 47,961 friends, alumni, foundations, and corporations, exceeding the original \$600M goal. There is still much in the way of untapped support and opportunities for the next even larger campaign.

As a national leader in moving students from the bottom to the top of the economic mobility ladder, Stony Brook's mission of academic and research excellence coupled with access and success for all students is a rare combination that has the potential to excite increased support from private philanthropy. With vast untapped opportunity to better engage the broader alumni base, the incoming VPA will also be uniquely poised to cultivate mission-focused philanthropists, many of whom reside on Long Island or the surrounding region, who may not have natural ties to Stony Brook but recognize the institution's global and regional impact on socioeconomic issues.

The incoming VPA will be a visionary and bold leader who will have the opportunity to raise sights, instill industry innovation, and broaden the donor base in an effort to raise the institution's profile and reputation among key public universities.

The Role and Qualifications for the Vice President for Advancement

The Vice President for Advancement at Stony Brook University will be a senior advancement professional with significant experience building and enhancing comprehensive and successful programs. As a member of the University's senior management team, the VPA will have substantive input on all issues facing the University. The VPA must therefore have broad interests, experience, and commitment to higher education, its ideals, and the necessities of modern leadership. The VPA will possess and exhibit the highest degree of professionalism and will have a track record of unquestioned integrity and moral character.

The VPA will be a visionary, forward thinker with a state-of-the-art knowledge of advancement generally and development particularly. They will be a strong leader, a thoughtful manager, and an able and willing delegator who is committed to getting things done. The VPA will advocate for their team and will have the energy and the fortitude to lead Stony Brook to a new level of achievement - both quantitatively and qualitatively - in its advancement efforts.

In addition, the VPA will possess the following experience and skills:

- A proven track record of successful major and principal gift fund raising. Demonstrated success in identifying, personally cultivating, soliciting, and closing transformational gifts. Ability to convey complex academic needs, priorities and achievements to potential donors accurately, understandably, and persuasively.
- Experience in planning and implementing a successful large-scale capital campaign.
- Strong management and team leadership experience, with a deep commitment to building diverse teams along with creating and sustaining an inclusive culture.

- Ability to empower, build, initiate, and sustain motivation of a strong staff and to lead by example with internal and external constituencies.
- Knowledge and experience in alumni relations and an understanding of the critical need for both collaboration with development and alignment with the overall mission of the University.
- Superb strategic planning, analytical skills, and data-driven and metrics orientation with exceptional ability on three levels:
 - Institutional - to serve as an active contributor on the president's cabinet.
 - Departmental - to conceive and to lead an advancement division with a clear, coherent strategic and operational vision.
 - Individual - to undertake creative prospect strategies.
- Superior interpersonal skills and the ability to work effectively with the full range of University constituents - including students, faculty, administrators, staff, volunteers, alumni, donors, and community members.
- A thorough appreciation for academic planning and its relationship to the effective application of basic fundraising principles.
- Ability to work collaboratively and to educate and engage others in the development process, including the president, trustees and other volunteers, deans, faculty, administrators, students, and alumni.
- Ability to operate effectively, flexibly, and collegially in a complex organizational environment.
- Familiarity with the unique political and legal frameworks that exist within a public university.
- Political savvy and diplomacy in serving as both University cabinet member and leader of the Foundation, a separate, 501(c) (3) nonprofit organization with the goal to foster a mutually beneficial relationship to propel Stony Brook into the future. Previous exposure to managing or operating within a university foundation ideal.
- Staunch support of public higher education and Stony Brook's mission to serve as a leader in providing socioeconomic mobility for its students.
- Experience with, and knowledge of, academic medical center fundraising is preferred.
- Excellent written and verbal communication skills. Ability to passionately articulate Stony Brook's broad-based goals to a variety of audiences and the charisma and enthusiasm to garner widespread private and public support for, and excitement about, the mission and future of Stony Brook.
- Good listening and transparent communication skills, as accessibility and visibility to the Stony Brook community is a high priority.
- Considerable energy, resilience, patience, and sense of humor, along with the instinct and ability to model the highest possible standards of character, fairness, decency, and good will.
- A BA/BS degree; an advanced degree preferred.

Expectations

Consistent with institutional aspirations, the Vice President for Advancement will be expected to:

- Serve as a key advisor to President McInnis.
- Work closely with senior academic leaders and administrators to provide insights, guidance, and judgment on the full range of issues, challenges, and opportunities facing the University and the changes taking place in higher education generally.

- Envision, articulate, and implement a long-term plan for the University's advancement program, including setting the stage for and implementing the institution's next campaign.
- Build upon the division's strong adherence to industry excellence and practices while expanding the impact of advancement across campus to deepen a culture of philanthropy at one of the youngest AAU's in the country.
- As a key thought partner to President McInnis, play an active role in identifying and evaluating Stony Brook's next generation of prospective donors and key volunteers.
- Lead the creation and implementation of programs that increase alumni engagement in all aspects of their relationships with the institution.
- Build on and create new strategies to engage mission-based philanthropists in the state, region, and country, who recognize Stony Brook's impact on the state and believe in reducing inequities and socioeconomic disparities in higher education.
- Identify and shape fundraising opportunities related to Stony Brook's pillars of excellence, including, but not limited to, artificial intelligence, energy storage and transmission, climate and sustainability, medical research and clinical care, health disparities, quantum computing, engineering driven medicine, and economics.
- Partner with Stony Brook's college deans, department chairs, and institute and center directors who are eager and determined to build upon the success they have had in fundraising and the engagement of donors.
- Leverage Stony Brook's collaborative and interdisciplinary "big idea" culture to inspire transformational giving opportunities at the individual, corporate, and foundation level, and contribute to the success of Stony Brook innovations.
- Work closely with communications and marketing to integrate development and alumni relations activities with the University's communications, public relations, and marketing efforts, helping to create a seamless and compelling case for the University that increases the support of its many constituencies.

The University

A flagship institution within the State University of New York (SUNY) system, Stony Brook University's 2019-20 operating budget was \$3 billion, with monies generated from a variety of sources. As Long Island's largest single-site employer, the University has over 15,000 full- and part- time employees, including more than 2,700 faculty.

Stony Brook University is located approximately 60 miles east of Manhattan on Long Island's beautiful North Shore. Situated on 1,454 wooded acres, the campus encompasses 12 schools and colleges; a Research and Development Park; world-class athletics facilities, including a 12,300-seat stadium and a 4,000-seat arena; and Stony Brook Medicine, Long Island's premier academic medical center. Also, part of the University is a teaching and research campus in Southampton, New York, which is home to graduate arts programs, health sciences professional programs and the Marine Sciences Center, and a classroom site in Manhattan. In addition, Stony Brook, in partnership with Batelle, has been managing the prestigious Brookhaven National Laboratory since 1998 with a number of faculty holding joint appointments.

The University enrolled 26,814 students in fall 2019 (17,909 undergraduate students and 8,905 graduate students) and offers more than 200 majors, minors, and combined degree programs. The University enjoys

a strong international presence, maintaining affiliation agreements with about 100 universities in Africa, Asia, Europe, Latin America, and Oceania. International students constitute 17 percent of Stony Brook's total student enrollment.

Leading the Way to Social Mobility

Stony Brook's community of scholars, administrators, and students is an engine of social mobility leading to successful outcomes for many lower-income and first-generation students by offering sustained, multipronged outreach before college, a culture of diversity and inclusivity, and on-campus mentoring and support to retain students to education.

These outcomes are singled out in a recent study led by the Stanford Institute for Economic Policy Research, which concludes that Stony Brook offers a proven path toward upward advancement for students from low-income households, far ahead of many of its better-funded peers, public and private. The University outperforms graduation rates of four-year institutions by race and ethnicity, graduate students who have less debt than those from other institutions and can assert that 94 percent of its graduates are either employed or continuing their education. In 2020, The Times Higher Education ranked Stony Brook University number one among U.S. Research Universities for reducing inequalities in higher education and #27 internationally.

Research at Stony Brook

Stony Brook faculty are known for their outstanding research, scholarship, and creative activity. Faculty members are the recipients of many national and international awards for their research, creative activity, and teaching. Notable accomplishments and recognition recently earned by Stony Brook faculty and associated faculty include¹:

- Twenty-five (25) members of the National Academy of Sciences
- Six (6) members of the National Academy of Engineering
- Six (6) members of the National Academy of Medicine
- Ten (10) members of the National Academy of Inventors
- Twenty-six (26) members of the American Academy of Arts and Sciences
- Six (6) Fellows of the Royal Society

With more than 2,500 faculty and staff engaged in research and over 2,000 sponsored awards, Stony Brook's total research expenditures in FY 2019 exceeded \$260M, with federal expenditures exceeding \$145M. Stony Brook University is home to numerous centers and institutes, including two DOE-funded



**STONY BROOK
RANKING ON
SOCIAL MOBILITY
INDEX**

Nº1

Among Highly Selective
Public Universities

Nº1

In the Association of
American Universities
(62 Schools)

Nº3

Nationally Among All
Colleges and Universities

51%

Of Students From the
Bottom Income Quintile
Reach the Top Quintile

Source: Stanford Institute for
Economic Policy Research

¹ These numbers reflect the total number of members or fellows over the history of Stony Brook University. Of these, four members of the National Academy of Sciences and five members of the American Academy of Arts and Sciences are deceased.

Energy Frontier Research Centers, the Turkana Basin Institute, the Center for Frontiers in Nuclear Science, the C.N. Yang Institute for Theoretical Physics, and the Cancer Center. Among Stony Brook faculty are joint appointments with Brookhaven National Laboratory, where many faculty and students are involved in research activities and access unique user facilities.

The Stony Brook Research and Development Park, located on 246 acres adjacent to the main campus, has been designed as a community of innovators who build solutions to society's most pressing problems, leveraging Stony Brook's research strengths in three convergent areas: energy, information technology, and biomedical technology. The R&D Park is home to NY State-funded Centers of Excellence in Wireless and Information Technology (CEWIT) and Advanced Energy Research and Technology Center (AERTC). State-of-the-art facilities provide resources to researchers, entrepreneurs, and users from academic, corporate, and government sectors.

Two additional research buildings will be located in the R&D Park. The Innovation and Discovery Center, which is nearing completion, will house academic research labs as well as mid-stage incubator tenants. The Institute for Discovery and Innovation in Medicine & Engineering (I-DIME) building is in the design phase. This state-of-the-art lab research building will be the center for SBU's initiative in engineering-driven medicine.

The R&D Park and other research facilities across the campus continue to attract and retain preeminent faculty and outstanding students, and to produce cutting-edge research and creative activities that will secure Stony Brook's place among the very best research universities.

Schools and Colleges

College of Arts & Sciences

The College of Arts & Sciences is home to approximately 10,000 undergraduate and 1,800 graduate students and is made up of a broad array of academic departments and programs engaged in research and teaching in the fine arts, humanities, social and behavioral sciences, biological sciences, physical sciences, and mathematics. There are over 40 majors leading to the B.A. or B.S. degree and over 50 minors offered at the undergraduate level. <http://www.stonybrook.edu/cas/>

College of Business

The College of Business was formed approximately 13 years ago from a small management program. Seven years ago, the College began updating programs and hiring 24 doctoral level faculty to meet minimum standards toward AACSB accreditation. Currently, the College has 41 FTE faculty, 1350 undergraduate majors, 80 undergraduate majors at SUNY Korea, 320 MBA students, and 75 students in the MS programs in Finance, Accounting, and (in Seoul, South Korea) Technology Management. The College is continuing this development to achieve accreditation, attract high quality students, and contribute to Stony Brook's academic excellence. <http://www.stonybrookcob.com/>

College of Engineering & Applied Sciences

Founded in 1960, the College of Engineering and Applied Sciences is home to nine academic departments: Applied Mathematics and Statistics, Biomedical Engineering, Biomedical Informatics, Civil Engineering, Computer Science, Electrical and Computer Engineering, Materials Science and Chemical Engineering, Mechanical Engineering, and Technology and Society. As of Fall 2019, the college is home to about 4,000

undergraduate students, 1,600 graduate students, and a faculty of around 210 engineers and applied scientists. It boasts over 20,000 alumni. <http://www.ceas.sunysb.edu>

School of Marine and Atmospheric Sciences

The School of Marine and Atmospheric Sciences (SoMAS) is the State University of New York's center for marine and atmospheric research, education, and public service. It is also the home of the University's Sustainability Studies Program. Approximately 800 graduate and undergraduate students currently work and study at SoMAS. The SoMAS faculty are internationally known for their leadership in research in atmospheric sciences, all the major disciplines of oceanography – biological, chemical, geological, and physical – and sustainability studies. <http://www.somas.stonybrook.edu>

Graduate School

55 Master's and 46 doctoral programs offer students a wide range of disciplines to explore. In the National Research Council evaluation of doctoral programs, 32 of Stony Brook's Ph.D. programs were analyzed, and 20 programs ranked either in the Top 25 for their discipline or the Top 25% for disciplines that included more than 100 programs. <http://www.grad.sunysb.edu/>

School of Communication and Journalism

Stony Brook University's School of Communication and Journalism is the first and only undergraduate school of communication and journalism in New York State's public university system. Students study fundamentals but are also prepared to succeed in an evolving multimedia future, working out of the school's "newsroom of the future." All students take courses in print, broadcast, and online journalism.

<http://www.stonybrook.edu/journalism/>

School of Professional Development

The School of Professional Development (SPD) offers postbaccalaureate credit programs at the master's and advanced graduate certificate levels, including non-credit offerings in career development and community outreach. Students may choose from several master's degrees, including the Master of Arts in Liberal Studies, the Master of Arts in Teaching, and the Master of Professional Studies. SPD also offers advanced graduate certificates in Higher Education Administration, Educational Leadership, Human Resource Management, and in other areas related to education and the workplace. These graduate programs in education fully articulate with NY State DOE certification and licensing requirements.

<http://www.stonybrook.edu/spd/index.html>

Stony Brook Medicine

Stony Brook Medicine encompasses a vibrant health sciences campus — immediately east and in direct continuity with the University's Main Campus — that serves as home to: the five health sciences schools ([*Health Technology and Management*](#), [*Dental Medicine*](#), [*Nursing*](#), [*Renaissance School of Medicine*](#), and [*Social Welfare*](#)); [*Stony Brook University Hospital*](#), a 603-bed nationally renowned tertiary care and safety net hospital for the entire region; and the [*Long Island State Veterans Home*](#). Stony Brook Medicine also encompasses a new eight-story Medical and Research Translation building, which houses the new Cancer Center, and a 10-story Hospital Pavilion, home of the new [*Children's Hospital*](#), which offers advanced pediatric specialty care. Additionally, Stony Brook Medicine includes [*Stony Brook Southampton Hospital*](#), and [*Eastern Long Island Hospital*](#), a robust research portfolio and multi-specialty clinical practices.

Arts and Culture

Enriching the campus and surrounding community with a variety of exhibitions, lectures, performances, and cultural activities, Stony Brook University provides students and community members with an outlet for artistic expression and international cultural exchange. The Staller Center for the Arts houses a professional arts center—featuring such well-known performers as Bernadette Peters, Whoopi Goldberg, Patti Lapone, Mandy Patinkin, Renée Fleming (Gala 2019), Pat Metheny, and the Emerson String Quartet—as well as the Departments of Art, Music, and the Theatre Arts program. The Department of Music offers over 300 performances by a wide array of ensembles, including the esteemed Stony Brook Symphony Orchestra. The Department of Art features work by faculty and students in the 5,000 square foot Paul W. Zuccaire Gallery, in addition to several exhibitions annually by professional artists. The Stony Brook Film Festival presented by Island Federal Credit Union each summer attracts thousands of film goers to see the best in new independent films. The Charles B. Wang Center, opened in 2002, celebrates Asian cultures, and is dedicated to presenting the public with a multifaceted, intellectually sound, and humane understanding of Asian and Asian American cultures, and their relationship to other cultures.

The Tabler Center is the facility closely associated with the Undergraduate College of Arts, Culture and the Humanities and offers a venue for student productions, activities, and programs that can take advantage of the digital media facility, performance space, and exhibition gallery. Stony Brook Southampton offers students graduate programs in creative writing, children's literature, podcasting, and film. The Southampton program welcomes talented writers whose writing is expressed in any form – from novels, poetry, and scripts to scientific, technological, and cultural analysis.

Libraries

Stony Brook University Libraries is the largest academic research library on Long Island serving the University population and the State University of New York system. The Library is also a resource for the local community, state-wide, and nationally and internationally. Known for a wide range of print and digital resources and world-renowned special collections, the University libraries belong to the Association of Research Libraries (ARL), with a Health Sciences Center Library that is a member of the Association of Academic Health Sciences Libraries. The collection exceeds 2 million volumes, including e- books, print, streaming media, electronic holdings of scholarly journal subscriptions, microforms, music recordings, and a sizable map collection. The SBU Libraries include eight distinct facilities, including the recently renovated and flagship Melville Library, Chemistry, Health Sciences, Marine and Atmospheric Sciences, Math/Physics, Music, Southampton, and SUNY Korea-SBU campus.

Student Life

The Division of Student Affairs is committed to the success of each student. In partnership with others, the Division advocates for and provides leadership to cultivate the educational success and personal development of students by offering services, activities, and learning opportunities. The Division prepares and empowers students to engage fully as active learners, responsible leaders, and contributing members of a diverse and dynamic campus community and global society. Student Affairs commits itself to transforming lives through creating a safe, inclusive, and vibrant learning community, and meets these commitments by providing the highest standard of services, programs, and advocacy for students in the following areas of campus community: Campus Residences, Recreation and Wellness, Career Center, Dean of Students, Commuter Student Services-Off Campus Living, Facilities Operations Student Activities

Center & Stony Brook Union, LGBTQ Services, Multicultural Affairs, Student Activities, Student Health Services, Counseling and Psychological Services, Center for Preventative Outreach, Student Accessibility Support Center, University Community Standards, and Veterans Affairs

Athletics

Stony Brook student-athletes compete in intercollegiate athletics as members of the America East Conference in all sports except for football (CAA Football) and women's tennis (Missouri Valley Conference). Stony Brook's 18 NCAA Division I teams include football, men's and women's soccer, men's and women's basketball, men's and women's lacrosse, women's tennis, women's volleyball, women's swimming and diving, men's and women's cross country/track and field teams, and softball and baseball. The Seawolves have won 46 conference championships at the NCAA Division I level (20th year in 2019-20) that includes men's basketball's first tournament title in 2015-16 and first appearance in the NCAA Division I Men's Basketball Tournament.

Kenneth P. LaValle Stadium seats 12,300 and boasts a state-of-the-art Field Turf playing surface. In addition to regular intercollegiate competition, LaValle Stadium has served as host to numerous local, regional, and state high school tournaments. The NCAA also selected Stony Brook University as host of the 2006 and 2010 NCAA Men's Lacrosse Quarterfinals and the 2011, 2012, and 2018 NCAA Women's Lacrosse National Championships.

Athletics Highlights:

- Will Tye became the first Stony Brook player to make an active NFL roster in 2015 and has since been joined by three others (Victor Ochi, Timon Parris and Chris Cooper).
- Five former Seawolves have played in Major League Baseball, including three current players on MLB 40-man rosters (Nick Tropeano, Travis Jankowski, and Daniel Zamora).
- Lucy van Dalen became Stony Brook's first national champion, winning the 2012 NCAA Champion in the Indoor Mile.
- Baseball "Shocked The World" on its way to an appearance in 2012 College World Series.
- Men's Basketball made its first appearance in NCAA Division I March Madness Tournament 2016.
- Women's Lacrosse spent 11 straight weeks ranked No. 1 in the nation during the 2018 season.

Leadership

President Maurie McInnis

Maurie McInnis started her tenure as President of Stony Brook University in July 2020. Since her arrival at Stony Brook, she has been focused on helping the institution to achieve greater financial sustainability, enhancing collaborations between Stony Brook University and Stony Brook Medicine as one campus, and developing greater appreciation for the special role Stony Brook plays as an AAU institution within the State and SUNY system. President McInnis previously served as the executive vice president and provost at The University of Texas at Austin. As the chief academic officer for the University of Texas at Austin, Dr. McInnis

lead strategic planning for the University's academic mission, which includes academic programs and initiatives across 18 colleges and schools, serving and supporting more than 51,000 students and 3,000 teaching and research faculty. She was responsible for the budget for the University's academic division, managing 1.8 billion of the institution's 3.1 billion-dollar budget. She was also deeply involved in the University's fundraising efforts, leading a team of development officers.

Additionally, Dr. McInnis oversaw the University's libraries and museums, archival collections, research centers and academic support units. During her tenure at UT Austin, Dr. McInnis invested in numerous student and faculty support programs, including the Texas Advance Commitment to expand access to higher education for Texas families, and the Executive Management Leadership Program to provide faculty and administrators the opportunity to develop leadership skills helpful in academic leadership positions. Through strategic budgeting and strategic initiatives, she focused efforts on recruiting and retaining exceptional faculty.

While at UT Austin, Dr. McInnis made significant advancements and investments in equity, diversity, and inclusion initiatives. She created the new position of Vice Provost for Diversity and spearheaded efforts to create school- and college-based diversity and inclusion committees and chief diversity officers.

Dr. McInnis served as the executive vice president and provost of UT Austin from 2016-2020. Previously, she spent nearly 20 years at the University of Virginia, ultimately as the vice provost for academic affairs. Her academic scholarship has A renowned cultural historian and author, McInnis's academic scholarship has focused on race, slavery, and power in the American South. She has published extensively on American art history, including five books on the subject. *Slaves Waiting for Sale: Abolitionist Art and the American Slave Trade* (University of Chicago, 2011) was awarded the Charles C. Eldredge Book Prize from the Smithsonian American Art Museum for outstanding scholarship in American Art. She recently published, with Louis P. Nelson, *Educated in Tyranny: Slavery at Thomas Jefferson's University* (University of Virginia Press, 2019).

She earned her bachelor's degree with highest distinction in art history from University of Virginia and received her master's degree and Ph.D. in art history from Yale University. Dr. McInnis is married with two children.

The Stony Brook Foundation

A separate, 501(c) (3) nonprofit organization established in 1965, the Stony Brook Foundation's 28 employees and the Advancement division partner in raising funds to support the mission of Stony Brook University. The Foundation's board of trustees boasts University alumni and friends from a wide variety of backgrounds whose contributions comprise most philanthropic funds raised by the University. Every year the Foundation is subject to an independent financial audit, which has been consistently completed without any findings.

Since its inception, the Foundation has raised nearly \$1B in gifts and employs best practices and procedures to ensure all gifts to the University are wisely invested and distributed consistent with each donor's expressed intent. Today the foundation manages an endowment of \$296.8M and has total assets of more than \$589M.

A volunteer board of trustees governs the Foundation. Richard Gelfond, Founder and CEO of IMAX is the current chairman of the Foundation board. Trustees serve for terms of three to five years and may serve consecutive terms. The University president is an ex-officio voting member of the board. The Foundation's professional staff is led by its Executive Director, who is also the University's Vice President for Advancement. The day-to-day operations are managed by the Foundation's Chief Operating Officer/Chief Financial Officer, who is appointed by the Board. [Stony Brook Foundation FAQ \(open link\)](#)

Stony Brook University Advancement Division

The Stony Brook University Advancement division builds relationships with friends, foundations, corporations, alumni, faculty, staff, and grateful patients to raise funds that advance the University's mission. It is comprised of seven areas with specific functions:

Development-Major Gift Fundraising: With over 25 frontline fundraisers representing Stony Brook Medicine, the College of Engineering and Applied Sciences, the College of Arts and Sciences, and other academic units, this team is responsible for qualifying, cultivating, soliciting, and stewarding major gift donors. Fundraisers are given specific goals to achieve each year, related to both activity (e.g., calls and visits) as well as outcomes (e.g., gifts closed and dollars raised), and typically manage 75-100 prospects. Fundraisers meet as a group on a biweekly basis and with their respective sub-teams more frequently to discuss prospect strategy. Major gift fundraising comprises the vast majority of philanthropic revenue at Stony Brook University, as is the case at peer institutions. In addition to academic unit-affiliated development staff, the division also employs gift planning professionals and corporate and foundation relations experts to advise and collaborate with development officers and maintain their own prospect portfolios.

Development-Annual Giving: The Annual Giving team focuses on securing broad-based, lower-dollar philanthropic support from constituents and developing the pipeline for major gifts through direct mail, email, text-based, and digital ad-based fundraising campaigns that reach 200,000+ constituents each year. New initiatives in this area include the rollout of a senior class giving program and the launch of a giving day in 2019. The team has also invested more resources into leadership annual giving efforts in order to identify mid-level donors with the capacity and inclination to eventually make major gifts (\$50K+).

Advancement Communications: This team creates the tools and messaging that persuade constituents to invest in Stony Brook University. From designing and writing annual reports to donors to designing principal gift proposals to publishing articles about faculty achievements, donor profiles, and student success, Advancement Communications is the voice of the division.

Advancement Services: This team provides support to the Advancement division across a wide range of areas, including technology and data services, prospect research, and donor relations. From managing a database of 250,000+ constituents to conducting research on thousands of prospects each year to determining the best ways to steward major gift donors in collaboration with University leaders, Advancement Services equips each of the other teams with the technology and information needed to inform strategy.

Alumni Relations: Alumni Relations plans events and reunions on campus and through chapters and working groups across the country. This team supports the extensive network of Stony Brook alumni around the world—now 200,000 alumni in all 50 states and 118 countries—and helps to build bright futures for the next generation of Stony Brook graduates. As “Seawolves for Life,” alumni receive perks such as product discounts and access to continuing education and career counseling.

Advancement Events: This team manages Advancement-initiated events on and off campus that seek to engage, cultivate, and steward fundraising prospects and donors. Of special note are the Stars of Stony Brook gala—held annually in Manhattan and attended by 800 constituents—and the annual Homecoming event, which brings hundreds of alumni back to campus. The team is also responsible for organizing investiture ceremonies and donor dinners with the president.

In FY20, overall giving totaled \$66,923,124, a decrease from \$78,078,365 in FY19.

Awards and Recognition

Stony Brook University's Advancement division goes far beyond its own campus in sharing best practices with other institutions in the region and nationally. In 2018-19, the Advancement division was recognized for its innovative work by SUNY Council of University Advancement Directors (SUNYCUAD), garnering four awards of excellence for alumni relations, events, social media campaigns and senior class giving. In 2019-20, the division earned awards of excellence for annual giving and events.

Additionally, the division recently earned the Gold award from the Council for Advancement and Support of Education (CASE) District II region for its groundbreaking work on digital advertising. Many individuals on the Advancement staff have presented at industry conferences and are considered thought leaders in today's dynamic higher education and medicine fundraising professions. In just the past two years, team members have been invited to present best practices at conferences held by CASE, SUNYCUAD, Association of Fundraising Professionals, Association of Governing Boards, Northeast Annual Giving Conference, and National Association of Cancer Center Development Officers.

[Stony Brook Honored by CASE for Fundraising Excellence.](#)

SBU Campaign History

While the Stony Brook Foundation was established in 1965, SBU, like many other public universities, did not begin to develop a sophisticated advancement operation until the early 2000s. Stony Brook conducted its first comprehensive campaign (“The Emergence of Stony Brook”) from 2002-2009, raising \$361.7M from 54,000 donors. The University launched its second campaign (“The Campaign for Stony Brook”) from 2011-2019, raising \$630.7M from just under 48,000 donors. After the launch of this latter campaign, the Advancement division made great strides in elevating the role and awareness of philanthropy at the University.

Some highlights from this period (FY12-FY19) include the following:

- Increased the number of endowed chairs (\$1.5M+ gifts) and professorships (\$750K+ gifts) from 11 to 65.
- Grew the endowment from \$125M in FY12 to \$279M in FY20.
- Retained post-campaign average gift revenue at a significantly higher rate than after the prior campaign. Annual fundraising totals typically decline significantly in non-campaign years. In SBU's

case, the drop after the first campaign ended in 2009 was 48% relative to the annual campaign average. However, since the last campaign ended, the annual fundraising total has declined by only 19.5%; a time in which there was a presidential and VPA transition.

Alumni and Other Constituents

Stony Brook University's 200,000 alumni live in all 50 states and 118 countries. Most of them—65%—live in New York State, with most of this group living either on Long Island or in one of the five boroughs of New York City. Slightly more than half of alumni graduated from the College of Arts and Sciences and an additional 15% left SBU with a degree from the College of Engineering and Applied Sciences. Organizations employing greater than 100 SBU alumni include Google, Microsoft, Amazon, Citi, and JPMorgan Chase.

During the most recent campaign, alumni comprised one third of donors, with undergraduate alumni at 19% and graduate alumni at 14%. Across FY19, Advancement hosted 161 events in 43 cities and managed 758 volunteers.

In addition to alumni and volunteers, Stony Brook University is fortunate to count thousands of corporations, foundations, faculty, staff, grateful patients, and community members as loyal donors. This diverse group of non-alumni donors represents a constituency of approximately 50,000 individuals and organizations, the majority of which are based on Long Island or in New York City.

Human Capital

Advancement/SBF employs 86 staff across over 15 functional teams. In addition to the Advancement areas listed above, the VPA as Executive Director of the Foundation also manages Human Resources and Financial Management. The Chief Operating Officer/Executive Director and Director of Finance and Operations of Stony Brook Foundation also serve on the VPA's team.

[Recent annual reports can be found here \(open link\).](#)

Background Checks

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and Stony Brook University conducts background checks prior to finalizing an offer.

**To learn more, call/email
Jill Lasman, Executive Senior Vice President
617-429-1153
jlasman@lindauerglobal.com**

**or send nominations or cover letter and resume to
jlasman@lindauerglobal.com.
All inquiries will be held in confidence.**



Setting the Standard in Nonprofit Talent
www.LindauerGlobal.com