

VICE PRESIDENT FOR DEVELOPMENT
PRESIDENT OF THE AUBURN UNIVERSITY FOUNDATION



FUELED BY PHILANTHROPIC DOLLARS, WE ARE BECOMING A POTENT FORCE FOR DISCOVERY AND CHANGE

Because This is Auburn — A Campaign for Auburn University was the largest fundraising campaign in university history and raised more than \$1.2 billion, making it the first university in the state to raise more than \$1 billion in a campaign. This success exponentially broadened what Auburn can do and is propelling Auburn into the national and international spotlight.

Better Health Across Populations

For Auburn's colleges and schools that work to improve care and discover cures across all populations, the campaign helped to create 21st century facilities capable of handling growing programs and providing the latest diagnostic tools and treatments, seeding groundbreaking research in critical areas such as obesity, heart disease and diabetes, and helped stem the spread of disease from animal to human populations.

A Stronger Alabama

Auburn's land-grant status is fundamental to our identity and is of enormous value to the state of Alabama, contributing more than \$5 billion annually by increasing jobs, attracting industry, safeguarding crops and encouraging entrepreneurship. In 2017, the Association of Public and Land-grant Universities recognized Auburn as a top national Innovation and Economic Prosperity University, the only one in Alabama. Campaign gifts have furthered programs most beneficial to Alabama's quality of life and productivity, including coastal restoration and programs that benefit legacy industries like forestry, fisheries, agriculture, and newer entries such as aerospace, aviation and additive manufacturing.



Auburn graduates have won Oscars and Pulitzer Prizes, Heisman Trophies and Olympic gold medals. They have advised presidents, chaired the joint chiefs, led armies and walked in space. Auburn graduates have founded Habitat for Humanity and Wikipedia and head the world's most recognized companies, including Apple, Stryker, Twitter and Time Warner. Our teachers, engineers, nurses and veterinarians, architects and pharmacists form the backbone of Alabama society and economy. Each are distinct from one another, but hold in common the values Auburn instills: honor, community and a fierce work ethic — the results of which have helped to make our own and the world's communities safer, healthier, and smarter.



A Safer America

Things once considered routine—the food we eat, the places we go, even the security of our own identity—now give us pause. Auburn has kept America—and Americans—safe from physical and digital harm. Our patented Vapor Wake method of developing dogs to detect hazardous materials has protected countless individuals from disaster, and our research is extending canine services to the detection of pathogens. As the nation's economic vitality depends on the secure transmission of information, Auburn's engineers are unifying our cyber research and development efforts to explore solutions to potential breaches, even as our researchers investigate ways to keep the nation's food supply safe.

A More Sustainable World

Auburn believes we have a responsibility to ensure that our children and grandchildren inherit a verdant and healthy planet. We have funded initiatives across our colleges and schools to provide low-cost and efficient energy, clean air and water, sustainable housing and materials, sufficient sources of nutrients, abundant forestry products and flourishing populations of wildlife.



**WHY IS AUBURN UNIVERSITY
DEVELOPING ELITE DETECTOR DOGS?**

Because we believe in securing a safer America.

Thank you to our generous donors for contributing more than \$1.2 billion through *Because This is Auburn* — A Campaign for Auburn University. Because of you, we can advance the vision of a safer America through programs like Canine Performance Sciences. Auburn's patented detector dogs have saved lives at home and abroad and are invaluable in the fight against terrorism. You can see them hard at work in sporting and transportation venues around Atlanta, including the Hartsfield-Jackson Atlanta International Airport.

**BECAUSE
THIS IS AUBURN.**

A Campaign for Auburn University

BECAUSEAUBURN.ORG

The image shows a light-colored dog wearing a harness, sitting on a blue bench. In the background, a person is sitting on the same bench. The Auburn University logo is visible in the bottom left corner.



**WHY IS AUBURN UNIVERSITY
PROTECTING ENDANGERED ECOSYSTEMS?**

Because we believe in developing a more sustainable planet.

Thank you to our generous donors for contributing more than \$1.2 billion through *Because This is Auburn* — A Campaign for Auburn University. Because of you, we can advance the vision of a more sustainable planet through centers like the Solon Dixon Forestry Education Center. This unique place, located in Andalusia, Ala., functions as a living laboratory for students, practitioners, and land owners who use the facility to explore its diverse ecosystems and learn best practices.

**BECAUSE
THIS IS AUBURN.**

A Campaign for Auburn University

BECAUSEAUBURN.ORG

The image shows a young pine tree in a forest setting. The Auburn University logo is visible in the bottom right corner.



Powered by the clear vision of a new president and the resources to realize aspirations, we will stay true to our land-grant mission and serve as a catalyst for positive change. We are integrating education, collaborating between disciplines and extending our reach by broadening our circle of external partnerships.

Auburn University has established itself as an excellent comprehensive, public land-grant university. We are embracing a new strategic plan that will further our excellence in all levels of education, research and service that will position Auburn as a world-renowned institution of higher education. The leadership of our development efforts and commitment to philanthropy will be paramount to the university's ability to achieve its vision and mission.



"Our vision for Auburn is to become a world-class academic, research and service university in the true spirit of our land-grant heritage—and to be recognized as an undisputed go-to destination for that special caliber of student, faculty, staff and development partner driven to make a meaningful impact on the state of Alabama, the nation and the world."

—President Steven Leath

Quick Facts

Gifts and Commitments FY '14 – FY '18

2018	\$140,027,028
2017	\$140,213,011 (Official campaign close 12/31/17)
2016	\$171,932,161
2015	\$202,100,477 (Launch of Campaign Public Phase)
2014	\$148,837,365

Pre-campaign average annual run rate = \$85.8M

Office of Development Budget FY '19

Central Office Budget	\$15,420,843
Constituency Development Budgets	\$9,187,527
Total Budget	\$24,608,370

Campaign Budget

\$15,183,840

Personnel

Total Employees	158
Central	88
Constituencies	70
Fundraisers	50
Executive Leadership	5
Support and Advancement Services	103

Endowment Market Value (Feb. 28, 2019)

\$761,511,352

A LEADING PROVIDER OF INSTRUCTION, RESEARCH AND SCHOLARSHIP

- With a \$5.4 billion economic contribution to the state, Auburn has more than 300,000 graduates and provides 150-plus degree programs to nearly 30,000 undergraduate and graduate students.
- *U.S. News & World Report* has ranked Auburn among the top public universities in the U.S., and *Kiplinger's* named Auburn one of their 100 Best Values in Public Colleges.



- *Forbes* ranks Auburn as the top university in the state of Alabama for delivering a meaningful return on investment.
- Named one of *Money's* Best Colleges for Your Money, Auburn is also the top-ranked university in the state of Alabama.
- Auburn is the first university in the state to raise \$1 billion in a comprehensive fundraising campaign and recently achieved this more than a year earlier than projected.
- Auburn is listed with Distinction on the President's Higher Education Community Service Honor Roll, honoring dedication to civic engagement, service learning and outreach.

- Auburn has been designated an Innovation and Economic Prosperity University by the Association of Public and Land-Grant Universities, and in 2015 received the organization's Place Award for excellence in community, social and cultural development work.
- The Carnegie Classification of Institutions of Higher Education designated Auburn as an R1 institution, which is reserved for doctoral universities with the highest levels of research activity.
- According to the National Survey of Student Engagement, Auburn provides a supportive campus environment, and our students report higher satisfaction with their overall academic experience than students at peer institutions.
- In a survey of recent graduates, 97 percent feel their Auburn education has enhanced their opportunity for future advancement.
- Auburn alumni are satisfied with their college choice, with 92 percent of recent graduates indicating they would choose Auburn again.



OUR CAMPUS

With an initial master plan crafted by architect Frederick Law Olmsted, who also designed Central Park in New York City, our campus is beautiful. It's more than beauty that captures the hearts of Auburn students and faculty. A sense of belonging, community and a welcoming spirit makes Auburn home.

We have the resources of a large research university set on a collegial, open campus. The university has 80 major academic buildings, combining historic red-brick buildings, such as the iconic Samford Hall (constructed between 1888-90) with modern, active-learning classroom facilities, like the 69,000-square-foot Mell Classroom Building that opened in fall 2017.

Known as "The Loveliest Village on the Plains," Auburn has a true town-and-gown relationship with the City of Auburn, with the two meeting at the famed Toomer's Corner intersection.



We're Growing

Gifts of more than \$203 million during Auburn's most recent fundraising campaign helped transform campus with innovative buildings, which allows our students and researchers to continue doing their best work.

School of Nursing Building

Project completed: Summer 2017

Private donors and corporate healthcare partners have helped create Auburn's first facility designed for nursing education.

Delta Air Lines Aviation Education Building

Project completed: December 2018

A portion of a \$6.2 million gift from Delta Air Lines, the Delta Air Lines Foundation and the Jacobson Family Foundation helped construct the 23,000-square-foot Delta Air Lines Aviation Education Building.

Brown-Kopel Engineering Student Achievement Center

Projected completion: May 2019

A \$30 million commitment from alumni John and Rosemary Brown is supporting the Samuel Ginn College of Engineering's vision to provide the nation's best student-centered engineering education experience. The 142,000-square-foot facility will house academic support, student recruitment and professional development spaces.

Jay and Susie Gogue Performing Arts Center

Projected completion: Summer 2019

A \$25 million lead gift from 1957 graduates John and Rosemary Brown to name the center in honor of Auburn's 18th president Jay Gogue and his wife, Susie, is ensuring the construction of the 85,000-square-foot world-class facility.

Tony and Libba Rane Culinary Science Center

Projected completion: Spring 2021

James W. "Jimmy" Rane, '68 business administration, made this hands-on, culinary, student-centered facility possible with a \$12 million commitment.

OUR COMMUNITY

The Auburn-Opelika area is filled with scenic natural beauty and a wealth of possibility. It has much to offer in education, recreation, nature, history, culture and more.

Auburn is a small, friendly university town in the rolling hills of east-central Alabama, with a population of approximately 64,000. Conveniently located along Interstate 85, Auburn is less than 60 miles northeast of Alabama's capital city of Montgomery, about 30 miles west of Columbus, Georgia and 100 miles southwest of Atlanta. The pristine, sandy-white beaches of Alabama's Gulf Shores can be reached in less than four hours.

The university has a special relationship with the City of Auburn, including partnerships such as the Yarbrough Tennis Center and the Auburn Research Park. The famed Toomer's Corner marks the spot where the city and university intersect and is a destination for the city and university communities to gather in celebration.

Auburn residents overwhelmingly rate the city as a great place to live, work and raise children. *Forbes* has consistently ranked Auburn on its lists for Best Places to Retire and Best Small Places for Business and Careers. In 2018, Auburn was listed among the Top 100 Best Places to Live in the U.S. by *Livability*. Auburn's public schools are regularly ranked among the best in the state and nation.

Residents have access to a number of city parks and recreational programs, as well as Chewacla State Park's 696 scenic acres, including a 26-acre lake, waterfall and trails. Opening in summer 2019 across from the Jule Collins Smith Museum of Fine Art, the Jay and Susie Gogue Performing Arts Center will be a cultural destination offering world-class performances. The Gogue Center and museum will create a vibrant arts district for the campus, community and region.

Opelika, Auburn's sister city, is full of small-town charm, rich in heritage and offers a high quality of life for its nearly 30,000 residents. Opelika is the county seat for Lee County, the eighth most populous county in Alabama and the home of Auburn University. The Auburn-Opelika metro area has approximately 162,000 residents.

Opelika is home to the Opelika SportsPlex and Aquatics Center, Opelika Performing Arts Center, East Alabama Medical Center, Southern Union State Community College, one of 27 institutions in the Alabama Community College System and the Robert Trent Jones Golf Trail at Grand National.



AUBURN UNIVERSITY MISSION STATEMENT

As a land-grant institution, Auburn University is dedicated to improving the lives of the people of Alabama, the nation and the world through forward-thinking education, life-enhancing research and scholarship, and selfless service.



Auburn University's mission concisely describes our central purpose. Our mission statement begins with a reference to the university's origins and obligations as a public land-grant university. The 1862 Morrill Act created institutions of higher education that focused on agriculture and mechanical arts—a response to changing social and economic conditions. Land-grant universities would provide practical solutions to pressing societal problems and provide higher education to a much broader segment of American citizenry. Land-grant universities would eventually serve as the creators of economic opportunity and development. As such, we must never lose sight of the important educational, research and service responsibilities inherent in our land-grant lineage. Subsequent to its founding as a land-grant university, Auburn has also been designated, through federal legislation, as a sea-grant and space-grant university.



Our first responsibility is to **educate our students and prepare them for life**. We endeavor to expand their minds, broaden their experiences and hone their capabilities by imparting both theoretical knowledge and practical skills. Our goal is to empower and inspire our students to be their very best and to achieve their hopes and dreams. A key element of our public charter and of the Auburn Creed is to ensure our students are instilled with a strong work ethic, sound character traits and core values of honesty and respect. We encourage students to make valuable contributions and to lead their fellow citizens in creating meaningful change. This responsibility to build moral character and inculcate active social responsibility distinguishes the student experience at all land-grant universities, and certainly at Auburn University.

Our second responsibility is to **drive the development of research and scholarship** that creates and advances knowledge. We support, build upon and leverage the expertise of our faculty, students and partners to discover, innovate, and create new science, new technologies, and new applications and methodologies that tangibly improve our world.

Our third responsibility, **engagement and outreach**, leverages the value of the first two elements. Our duty is to enable our students, graduates, faculty and partners to transform the fruits of our research and scholarship into products, methods and services that meet our communities' most pressing needs. Delivering real-world, practical solutions is what sets land-grant universities apart and is core to Auburn University's foundation.

To be among the best land-grant universities, we must continue to excel in all three responsibilities. This requires leveraging the synergy found in the interchange of education, research, and service to maximize our impact on Alabama and the world.



VICE PRESIDENT FOR DEVELOPMENT

PRESIDENT OF THE AUBURN UNIVERSITY FOUNDATION



Auburn University invites nominations and applications for the position of vice president for the Office of Development and president of the Auburn University Foundation. The successful candidate will provide visionary leadership and guidance for functions pertaining to all development programs at Auburn University. This includes establishing all strategies to attain the university's campaign and annual funding priorities, which requires the establishment of strong relationships with the university Board of Trustees, the Auburn University Foundation board, the Auburn University Alumni Association, the deans of all the university's colleges and the athletic foundation. Working with and through these constituencies, the successful candidate will lead strategy development and implementation of all activities to enhance fundraising efforts; serve as the ambassador to the university's alumni and friends, personally identifying, cultivating and closing gifts and providing stewardship in recognition of donor philanthropy. The vice president supervises an organization of nearly 150 employees through eight direct reports and an annual development budget of approximately \$25 million. This position reports to the president of the university and is located in Auburn, Alabama.

Auburn University is one of the nation's premier public land-grant institutions and in 2018 was ranked 46th among public universities by *U.S. News & World Report*. Auburn maintains high levels of research activity and high standards for teaching excellence, offering bachelor's, master's, educational specialist and doctorate degrees in agriculture and engineering, the professions, and the arts and sciences. Its 2018 enrollment of 30,440 students includes 25,734 undergraduates and 4,706 graduate and professional students. Organized into 12 academic colleges and schools, Auburn's 1,450 faculty members offer more than 200 educational programs. The university is nationally recognized for its commitment to academic excellence, its positive work environment, student engagement and beautiful campus.

Auburn residents enjoy a thriving community, recognized as one of the "best small towns in America," with a moderate climate and easy access to major cities or to beach and mountain recreational facilities. Situated along the rapidly developing I-85 corridor between Atlanta, Georgia, and Montgomery, Alabama, the combined Auburn-Opelika, Alabama-Columbus, Georgia statistical area has a population of over 500,000, with excellent public school systems, outstanding recreation facilities and a regional medical center.

Duties and Responsibilities

- Work closely with the president to develop, plan and implement an overall development strategy for Auburn University's next campaign, ensuring that an effective and consistent message is presented to all constituencies.
- Provide leadership and planning for development programs to include establishing, implementing, and funding goals and priorities for Auburn University through gifts and campaign efforts.
- Continue the development, establishment and implementation of policies and procedures for all development operations.
- Work closely with all university constituencies including deans of various colleges, athletic foundation and Board of Trustees to understand necessary funding needs; assess, and when appropriate, develop strategy to secure funding of those needs.
- Empower development staff, deans, Auburn Alumni Association and athletic department leadership by motivating, encouraging, and stimulating consistent, efficient and effective practices in fundraising.
- Identify, recruit and train volunteers to utilize their influence, resources and skills to secure private funds for university priorities on behalf of Auburn.
- Serve as president and liaison to the Auburn University Foundation, ensuring all foundation activities are carried out professionally, efficiently and productively.
- As president of the Auburn University Foundation, provide leadership to the Foundation board in achieving their overarching goals of enhancing fundraising and endowment growth; recruiting and cultivating a high-quality board; enhancing public advocacy; and providing counsel to university administration regarding fundraising and endowment growth
- Direct the development office through delegation and supervision of staff, overseeing the maintenance of records, encouraging professional development and monitoring/enhancing accomplishments of personnel.
- Develop and establish budgets for the operation of development programs to include financial responsibilities for programming to the Auburn University Foundation board and the Auburn president.
- Review all documentation associated with donations, planned giving, foundations, corporate gifts, etc. and ensure compliance with both state and federal regulations.
- Identify contacts, develop and close gifts from prospects for fundraising purposes.
- Provide stewardship in acknowledging and showing gratitude for philanthropic support through various means, including letters, phone calls, personal visits and/or participating in/attending events and functions for donors.

Key Organizational Relationships

The vice president of the Office of Development will report directly to the president of the university while working closely with various constituents, including the university foundation board, university Board of Trustees, athletic foundation and Auburn Alumni Association board. This individual must have the maturity to influence all constituencies involved, balancing assertiveness with diplomacy to effectively accomplish all development goals and objectives. The vice president supervises an organization of nearly 150 employees through eight direct reports and an annual development budget of approximately \$25 million. This position reports to the president of the university and is located in Auburn, Alabama.

Qualifications

Experience - The successful candidate should possess the following qualifications:

- Fifteen to 20 years of business experience with a minimum of seven years in leading and directing multi-faceted fundraising programs, including experience in many of the following areas:
 - Annual Fundraising
 - Constituency Development
 - Corporate Relations
 - Development Communications
 - Foundation Relations
 - Donor Relations
 - Planned Giving
 - Research
 - Major Gifts
 - Stewardship
- A background in university development and fundraising efforts is desired.
- An understanding of working with a foundation board, trustees, and alumni association would be an asset.
- A solid understanding of all Internal Revenue Service (IRS) gift regulations.
- A strong sales acumen and/or proficiency in intangible sales is necessary; experience within a higher education environment is highly desired
- A strong background in fundraising plan development is necessary.
- A background of established experience in the different fundraising functions, including major gifts, annual giving, and stewardship.
- A leadership role in very large campaigns with a record of success and a career with a demonstrated upward trajectory.
- Experience in all fundraising techniques and strategies; hands-on experience in recruiting, developing and closing major gifts at all levels.
- A record of creative leadership in providing stewardship in recognizing philanthropy, including media recognition, appreciation letters, calls and personal visits as well as other appropriate acknowledgment of donors' generosity.
- A strong financial acumen, including organizational and project budgeting, accounting and other basic financial familiarity.
- An understanding of the real estate industry, specifically relating to donated real estate and real estate investments.
- Work experience in multiple industries and/or higher education institutions, including both public and private is preferable.
- Superior management skills with ability to manage varied functional professionals and build consensus and cohesiveness in a group of diverse individuals.
- Demonstrated leadership qualities and superior communications skills with an ability to relate to all levels and demographics; extensive experience in managing up and down a fundraising organization would be helpful.
- Proven team building and leadership skills; a track record of recruiting, developing, training, counseling, coaching and mentoring professionals; demonstrated ability to work successfully through other professionals to accomplish required goals.
- A visionary leader who understands the direction needed by the development organization and the Auburn University Foundation, and the ability to lead the development and execution of a plan to achieve the vision.
- An understanding of the entrepreneurial ecosystem as it pertains to venture activities.

Education

- A bachelor's degree in business, marketing, communications, or public relations or related field is required; an advanced degree would be helpful.

Personal - The successful candidate should possess the following characteristics:

- A boardroom presence, persuasiveness and the ability to communicate well both orally and in writing.
- An aggressive team player with an entrepreneurial spirit; action-oriented individual who is not afraid of risk to achieve/exceed goals; makes informed business decisions.
- Ability to create strong morale in teams, share successes and wins, foster open dialogue and promote team success.
- Driven executive who is mature, self-motivated, success oriented, and functions both independently and as a member of a team.
- Assertiveness, with strong self-esteem and self-confidence, balanced with a sensitivity and concern toward people.
- High moral and ethical standards; strong character, principles and discipline; and unquestionable personal and business integrity.
- Leadership and the ability to source, recruit, develop, challenge, motivate and retain top-level diverse professionals.

The candidate selected for this position must be able to meet eligibility requirements to work in the United States at the appointed time and continue working legally for the proposed term of employment.

Those with interest in this position should submit an electronic application including a curriculum vitae and a letter of interest indicating experience as it relates to the position description to:

Search Committee – Vice President for Development

Attention: Managing Director

Breckenridge Partners

Email: mek@breckenridgepartners.com

Initial review of candidates will begin after June 15, 2019 and will continue until a qualified candidate is appointed.

Auburn University is an EEO/Vet/Disability Employer.



AUBURN

UNIVERSITY

auburn.edu