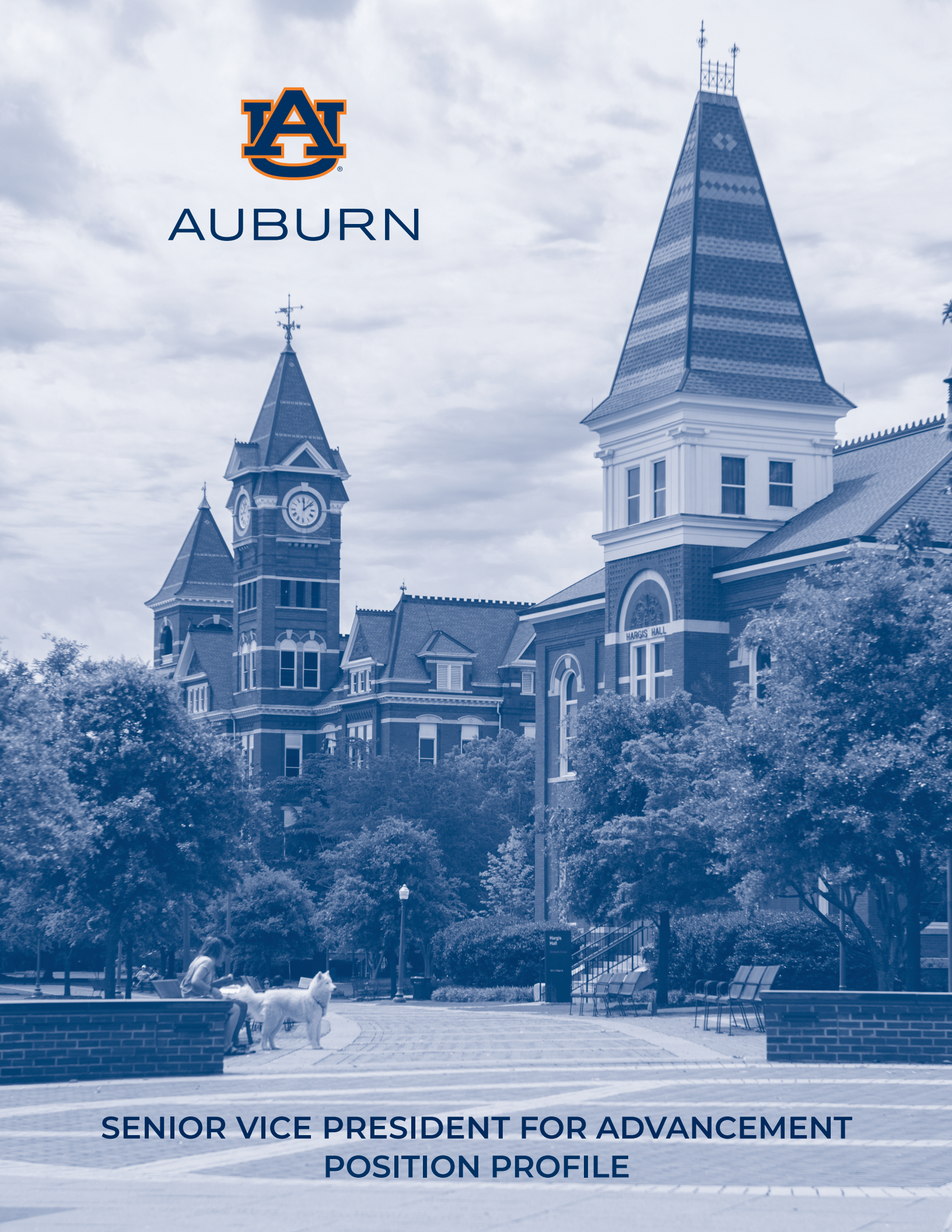




AUBURN



**SENIOR VICE PRESIDENT FOR ADVANCEMENT
POSITION PROFILE**

The Opportunity

Auburn University invites nominations and applications for the position of Senior Vice President for Advancement. The successful candidate will provide visionary leadership and guidance in implementing a new structure within Auburn University that combines the Office of Development, the Office of Alumni Affairs, and the Office of Communications and Marketing (OCM) into a single organization. This will include the modification of the infrastructure and organization of Development, Alumni Affairs, and OCM to foster a strong, collaborative team environment while implementing integration into a logical, non-duplicative, and efficient manner that best meets the requirements and goals of the advancement organization and university.



About Auburn University

A nationally ranked land grant institution, Auburn University is frequently recognized for its commitment to world-class scholarship, interdisciplinary research with an elite, top-tier Carnegie R1 classification, life-changing outreach, and an undergraduate education experience second to none. Our institution is committed to providing exceptional instruction, outreach, and research that translates our university's intellectual capital into unique solutions that impact the world.

In recent years, Auburn has gained considerable momentum — including record student enrollments, impressive retention and graduation rates, competitive program rankings, transformational research and scholarly advancements, and unprecedented levels of donor support — that continues to inspire our work and fuels our continuing drive for innovation.

With a \$5.4 billion economic contribution to the state, Auburn has more than 300,000 graduates and provides 150-plus degree programs to more than 30,000 undergraduate and graduate students.

QUICK FACTS

30,460

Fall 2019 Total Enrollment

4,808

First-Time Freshmen

91%

First-Year Year Retention Rate

79%

Six Year Graduation Rate

19:1

Student/faculty ratio

12

Colleges and Schools

1,330

Faculty Members

2,379

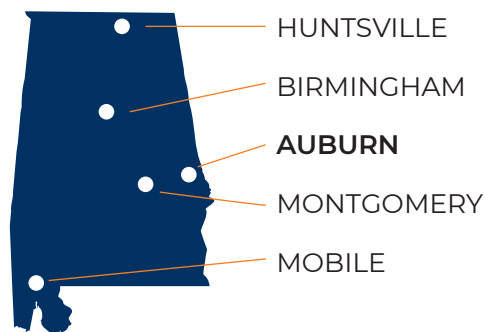
Administrative/Professional Employees

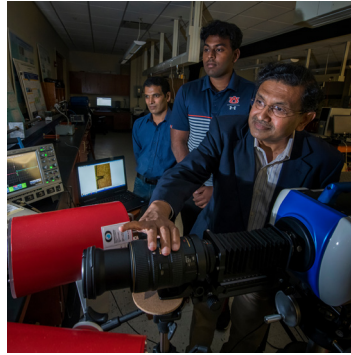
1,400

Staff Employees

5,109

Total Full-Time Employees





Our Mission

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.

Our Vision

To lead and shape the future of higher education.

6 Strategic goals

With a vision to lead and shape the future of higher education, we are guided by a strategic plan that presents a framework for our mission and vision and articulates six pivotal goals critical to Auburn's future.

These goals include:

1. ELEVATED AUBURN EXPERIENCE

Inspire and prepare students for life and careers through delivery of an excellent and supportive experience characterized by distinctive, innovative curricula and engaging student life programs.

2. TRANSFORMATIVE RESEARCH

Elevate research and scholarly impact to address society's critical issues and promote economic development in Alabama and beyond.

3. IMPACTFUL SERVICE

Expand our land-grant and service capabilities to foster greater innovation and engagement that enhances the quality of life and economic development in Alabama and beyond.

4. EXCEPTIONAL AND ENGAGED FACULTY AND STAFF

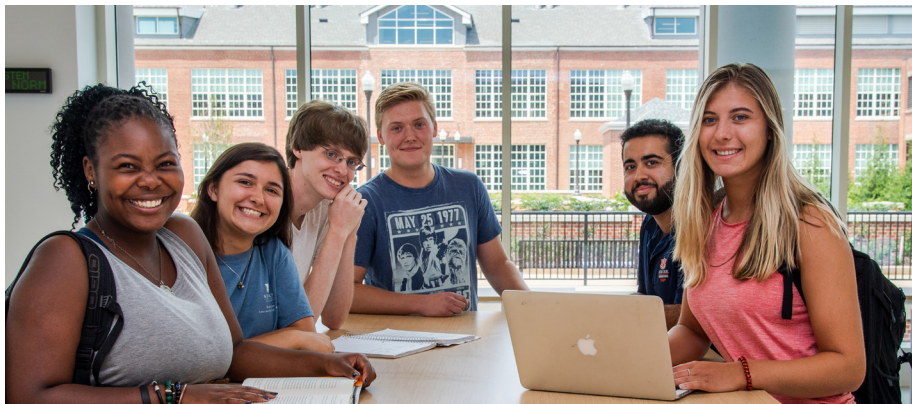
Invest in our outstanding people to advance the university's mission through recruitment, development, support, recognition, rewards, and retention.

5. STRATEGIC ENROLLMENT

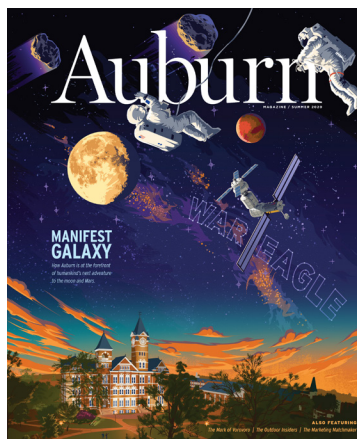
Achieve a robust and diverse enrollment of students while enhancing access, affordability, and academic quality.

6. OPERATIONAL EXCELLENCE

Implement operational efficiency and effectiveness measures that continuously support a culture of high performance at all levels of the university.



- *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 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 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 in 2018, 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.



Office of Alumni Affairs

Alumni Communication

The Auburn Alumni Association's strategic communication efforts include the award-winning *Auburn Magazine*, various social media platforms and alumni.auburn.edu, alumni's central source for alumni programming information. Through these communication efforts, the Office of Alumni Affairs is engaging with 230,000 alumni working to develop connections that create a pipeline of amplified engagement and philanthropy efforts.

Auburn Magazine

Publication is deployed three times a year to Auburn Alumni Association contributing members and once a year to all alumni.

Forever AU

The Forever AU app allows alumni to access association memberships, stay connected to campus, view the online *Auburn Magazine* and search for friends using the alumni directory.

License to Learn

Auburn license plates, available for sale in nine states, have raised over \$17 million for student scholarships.

Alumni Engagement

The Auburn Alumni Association is committed to increasing meaningful engagement of alumni and friends by offering creative, inclusive and interest-based programs and services. This targeted approach resulted in 153,000 individuals participating in association-supported events during the last fiscal year. Through active participation in the Council of Alumni Association Executives and the Council for Advance and Support of Education, the association uses industry standards and best practices to make data-driven decisions to develop and support new programs and services and to define, track and measure alumni engagement efforts.

Auburn Clubs and Affiliate Programs

There are currently 96 Auburn Clubs and 26 affiliates reaching across the globe. In 2018-2019, more than 30,000 alumni participated in club events and awarded 174 scholarships valued at \$299,841.

Campus Collaboration

The Office of Alumni Affairs spearheaded two major campus initiatives, the 125th Anniversary of Auburn Women in 2017 and the 50th Anniversary of the Integration of Auburn Athletics in 2019. Targeted communication and specialty events created opportunities for philanthropy and evolved into a campus-wide alumni engagement group with grant program.



Auburn Alumni Association Membership

In 2017, the Auburn Alumni Association created a more inclusive membership model to recognize all alumni as general members. It also includes contributing options such as annual, life and sustaining life membership levels. All memberships are considered gifts to the institution and count towards the university's fundraising campaign.

*Numbers reported as of 4/30/2020

General Membership	176,950
Annual Membership	8,520
Life Membership	35,900
Sustaining Life Membership	344

Student to Alumni Transition

The Auburn Alumni Association utilizes the Auburn Club network to host freshman send-off events, participates in new student orientation, and creates partnerships across campus to refine the student to alumni lifecycle for a stronger, more impactful connection. A 30-member Student Alumni Board leads a 2,100-person Student Alumni Association that creates events, networking and scholarship opportunities.

Commemorative Medallions

The Commemorative Medallion program encourages graduating students to make a financial contribution to a school, college, department, organization or program at Auburn.

Student Scholarships

In 2018-2019, the Auburn Club Scholarship Program and the Auburn Alumni Association Scholarship Endowment awarded 340 scholarships to Auburn students. Through the Auburn Alumni Association's efforts, \$855,000 was generated to fund Auburn University student scholarships.

Corporate Partnerships

External partnerships through alumni non-philanthropic support or corporate partnerships are critical to support programs and services provided by the Auburn Alumni Association.

Alumni Affairs FY'20 Budget	\$5,000,000
<i>Because This is Auburn</i> Campaign	\$11,816,000
Endowments	Market Value as of 4/30/2020
AAA Scholarship	\$6,300,720
Alumni Professorship	\$2,139,763
Auburn Clubs	\$5,966,496
Million Dollar Match Endowments	\$2,340,560
Other	\$523,000

Mission

The Auburn Alumni Association is dedicated to enhancing the engagement and connection of all Auburn University alumni and friends.

Vision

To advance Auburn University by engaging our global community and cultivating their passion for and loyalty to the university.

Goals

- 1 Increase Connectivity Between Alumni and the University
- 2 Increase Meaningful Alumni Engagement
- 3 Reach All Auburn Alumni Family and Friends
- 4 Establish Mutually Beneficial Partnerships with Alumni Stakeholders
- 5 Ensure the Association Remains Fiscally Sound and Well Poised for the Future

Staffing

- Executive Leadership – 4
- VP of Alumni Affairs and administrative support – 3
- Engagement Department – 10
- Communication and Marketing Department – 10
- Finance & Operations Department – 9 Full Time and 1 Part Time
- Total Full Time Staff Members – 32

The Office of Development

Auburn students are engaged; our faculty members are breaking new ground; and we are changing the world for the better. All of this is possible because of the philanthropy of Auburn's alumni and friends. The Auburn Family gives generously — and our university is thriving as a result.

Fueled by philanthropic dollars, Auburn University has become a potent force for education, discovery and change. The Office of Development continues to build on the momentum of increased donor engagement, new donor participation at every level, consistent record-breaking fundraising years, and the enormous success of its most recent campaign.

Because This is Auburn — A Campaign for Auburn University, which was completed in 2017, was the largest fundraising campaign in university history. Raising more than \$1.2 billion, it made Auburn the first university in the state of Alabama to raise more than \$1 billion in a campaign. This success exponentially broadened what Auburn can do and is empowering us to make our state — and the world — healthier, stronger and safer.

Powered by a clear vision, we will stay true to our land-grant mission and serve as a catalyst for positive change. The leadership of our development efforts and a strong commitment to increasing philanthropy will be paramount to the university's ability to achieve its vision and mission.

A Stronger Alabama

Donor gifts have furthered programs most beneficial to Alabama's quality of life and productivity, including coastal restoration and legacy industries like forestry, fisheries, agriculture, and newer entries such as aerospace, aviation and additive manufacturing.



Better Health Across Populations

Philanthropy is seeding groundbreaking research in critical areas such as infectious diseases, Alzheimer's and other neurological conditions, obesity, heart disease and diabetes.



A Safer America

Auburn has kept America safe from physical and digital harm through our patented Vapor Wake dogs capable of detecting hazardous materials and our renowned cyber security research and development.



A More Sustainable World

The Auburn Family provides funding for 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.





QUICK FACTS

Gifts and Commitments

FY 2019 - \$158,402,481
 FY 2018 - \$140,464,048
 FY 2017 - \$141,707,911 (*Official campaign close 12/31/17*)
 FY 2016 - \$172,373,757
 FY 2015 - \$196,781,854 (*Launch of Campaign Public Phase*)

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

Budget FY 2020

Central Office Budget - \$15,176,771
 Constituency Development Budgets - \$9,690,742
 Total Budget - \$24,867,513

Staffing

Total Employees – 145
 • Executive Leadership – 4
 • Central – 35
 • Central Fundraiser – 7
 • Constituency Fundraisers – 33
 • Constituency Support – 26
 • Support & Advancement Services – 40

Endowment Market Value (April 30, 2020)

\$747,070,304

To view the Auburn University Foundation FY19 Annual Report,
auburngiving.org/wp-content/uploads/AUF_AnnualReport_FY19.pdf

A Growing Campus

Gifts of more than \$200 million in recent years have helped transform Auburn's campus with innovative buildings, which allow our students and researchers to continue doing their best work.

School of Nursing Building

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

Delta Air Lines Aviation Education Building

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

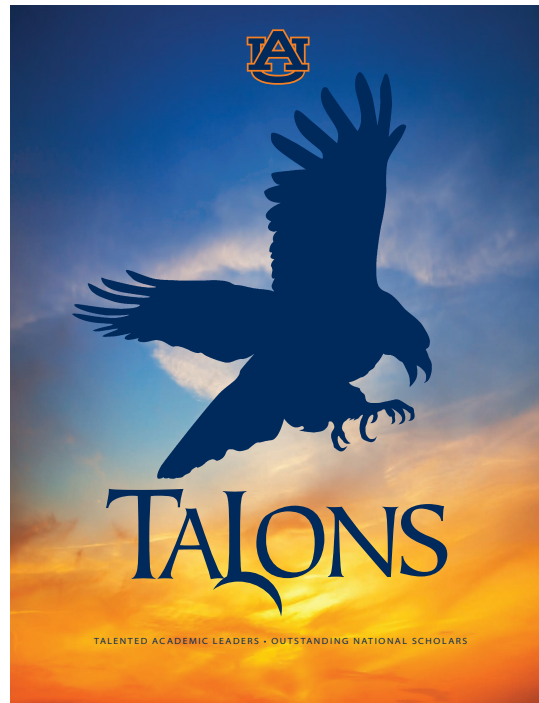
A \$30 million commitment, which was a portion of the \$57 million gift from 1957 alumni John and Rosemary Brown, supported the construction of a 142,000-square-foot facility to house academic support, student recruitment and professional development within the Samuel Ginn College of Engineering.

Jay and Susie Gogue Performing Arts Center

A \$25 million lead gift, also from John and Rosemary Brown's record-setting \$57 million commitment, helped create a new 85,000-square-foot world-class performing arts center named in honor of Auburn's president Jay Gogue and his wife, Susie.

Tony and Libba Rane Culinary Science Center

James W. "Jimmy" Rane, a 1968 graduate, and the Rane Family, committed \$12 million to help construct a facility that will provide students in Auburn's recognized hospitality management program with intensive, hands-on learning experiences.



The Office of Communications and Marketing

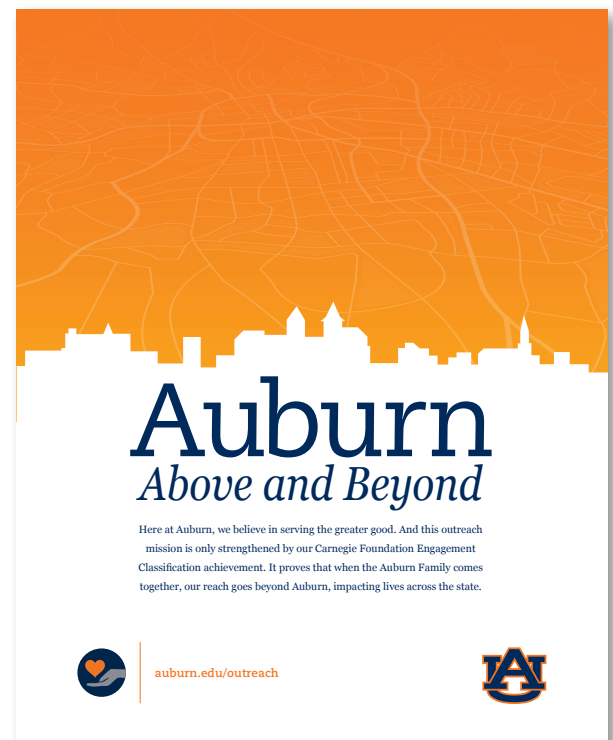
Communicating in Today's World

The marketing landscape is evolving at an extraordinary pace. The proliferation of new media channels and a growing dependence on mobile devices present seemingly endless opportunities to connect with our constituents. However, competition for attention is fierce and we must be creative in how we engage each audience. Employing a news-centered strategy, OCM's communication efforts fall into four categories: earned, social and owned media, along with paid advertising. Creative work—both print and digital—is engaging and bold, and our efforts are strategically aligned with university priorities.

About OCM

The Office of Communications and Marketing (OCM) provides full-service, strategic marketing, and communications expertise to the Auburn campus. It also serves as the creative, digital, marketing, and news media resource focused on university strategic priorities and advancing an image authentic to and distinctive to Auburn. The office works closely with the university's colleges, schools and units to align the university's brand positioning and promote the stories and programs that reflect Auburn's mission and strategic plan.

OCM's media relations efforts place Auburn's research, outreach, and stellar student experience in the national spotlight, further elevating the brand through national media coverage of the university's experts and life-changing work. Media relations efforts include aggressive pitching of news and information to journalists representing mainstream media, trade publications, and online news sites. Our office promotes Auburn's faculty through the award-winning Expert Answers series, which spotlights their accomplishments and perspective on myriad topics. In 2019, Auburn media coverage reached a total, combined global audience of 31.8 billion for an overall publicity value of \$36.3 million.



ONCE AUBURN, ALWAYS AUBURN



Download the Forever AU App to stay connected during the Final Four and beyond.



An integrated approach to marketing and communication ensures our key messages are consistent and timely, reaching audiences wherever they consume their news and information. Traffic to Auburn's website is high, and our social media following is robust. Our owned media following, including social channels, website and campus newsletters, easily tops 1 million.

Areas of Expertise

- Crisis Control & Emergency Management
- Digital Advertising
- Graphic Design
- Marketing Research
- Media Relations
- Photography
- Integrated Marketing and Branding
- Project Management
- Public Relations
- Publications and Print Advertising
- Social Media
- Video Production
- Website Development
- Writing | Editing

QUICK FACTS

Owned media channels and reach

Name	Audience	Circulation
Auburn News	Faculty/staff/friends	11,000 twice weekly
This Week at Auburn	Students	30,000 weekly
Auburn Connection	Alumni /friends	296,000 monthly
Auburn Homepage	All audiences	279,648 monthly
Facebook	All audiences	359,900 likes
Twitter	All audiences	127,400 followers
Instagram	All audiences	132,760 followers
LinkedIn	All audiences	181,700 followers
YouTube Channel	All audiences	9,060 subscribers

Staffing

Total Employees – 25

- Administration – 3
- Marketing and Creative Services – 8
- Broadcast Services – 3
- News and Web – 7
- Photographic Services – 4

FACTS AND FIGURES, CALENDAR YEAR 2019

EARNED MEDIA IMPACT:

7,500
Total news hits

**31.8
billion**
Global combined
audience reach

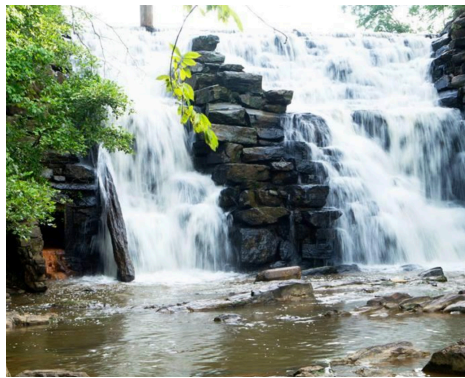
**\$36.3
million**
Global publicity value

CREATIVE PROJECTS:

415
Projects completed

35
Clients served

31
Awards won



Our Community

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.

The Position

The Sr. Vice President will be an accomplished, imaginative advancement professional, who demonstrates the highest level of integrity and a commitment to high ethical standards; strong analytical, managerial, and strategic planning skills; a keen understanding of best practices in advancement; a comprehensive knowledge of all major advancement functions and a track record of significant personal success in donor cultivation, solicitation, and stewardship at principal gift levels.



SENIOR VICE PRESIDENT FOR ADVANCEMENT

Auburn University invites nominations and applications for the position of Senior Vice President for Advancement. The successful candidate will provide visionary leadership and guidance in the implementation of a new structure within Auburn University that combines the Office of Development, Office of Alumni Affairs and the Office of Communications and Marketing (OCM) into a single organization. This will include the modification of the infrastructure and organization of Development, Alumni Affairs, and OCM to foster a strong, collaborative team environment while implementing integration into a logical, non-duplicative and efficient manner which best meets the requirements and goals of the advancement organization and university. The Senior Vice President will be a member of the President's cabinet. The position will require the building and establishment of strong relationships with the university Board of Trustees, the Auburn University Foundation board, the Auburn University Alumni Association and its board, the deans of all the university's colleges and the athletic foundation. The Senior Vice President for Advancement will supervise an organization of approximately 200 employees and an annual budget of approximately \$14 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 2019, it was ranked 44th among public universities by *U.S. News and World Report*. Auburn maintains high levels of research activity and high standards for teaching excellence, offering bachelor's, master's, educational specialist, and doctor's degrees in agriculture and engineering, the professions, and the arts and sciences. Its 2019 enrollment of 30,460 students included 24,594 undergraduates and 5,866 graduate and professional students. Organized into 12 academic colleges and schools, Auburn's 1,330 faculty members offer more than 200 educational programs. The university is nationally recognized for its commitment to academic excellence, its positive work environment, its student engagement and its 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 areas and an exceptional regional medical center.

Qualifications for this position include a bachelor's degree in business administration, marketing, communications, public relations or a related field; a master's degree would be an asset. The Sr. Vice President must have a minimum of 10 years of progressively responsible leadership experience preferably within a university advancement organization and participating in a significant comprehensive campaign, if possible, at the billion-dollar+ level. An understanding, awareness, and passion for the mission of public land-grant institutions would be very helpful.

The Sr. Vice President will be an accomplished, imaginative advancement professional, who demonstrates the highest level of integrity and a commitment to high ethical standards; strong analytical, managerial, and strategic planning skills; a keen understanding of best practices in advancement; a comprehensive knowledge of all major advancement functions and a track record of significant personal success in donor cultivation, solicitation, and stewardship at principal gift levels. They must be a seasoned and successful leader of people and programs, adept at recruiting, retaining, motivating, leveraging, and advocating for staff and facilitating team success and a commitment to diversity, equity, inclusion, and creating a sense of belonging on the advancement team.

The Sr. Vice President will exhibit the credibility, maturity, and sophistication to effectively engage and partner with key internal and external stakeholders. The successful candidate must possess exceptional communication and negotiation skills; exemplary interpersonal and listening skills; strong executive presence and charisma; an intense work ethic and high energy level, coupled with a sense of humor and perspective and the willingness to put institutional interest before self-interest. Political savvy, flexibility, and cultural agility, as well as the desire and ability to build bridges and create genuine collaborative relationships across all university constituencies is imperative.

The Sr. VP will have demonstrated success in creating a goal-oriented environment that empowers staff through active communication and delegation, and that builds confidence, promotes diversity of thought, and celebrates achievements. They must be comfortable and effective working with high-net-worth individuals and corporate business leaders and must demonstrate the ability to build authentic relationships with constituents, exemplifying a highly donor-centric approach. The Sr. Vice President must have the ability and willingness to travel extensively, and to work long hours in order to successfully accomplish the university's mission and goals.

Salary and benefits will be commensurate with education and experience.

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.

Electronic submissions of all nominations and applications are encouraged. Those with interest in this position should submit a curriculum vitae and a letter of application indicating experience as it relates to the position to:

Search Committee – Sr. Vice President for Advancement

Attention: Managing Director Breckenridge Partners

Email: mek@breckenridgepartners.com

Initial review of candidates will begin after August 30, 2020 and will continue until a qualified candidate is appointed.

Auburn University is an EEO/Vet/Disability Employer and committed to building an inclusive and diverse community