



[www.fsu.edu](http://www.fsu.edu)  
Tallahassee, FL

## DIRECTOR OF DEVELOPMENT, COLLEGE OF SOCIAL WORK

### THE OPPORTUNITY



Founded in 1851, Florida State University is a preeminent university as designated by the Florida legislature. Florida State University (FSU) preserves, expands, and disseminates knowledge in the sciences, technology, arts, humanities, and professions, while embracing a philosophy of learning strongly rooted in the traditions of the liberal arts and critical thinking. Its campus marks the oldest site of continuous higher education in Florida, and its recent upward trajectory is unrivaled—FSU has risen 24 spots in six years to No. 19 among national public universities in the *U.S. News & World Report* rankings.

FSU is at an exciting moment in its history. In 2018, FSU completed the *Raise the Torch* comprehensive campaign, which raised \$1.15 billion towards transforming the student experience, powering FSU to new academic heights, encouraging innovation, and improving the public good. Following the historic success of the *Raise the Torch* campaign, the University is currently in the pre-planning phase of its next comprehensive campaign.

FSU seeks an entrepreneurial and driven Director of Development, College of Social Work (Director of Development) to strategically design and execute a personal solicitation program resulting in philanthropic support by maximizing the identification, cultivation, solicitation, and stewardship of prospects for gifts at the \$100,000 and up level. This individual will secure, on an annual basis, private support at the major gift range and will also be responsible for identification of potential major gift prospects. This individual will be expected to uphold and exemplify the operating practices and mission of FSU University Advancement.

The successful Director of Development will promote a comprehensive understanding of the College of Social Work's vision and philanthropic priorities, effectively matching the specific interests of prospects to those needs. S/he will partner with the Dean to serve as a coach, mentor, and co-strategist on cultivating and soliciting major gifts. The candidate will ensure that the Dean, faculty, and faculty chairs are well-briefed and that their time spent is highly productive, effective, and results oriented. The ideal candidate will partner with colleagues in FSU University Advancement to identify prospects in corporate and foundation giving, major giving, and planned giving. S/he will partner with the Director of Annual Giving at FSU University Advancement to coordinate the College of Social Work's annual giving plan.

The Director of Development will report to the Associate Vice President for Advancement, Colleges, Schools, and Units. The successful candidate will partner with the Dean, Associate Vice President for Constituent Programs, and other members of the College's development, communication, and alumni team to develop and execute strategic fundraising initiatives on behalf of the College, the University, and FSU University Advancement.

Florida State University has retained [Freeman Philanthropic Services, LLC](#) to assist with this crucial recruitment.

## FLORIDA STATE UNIVERSITY



Founded in 1851, FSU is one of the largest and oldest of the 12 institutions of higher education in the State University System of Florida. In each succeeding decade, FSU has added to its academic organization and presently is composed of 16 independent colleges. It has expanded from the original few acres and buildings to 542 buildings on 1,550 acres, including the downtown Tallahassee main campus of 451.6 acres, a farm which for many decades supplied the Florida State College for Women with food, the Seminole Reservation — a recreational facility, the Marine Laboratory on the Gulf Coast, the Florida A&M University-Florida State University College of Engineering facility, the National High Magnetic Field Laboratory, and branch campuses in both Panama City, Fla., and the Republic of Panama. The University has over 50 years of experience in international education and is a nationally recognized leader in the field of study-abroad programs, with permanent study centers in London, Florence, Valencia, and Panama.

FSU offers transformational education to a diverse student body of 45,000 individuals from 130 countries. The University has a 74% graduation rate, one of the highest of any public university in Florida, and is

recognized by *U.S. News & World Report* as the No. 8 Best Value College in the nation among public colleges and universities.

Of FSU's colleges, schools, and units, many are highly ranked by *U.S. News & World Report*. Select rankings include:

- No. 1: **School of Information's** school library media program.
- No. 2: **College of Education** Online Graduate Specialty Program in Educational / Instructional Media Design.
- No. 3: **College of Business**, Dr. William T. Hold/The National Alliance Program in Risk Management and Insurance program.
- No. 3: **College of Education** Online Graduate Specialty Program in Special Education.
- No. 4: **College of Education** Online Graduate Specialty Program in Curriculum and Instruction.
- No. 6: **College of Social Work** Online Graduate Program.
- No. 7: **College of Education** Online Graduate Program for Veterans.

The full list of FSU's awards and rankings can be viewed at: <https://www.fsu.edu/highlights/rankings.html>.

## MISSION

Florida State University preserves, expands, and disseminates knowledge in the sciences, technology, arts, humanities, and professions, while embracing a philosophy of learning strongly rooted in the traditions of the liberal arts. The university is dedicated to excellence in teaching, research, creative endeavors, and service. The university strives to instill the strength, skill, and character essential for lifelong learning, personal responsibility, and sustained achievement within a community that fosters free inquiry and embraces diversity.

## VISION

Florida State University will be among the nation's most entrepreneurial and innovative universities, transforming the lives of its students and shaping the future of its state and society through exceptional teaching, research, creative activity, and service. We will amplify these efforts through its distinctive climate—one that places a premium on interdisciplinary inquiry and draws from the rich intellectual and personal diversity of its students, faculty, staff, and alumni. These three forces—entrepreneurship, interdisciplinarity, and diversity—deepen FSU's impact and result in a powerful return to its students and the people of Florida for their continued support and trust.

## CORE VALUES

FSU and the FSU Foundation are committed to the following core values:

- **Transformative Daring:** The FSU Foundation supports thoughtful risk-taking that leads to successes that improve the world dramatically. And when the Foundation faces challenges, it confronts them with resilience, curiosity, and renewed desire to overcome hurdles to its goals.
- **Inspired Excellence:** The Foundation achieves the highest levels of success by drawing strength and understanding from the talents of those around it and from its interactions with them.
- **Dynamic Inclusiveness:** The FSU Foundation believes the benefits of a richly varied community arise not only from the diversity of people it includes, but more importantly from intentional efforts to create a strong sense of belonging that encourages deep and high-quality connections.
- **Responsible Stewardship:** The FSU Foundation transforms the resources it is given and the public's trust in the Foundation into powerful impact that better the lives of those around it, near and far.

- **Engaged Community:** The Foundation upholds the traditions and history that create a small-college culture within a large university. This makes FSU a welcoming place where people discover others like themselves—while also connecting to and learning from classmates and colleagues of vastly different backgrounds and experiences.

## ABOUT FLORIDA STATE UNIVERSITY ADVANCEMENT



Florida State University Advancement enhances the academic vision and priorities of FSU through its organized fundraising activities and funds management.

## LEADERSHIP



### **Marla Vickers, Vice President for University Advancement and President, FSU Foundation**

Marla Vickers has spent the past 23 years in the non-profit arena, 20 of which have been in fundraising in higher education. She returned to her alma mater last October to become FSU's Vice President for University Advancement and President of the FSU Foundation. Prior to joining FSU, she served as Associate Vice President of Advancement at Emory University where she oversaw eight school and unit fundraising teams across the University. Marla has also served as Assistant Vice President of Development at Yale University where she managed nine of Yale's central fundraising teams and served as a thought partner for the planning of the University's current \$7 billion-dollar campaign.

Marla's time at the University of Chicago as Senior Director of Development and Campaign Manager for the College was marked by her leadership of the major gift and leadership annual giving teams, in addition to managing her own portfolio of prospects in the California and Chicago metro areas as part of a \$5 billion-dollar campaign. Additionally, Marla has worked as a fundraiser at George Washington University and Duke University. She launched her development career at Georgetown University where she served in a stewardship and donor relations capacity.

With four different comprehensive campaigns at four universities in her portfolio, she has acquired great visibility into numerous best practices in a variety of settings. In each role throughout her career, she has developed strong relationships with her colleagues, senior leadership, faculty, donors, and volunteers. Marla is excited to lead FSU's next comprehensive campaign in partnership with President McCullough, Provost Clark, and many others across campus.

A graduate of the University of Georgia with a B.A. in history and political science, Marla earned a Master of Arts in Public History and Historic Administration from Florida State University and an MBA from

George Washington University. She also holds a Fundraising Professional certificate from Northwestern University's program in in Philanthropy & Nonprofit Organizations as well as a certificate from Indiana University's Lilly Family School of Philanthropy in Non-profit Executive Leadership and Management. Marla is also a Certified Fundraising Executive (CFRE). Marla is currently working on her doctorate in education at Vanderbilt University in the Peabody College of Education and Human Development where she is studying leadership and learning in organizations.

## REPORTING AND IMPORTANT RELATIONSHIPS

The Director of Development will report to the Associate Vice President for Advancement, Colleges, Schools, and Units. The successful candidate will partner with the Dean, Associate Vice President for Constituent Programs, and other members of the College's development, communication, and alumni team to develop and execute strategic fundraising initiatives on behalf of the College, the University, and FSU University Advancement.

## KEY RESPONSIBILITIES

The Director of Development will be an inspired leader with the demonstrated track record to develop a robust major gifts program for the College of Social Work. S/he will be responsible for the following:

- Create and implement an annual major gifts plan for the College of Social Work;
- Lead and expand existing fundraising activities while systematically identifying and designing new opportunities with individuals, corporations, and foundations;
- Lead the identification, qualification, cultivation, solicitation, and stewardship of a portfolio of major gifts prospects with capacity to give gifts of \$100,000 and above;
- Support the dean in his role as a key fundraiser, serving as a coach, mentor and co-strategist on cultivating and soliciting major gifts; ensure that the dean, faculty, and faculty chairs are well-briefed and that their time spent is highly productive, effective, and results-oriented;
- Exhibit and promote a comprehensive understanding of the College of Social Work's philanthropic priorities, effectively matching the specific interests of prospects to those needs;
- Lead an inspirational and comprehensive stewardship program to create, inspire, and maintain donor loyalty, interest, and enthusiasm, including the creation of communication and activities (e.g., letters, invitations to appropriate activities, meetings, events, student engagement, campus visits) to express recognition, appreciation, and gift impact;
- Build a pipeline of prospects, expand the prospect base, and cultivate relationships for solicitation of individuals, foundations, and corporations;
- Provide prospect and donor related assessments and feedback for the College of Social Work and FSU University Advancement;
- Prepare proposals and gift agreements as required for proper gift documentation;
- Prepare correspondence with prospects and documents communications, solicitation activity and gift information in compliance with University Advancement reporting guidelines;
- Assist in managing all volunteer boards associated with the College of Social Work;

- Partner with colleagues in FSU University Advancement to identify prospects for planned giving, corporate and foundation giving, and major giving;
- Partner with the Director of Annual Giving at FSU University Advancement to coordinate the College's annual giving plan;
- Maintain best fundraising and operational practices, utilizing clearly defined goals, objectives, and transparent methods with which to measure success; and
- Protect confidential information and follow all University Advancement, University, and the State of Florida Sunshine Law pertaining to public records and constituent information.

## KEY QUALITIES

Florida State University seeks a mission-driven professional who will support and ensure the philanthropic success of the College of Social Work. In addition to the **demonstrated ability** to meet and exceed the responsibilities listed in the preceding section, the ideal candidate will possess the following experience and attributes:

- Deep appreciation for, and an ability to articulate eloquently, the educational mission and aspirations of Florida State University and the College of Social Work;
- Strategic and collaborative fundraising leadership with a track record of creating and implementing fundraising initiatives, resulting in significant revenue growth and improved operations;
- Stature, professional experience, and relationship building skills to engage, motivate, and support the Dean, high-caliber administrative and academic leadership, staff, donors, prospects, colleagues, and volunteers;
- Demonstrated track record of leading the design of identification, cultivation, solicitation, and stewardship strategies;
- Excellent influencing and communication skills and impeccable writing ability;
- Solid track record of increasing philanthropic support, including the purposeful, creative diversification of philanthropic revenue sources at an institution of comparable scope and complexity;
- Unquestioned integrity and sound judgment, as well as a sense of perspective;
- Driver's license required; and
- Substantial direct development/philanthropy experience with at least six years of fundraising management experience is required. Preferred candidate with a Bachelor's degree supplemented with demonstrated credentials and experience equivalent to ten years.

## COMPENSATION

The compensation and benefits package will be competitive and commensurate with the successful candidate's background and experience.

## DIVERSITY

FSU is an Equal Opportunity/Access/Affirmative Action/Pro Disabled & Veteran Employer. FSU's Equal Opportunity and Non-Discrimination Statement can be accessed at:

[https://hr.fsu.edu/sites/g/files/upcbnu2186/files/PDF/Publications/diversity/EEO\\_Statement.pdf](https://hr.fsu.edu/sites/g/files/upcbnu2186/files/PDF/Publications/diversity/EEO_Statement.pdf).

## INQUIRIES AND HOW TO APPLY

Florida State University has retained Freeman Philanthropic Services, LLC to assist on this recruitment. FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions.

Please send all inquiries, applications, and nominations directly to FPS via email at [FloridaState-SocialWork@glfreeman.com](mailto:FloridaState-SocialWork@glfreeman.com).

All applications must include: (1) an up-to-date resume; and (2) a formal letter of interest (addressed to Gail L. Freeman, President of FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity at Florida State University is the logical and desired next step in their career. Additional materials and information will be requested during the search and interview process.