

6. Proposed Western Carolina University Senior Officer Title Change to Vice Chancellor for Development and Alumni Engagement..... Matthew Brody

Situation: This is a request to reclassify an existing Senior Officer position at Western Carolina University (WCU) titled Associate Vice Chancellor for Development and Alumni Affairs to Vice Chancellor for Development and Alumni Engagement. At the Vice Chancellor-level, this position would become an EHRA Senior Academic and Administrative Officer, Tier I.

Background: With the incumbent in the Associate Vice Chancellor position having recently announced their resignation, the WCU Chancellor has determined that the position should function and be re-filled at the Vice Chancellor level.

Assessment: The Vice Chancellor for Development and Alumni Engagement will function as the senior development and alumni engagement officer at Western Carolina University (WCU) and will report to the WCU Chancellor. The Vice Chancellor will advise the Chancellor and other senior officers of the university, including the Provost and Vice Chancellor for Academic Affairs, on all aspects of development and alumni affairs and will effectively promote internal and external understanding and support of the university's mission as correlated with giving and engagement goals.

Action: A vote is required to approve the establishment of a Tier I Senior Academic and Administrative Officer position at WCU titled Vice Chancellor for Development and Alumni Engagement.



October 12, 2015

Matthew Brody
Vice President for Human Resources
The University of North Carolina
910 Raleigh Road
P.O. Box 2688
Chapel Hill, NC 27515-2688

Dear Mr. Brody:

Please find enclosed for your review a job description and organizational chart for the reclassification of an existing EHRA SAAO Tier II position. The position is currently classified as the Associate Vice Chancellor for Development and Alumni Affairs. With the incumbent in this position having recently announced their resignation, the Chancellor has determined that the position should function at the Vice Chancellor level going forward. As such, I request that this position be reclassified to Vice Chancellor for Development and Alumni Engagement under the guidelines specified in the Policy on Senior Academic and Administrative Officers, Section I.B.

The Vice Chancellor for Development and Alumni Engagement will function as the senior development and alumni engagement officer at Western Carolina University (WCU) and will report to the WCU Chancellor. The Vice Chancellor will advise the Chancellor and other senior officers of the university including the Provost and Vice Chancellor for Academic Affairs on all aspects of development and alumni affairs and will effectively promote internal and external understanding and support of the university's mission as correlated with giving and engagement goals.

Based upon the outlined duties, the position meets the criteria defined in the SAAO policy. A Master's degree and a minimum of 8-10 years of development and fundraising experience, preferably in a higher education environment is required.

Please contact me if you require additional information. I appreciate your consideration.

Sincerely,

Cory Causby
Associate Vice Chancellor, Human Resources & Payroll

Enclosures

Western Carolina University
Vice Chancellor for Development and Alumni Engagement
Position Description

Position Title: Vice Chancellor for Development and Alumni Engagement

Reports to: Western Carolina University Chancellor

Position Summary

The Vice Chancellor for Development and Alumni Engagement will function as the senior development and alumni engagement officer at Western Carolina University (WCU) and will report to the WCU Chancellor. The Vice Chancellor will advise the Chancellor and other senior officers of the university including the Provost and Vice Chancellor for Academic Affairs on all aspects of development and alumni affairs and will effectively promote internal and external understanding and support of the university's mission as correlated with giving and engagement goals.

The Vice Chancellor's primary responsibilities will be to (1) develop and implement university-wide and unit-specific strategies for development and alumni engagement including any comprehensive or project- or program-specific campaigns; (2) build and lead the necessary central and volunteer infrastructure to support these efforts; (3) staff the Chancellor and other key internal and volunteer leaders in their work with top prospects and donors; and (4) provide coordination for development and alumni engagement efforts across the university.

The Vice Chancellor will also serve as a member of the Chancellor's Executive Council, providing counsel and support for an appropriate array of issues facing the institution. The Vice Chancellor for Development and Alumni Engagement will also accept and execute other duties as assigned.

Primary Areas of Responsibility

1. Manages a personal portfolio of major and principal gift prospects including responsibilities for personal cultivation, solicitation, closing of commitments, and stewardship and involving internal and volunteer partners wherever appropriate.
2. Provides strategic counsel and organization to the prospect and donor development efforts of the Chancellor and other senior university leaders.

3. Collaborates with key university partners in the Executive Council including the following:
 - Provost and Vice Chancellor for Academic Affairs in their oversight of the deans and other members of the Provost's Council and their engagement with development and alumni engagement.
 - Vice Chancellor for Student Affairs on scholarship funding efforts and other philanthropic initiatives and alumni engagement programs related to student enrollment and success programs and goals.
 - Vice Chancellor for Administration and Finance in the coordination and reconciliation of reporting on philanthropic and gift results between these areas. Collaborate with the VC, who serves as treasurer on the WCU Foundation Board of Directors.
 - Chief of Staff and their oversight of Marketing, Special Events, and Communications and Public Relations in the promotion of any campaigns and specific funding priorities, the public acknowledgments surrounding noteworthy gift announcements, and alumni engagement efforts.
 - Director of Athletics in the fulfillment of private sector goals and in the coordination of prospect and donor engagement.
4. Works with other senior administrators, deans, key faculty, and athletics leadership to understand the programs and priorities across the university and facilitate the translation of those priorities into fundraising and engagement opportunities fostering purposeful, coordinated involvement and cooperation for the maximum benefit of WCU.
5. Develops a comprehensive university-wide prospect and proposal pipeline and ensures that these pipelines are adequate to meet or exceed annual and/or campaign fundraising targets.
6. Plans, manages, and evaluates the effectiveness of fundraising and alumni engagement staff and programs and drives changes and enhancements to both infrastructure and strategies.
7. Leads by example and ensures that all development and alumni engagement staff professionals have specific and quantifiable annual goals and that regular documentation and evaluation of results occurs on a systematic and predictable basis both within and across fiscal years.
8. Communicates progress to all key internal and external stakeholders on a regular basis and in a consistent manner using established metrics and performance dashboards.

9. Oversees a team of committed staff that thrive on relationship and team-building and that value transparency, accountability, collaboration, and communication.
10. Implements a professional development program to ensure that all staff have the skills to exceed their performance goals and are making demonstrable progress towards the accomplishment of their professional development goals.
11. Supervises the Associate Vice Chancellor for Development who in turn manages the annual, major, and planned giving staff and programs as well as the prospect research, database, and systems functions; the Director of Alumni Engagement; the Accountant for the WCU Foundation; the Campaign Manager who also supports the Donor Relations function; and the Administrative Associate.
12. Provides leadership and primary staff support as Secretary to the WCU Foundation Board of Directors including the evolution of their direct involvement in fundraising and prospect development efforts both within campaigns and on an ongoing basis
13. Provides comparable leadership and primary staff support to any university-wide and campaign specific volunteer committees.
14. Sets the vision and strategic direction for programs seeking to involve alumni and friends in advancing the university's fundraising priorities in concert with WCU's internal community.
15. Works in partnership with the Director of Alumni Engagement and the WCU Alumni Association Board to increase and strengthen alumni relationships through on- and off-campus engagement with key administrative, academic, and athletics leaders as well as faculty and students, networking with classmates and associates, and participating in events and activities.
16. Ensures that all private commitments are accepted on the basis of best practice, balancing both institutional and donor objectives, and within full compliance of IRS charitable accounting rules and regulations.
17. Ensures that all private gifts are recognized and stewarded appropriately, are used for their intended purposes, and are supported by the preparation and distribution of regular reports providing the details on the impact of these commitments and, for endowments, an accounting of investment performance and available balances for fulfillment of these intended purposes.
18. Shepherds the WCU'S Board of Visitors, an organization designed to extend the reach of the University through friend-raising, fund-raining, and advocacy.

Qualities and Qualifications:

The Vice Chancellor for Development and Alumni Engagement will possess:

1. A Master's Degree and between eight and ten years of development and fundraising experience, preferably in a higher education environment.
2. A successful track record of personally cultivating, soliciting, securing, and stewarding major and leadership gifts.
3. An understanding of current and emerging best practices and the capacity to adapt these as appropriate at WCU.
4. Well-developed managerial, supervisory, and mentorship skills, including the ability to delegate effectively.
5. Significant and successful experience with integrating development and alumni engagement staff and programs.
6. Strong communications capabilities including active listening skills and the ability to speak effectively both with groups of varying sizes and with individuals.
7. Ability to leverage effectively the time and talents of senior university and volunteer leaders in their contacts with prospects and donors, including strong preparation work and solid judgment in the balance of internal- and volunteer-driven efforts.
8. Skills in defining and implementing internal and external partnerships.
9. Demonstrated appreciation for and reliance on data and quantifiable outcomes and reporting.
10. Understanding of technology and its applications in both development and alumni engagement work.
11. Creativity, drive, and integrity in the creation and implementation of programs and strategies.
12. A collaborative nature and sense of humor.
13. Willingness to travel, at times extensively.

Western Carolina University
Development and Alumni Affairs Organizational Chart
Proposed 11/01/2015

