

# SEARCH PROFILE:

VICE PRESIDENT FOR INSTITUTIONAL  
AND LEGACY GIVING



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## SOUTHERN UNIVERSITY SYSTEM

Southern University has a 140-year history of transforming lives, opening doors and accepting a diverse base of students from pre-kindergarten to college. Proud to be recognized as the only Historically Black College and University *System* nationwide, 70% of its students are eligible for federal Pell grants, and 70% are first-generation college students. As a community of learners, SU provides academic and training opportunities on-campus and virtually that prepare traditional, non-traditional, and college-bound students for success in science and technology, healthcare, law, government, business and entrepreneurship, agriculture, education, arts and culture, and much more.

From a small, state-sponsored institution of higher learning for black Louisianans, Southern University grew into the only system among HBCUs in the nation. Southern University and A&M College is a comprehensive institution offering four-year, graduate, professional, and doctoral degree programs. The university offers bachelor's degrees in 33 areas as well as 23 master's and five doctoral degrees.

With a diverse enrollment of more than 12,000 students, the System's campuses appeal to students with various undergraduate, graduate, and professional degree offerings.

The campuses are located in Shreveport, New Orleans and its flagship in Baton Rouge, Louisiana, and the University is comprised of six degree-granting colleges: Education, Arts, and Humanities; Business; Sciences and Engineering; Social and Behavioral Sciences; Sciences and Agriculture – with an agricultural and research center; Nursing and Allied Health. The law school, the Southern University Law Center, is accredited by the American Bar Association and one of only two public law schools in Louisiana.

The College of Nursing is the only school in Louisiana to offer a PhD in Nursing and graduates the largest number of African Americans with Master of Science in Nursing degrees in the country. SU also is home to thirteen intercollegiate athletics teams known as the Jaguars that are members of the Southwestern Athletic Conference (SWAC) in NCAA Division I and its marching band known as the Human Jukebox.

## CAMPUSES OF THE SOUTHERN UNIVERSITY SYSTEM

The campuses of the Southern University and A&M College System pride themselves with distinct learning environments, each having its own identity and brand. Despite the differences in the constituencies that they serve, the commonality of all campuses lies in providing quality educational experiences that are affordable and accessible to all. Each of our campuses is deeply rooted in their respective communities and is responsive to regional intellectual, cultural, and labor needs by supporting economic and workforce development that bring benefits to the state and region.

### **SU AGRICULTURAL RESEARCH AND EXTENSION CENTER**

Founded in 2001, the Ag Center encompasses the Southwest Center for Rural Initiative, the Center for Small Farm Research, the Cooperative Extension Program, the SU Livestock Show, a state-of-the-art arena, and a 385-acre agricultural research center.

### **SOUTHERN UNIVERSITY LAW CENTER**

Since its inception in 1947, the Law Center has prided itself in its mission of providing access and opportunity to all people. It welcomes students and faculty in the fight against social injustice, for civil rights, and the public interest. Over 4,000 alumni are part of the legacy of the Southern University Law Center.

## CAMPUSES OF THE SOUTHERN UNIVERSITY SYSTEM (CONT.)

### **SOUTHERN UNIVERSITY AND AG AND MECHANICAL COLLEGE BATON ROUGE**

The flagship campus, Southern University and A&M College was originally founded in New Orleans, Louisiana in 1880, moved to Scotlandville, just north of Baton Rouge, in 1914. From a small, state-sponsored institution of higher learning for black Louisianans, Southern University grew into the only system among Historically Black Colleges and Universities in the nation.

Southern University and A&M College is a comprehensive institution offering four-year, graduate, professional, and doctoral degree programs. The university offers bachelor's degrees in 33 areas as well as 23 master's and five doctoral degrees.

The institution is fully accredited by Southern Association of Colleges and Schools Commission on Colleges (**SACS-COC**) and is proud of its rich heritage of producing highly qualified undergraduate and graduate students in thirty-four undergraduate programs and twenty-two graduate programs. Over 96% of all academic programs are nationally accredited by specialty area organizations.

### **SOUTHERN UNIVERSITY NEW ORLEANS (SUNO)**

Southern University at New Orleans (SUNO) was founded as a branch unit of Southern University in 1956 and on September 21, 1959, SUNO opened its doors on a 17-acre site located in historic Pontchartrain Park, a subdivision of primarily African American single-family residents in eastern New Orleans. Over the years, SUNO continued to expand its academic programs and facilities. The university added new buildings, including a library, student center, and science building, and developed a wide range of degree programs, including business, education, and nursing.

In the aftermath of Hurricane Katrina in 2005, SUNO faced perhaps its greatest challenge yet. The storm devastated much of New Orleans, including the university's campus, which suffered extensive damage. But SUNO proved its resilience.

The university's faculty and staff worked tirelessly to rebuild the campus and restore its academic programs. Thanks to their efforts, SUNO reopened its doors just two months after the storm and has continued to thrive in the years since.

Today, SUNO remains an important institution of higher learning in New Orleans and the Gulf Coast region. The university continues to provide educational opportunities for African American students and has expanded its mission to serve a diverse student body from all backgrounds. In recognition of its contributions to higher education and the community, SUNO has received numerous accolades over the years. In 2016, the university was ranked among the top 10 historically black colleges and universities (HBCUs) in the nation by *U.S. News & World Report*.

As SUNO approaches its 70th anniversary, it remains a testament to the resilience and perseverance of its founders, faculty, staff, and students. The university's rich history is a source of inspiration for all who seek to overcome obstacles and achieve their dreams.

### **SOUTHERN UNIVERSITY, SHREVEPORT**

Southern University at Shreveport is the only HBCU comprehensive community college in Louisiana, serving an ever-growing population of full-time and part-time students. SUSLA offers a high-quality education and opportunities for its students which in turn contributes to the vibrancy of our local, state, national and global economic community.

On September 19, 1967, the institution opened for instruction and continues to grow. Currently, the institution occupies 11 buildings on 103 acres of land located on our main campus. SUSLA also occupies the Metro Center in downtown Shreveport and the Aerospace Technology Center located at the Shreveport Downtown Airport. Over the years, we have expanded our academic and career preparation programs, which have given access to many underrepresented students and given them the opportunity to join the workforce, provide for their families and contribute to the community.

## BATON ROUGE AND LOUISIANA

Baton Rouge has the energy of a major metro area thanks to world-class universities and research centers while maintaining a small-town feel. Baton Rouge residents are passionate about sports and politics, and they share an unending love of music. This charming city offers opportunities typically found in a big city, along with the welcoming warmth of a close-knit community.

The cost of living in Baton Rouge is relatively affordable compared with other major U.S. metro areas. The median home sale price in Baton Rouge is lower than the national median. Louisiana boasts a low state and local income tax, and Social Security benefits aren't taxed here, making it one of the most tax-friendly states in the country. Unlike many cities, in Baton Rouge enjoying the city has to offer doesn't come at a high cost. In fact, many of Baton Rouge's best amenities are free.

When it comes to education, Baton Rouge has 56 elementary schools, 16 middle schools, and 18 high schools. East Baton Rouge Parish has an outstanding magnet program. The middle school programs offer pre-engineering, visual and performing arts, and foreign languages. The high school level has specialty programs, including visual, medical, performing arts, business and governmental affairs, and more.

With dozens of museums and parks, Baton Rouge offers a range of family-friendly activities. The Knock Knock Children's Museum offers 18 interactive learning zones where kids engage with skills like math and reading, and even practice lessons like learning to fly a plane. Families can head to the City-Brooks Community Park where they'll enjoy activities like the splash pad or an outdoor movie experience.

Known for its competitive jobs in engineering and health care, Baton Rouge offers exciting prospects for those seeking employment. Some of the largest employers in Baton Rouge are expanding and new ones are moving in. New housing construction = more construction jobs. New restaurants and bars = more food industry employment. The rising startup scene and global employers have helped make Baton Rouge Louisiana's leader in job creation.

Trendy bars and Southern-style eateries continue to pop up, keeping pace with residents' appetites. The city's cuisine draws on influences from nearby New Orleans and Cajun country, embracing Southern tradition (gumbo, boudin, red beans and rice), while putting a new twist on Louisiana food. Diners looking to expand their culinary horizons will find an assortment of global flavors, with Honduran, Vietnamese, and even Venezuelan-Dutch fusion. Baton Rouge's nightlife is equally as diverse as its restaurant scene.

The annual Blues Festival always has an impressive line-up of blues and jazz greats every year. Other festivals showcase everything from the city's cuisine, (Crawfish King Cookoff), to its creative community (Louisiana International Film Festival), to its unique culture (Spanish Town Mardi Gras).

Other than football, the biggest outdoor sports in Baton Rouge are fishing and hunting. Fishermen have a choice of rivers, lakes, and bayous. As for other outdoor activities, Baton Rouge has the 4.31-mile walkable, bikeable Mississippi River Levee Path, and 184 parks that offer everything from rock climbing to paddle boarding lessons, all free of charge.

## SOUTHERN UNIVERSITY SYSTEM FOUNDATION

The Southern University System Foundation (SUSF) secures financial support for the five campuses of the Southern University System to provide broad educational advantages for our students, encourage research among faculty and students, and advance the University's role in helping to build an increasingly functional Louisiana.

Over the last five fiscal years 50% or more of Southern's revenue has come from institutions, including corporations and foundations. Southern has enjoyed long-lasting relationships with institutional donors who are loyal and eager to support the University's overall success. Companies, especially, view their partnership with Southern as a pipeline to expand their diverse workforce. This position will lead the Foundation's efforts in forging new and stewarding existing institutional relationships with partners looking to attract diverse talent to their workforces and

address social and economic conditions and opportunities in communities surrounding the SU campuses and across the greater Louisiana area.

The SU Foundation is investing significantly in human and systems infrastructure to accelerate fundraising efforts for an anticipated \$750 million+ campaign to transform the flagship Baton Rouge campus. Expanding from nearly 30 staff in the Foundation and SUBR campus teams to approximately 70, phased over the next two years, the expansion will support and streamline operating efficiency to accelerate philanthropy. The new SU Foundation and campus Advancement staff structure seeks to leverage its alumni base and unique assets including its Valdry Center for Philanthropy in forging a model for HBCU philanthropy. There is so much more to learn if you visit <https://foundation.sus.edu/about>.

## THE OPPORTUNITY OF VICE PRESIDENT FOR INSTITUTIONAL AND LEGACY GIVING

As a member of the Foundation Leadership Team, the Vice President will lead SU's strategy and outreach to secure philanthropic funding from a diverse base of institutions including foundations, corporations, government, hospitals, and other community entities seeking to create social impact in the Louisiana communities Southern University serves.

Reporting to the Foundation CEO and coordinating with the VP of Advancement Operations and CFO this position will be charged with centralizing identification, qualification, cultivation, solicitation and stewardship of institutional funding partners and individual donors across all colleges, units, Law School and K-12 Lab School. This VP will forge strong relationships with the deans and directors of development in the colleges, schools and units, collaborate with partner organizations on joint

fundraising and with university external affairs. College and school directors of development will have a strong dotted line relationship to this VP, who will share in their performance evaluation, while maintaining reporting relationships to their respective dean.

This role will supervise the Director of Corporate Relations, Director of Development and Director of Alumni Affairs. The VP will lead strategy and coordinate opportunities and relationships across the University for institutional giving, collaborate with front-line fundraisers in the development of philanthropic and sponsorship proposals and relationship management. The VP, Institutional and Legacy Giving will also manage the Planned Giving program in close collaboration with the Foundation CEO and General Counsel.



# THE OPPORTUNITY OF VICE PRESIDENT FOR INSTITUTIONAL AND LEGACY GIVING (CONT.)

## PRIORITIES FOR THE VICE PRESIDENT FOR INSTITUTIONAL AND LEGACY GIVING:

- Develop, implement, and advance a vision and long-range plan for private institution and public philanthropic investment and partnerships across the SU System to sustain current operations and achieve the vision of the Master Plan and campaigns.
- Manage a portfolio of 50 - 100 donors and high-level prospects. Cultivate and steward relationships with current funders and prospects throughout the greater Louisiana region and nationally.
- Develop a deep understanding both of University's business model as a public land grant university and priorities that are appropriate for philanthropic investment and sponsorship, and working with the Foundation CEO, governance, executive and academic leadership, key faculty and other stakeholders and staff, and coordinate a work plan for grant fundraising based on campaign goals.
- Lead and mentor a team of skilled professionals in corporate relations augmented with foundation relations and planned giving professionals in prospect research, donor cultivation and stewardship, grant submissions and reporting.
- Lead and facilitate internal efforts across departments to gather program updates and impact data to ensure funders stay informed and grants remain in compliance.
- Serve as an advisor to the Foundation CEO, university and volunteer leadership, Advancement peers and staff, providing strategic guidance and support on fundraising matters.
- Provide leadership and contribute fundraising and other expertise to cross-functional teams.
- Perform other duties as assigned by the Foundation CEO and university executive leadership.

## THE VICE PRESIDENT:

- Collaborates effectively with academic leaders, Advancement staff partners and university colleagues in developing fundraising plans and strategies, prospects, and proposals.
- Partners with and motivates staff in achieving annual fundraising goals across colleges and units.
- Oversees production and presentation of high-quality proposals and reports within deadlines and stewardship timeframes.
- Establishes and stewards relationships with new and existing funders, including through regular networking and community activities.
- Monitors updated and accurate donor records and prospect files, department and fundraising activity reports and files.
- Cultivates a culture of openness in information sharing. Encourages open communication, cooperation, and the sharing of knowledge.
- Models personal accountability that promotes ownership and engagement.
- Builds and maintains effective working relationships with colleagues, peers and team members.
- Values and supports differences in others, contributing to an inclusive work environment. Demonstrates the ability and willingness to communicate effectively with people of diverse backgrounds and experiences to create a collaborative, collegial, and caring community.
- Creates a high level of satisfaction with both internal colleagues and external contacts.

## THE OPPORTUNITY OF VICE PRESIDENT FOR INSTITUTIONAL AND LEGACY GIVING (CONT.)

### REQUIRED QUALIFICATIONS:

- Bachelor's degree required; with a Master's degree preferred.
- Previous relevant experience (minimum of 7 years) in nonprofit fundraising.
- A demonstrated record of success in managing institutional and individual donor portfolios and achieving fundraising goals.
- A progressive record of successful higher education or non-profit fundraising leadership.
- A proven track record of closing major and principle gifts.
- Proficiency in planned giving strategies and implementation.
- A successful record of engaging key stakeholders—such as alumni, foundations, employees, community partners, and external leaders—in fundraising efforts.
- A record of tangible contributions to advancing diversity, equity, and inclusion that speak to the needs of a diverse alumni, staff, and student body.
- Demonstrated understanding of the mission of an institution of higher education.
- Previous experience working with and advising senior leadership is required.
- Strong writing, public speaking, and interpersonal communication skills.

### PREFERRED QUALIFICATIONS:

- Successful track record in soliciting and closing six- and seven-figure major gifts.
- Strong attention to detail in maintaining accurate records needed for successful audits and reports.
- Experience using prospect management software.
- A record of visioning and implementing fundraising campaigns.
- A high degree of energy, strong business acumen, and the agility to develop an entrepreneurial, performance-based team culture within an advancement division.
- Experience with best practices in fundraising at regional public universities; and
- Experience leading a team of professional and administrative staff.
- Experience in and knowledge of the nonprofit sector and particularly in higher education is strongly preferred.



## APPLICATION AND NOMINATION PROCESS

Southern University System Foundation has enlisted the support of Academic Search in this search. Those who are considering applying are encouraged to schedule a confidential conversation with the senior consultant for this search, Ms. Kate Nolde, at [kate.nolde@academicsearch.org](mailto:kate.nolde@academicsearch.org).

**Applications should consist of the following documents, to be submitted electronically in .pdf format:**

- Detailed letter of interest addressing the leadership agenda and qualifications as outlined in this profile.
- Full resume with relevant administrative responsibilities and accomplishments.
- List of five professional references, including names, phone numbers, and email addresses, noting the candidate's relationship for each reference. References will not be contacted until later in the search process and only with the candidate's permission.

Application materials, nominations, and expressions of interest should be submitted to [SouthernVPILG@academicsearch.org](mailto:SouthernVPILG@academicsearch.org). Nominations should include the nominee's full name, position, institution/organization, and email address.

Although applications will be reviewed until the position is filled, to ensure full consideration, application materials should be received by May 24, 2022. Finalists for the position will participate in campus interviews that will include a public presentation. A background check (including identity, degree verification, and criminal records check) must be completed satisfactorily before any candidate can be offered this position.

*In compliance with Title IX of the Education Amendments of 1972, Title VI and VII of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and other federal, state, and local laws, Southern University and A&M College forbids discriminating or harassing conduct that is based on an individual's race, color, religion, sex, ethnicity, national origin or ancestry, age, physical or mental disability, sexual orientation, gender identity, gender expression, genetic information, veteran or military status, membership in Uniformed Services, and all other categories protected by applicable state and federal laws. This commitment applies but is not limited to decisions made with respect to hiring and promotion, the administration's educational programs and policies, scholarship, and loan programs, and athletic or other College administered programs. Discriminatory acts of any kind are strictly forbidden.*

# ABOUT ACADEMIC SEARCH

Academic Search is assisting Southern University System Foundation in this work. For more than four decades, Academic Search has offered executive search services exclusively to higher education institutions, associations, and organizations. Academic Search was founded on the principle of strengthening higher education leadership through professional search services. We are the only search firm in the nation with a formal relationship to premier leadership development programs. As the subsidiary of the American Academic Leadership Institute (AALI) and not a privately held organization, we see our mission as providing outstanding executive recruitment, and identifying and cultivating the next generation of higher education leadership. Academic Search provides substantial financial, thought leadership, and personnel support to a number of leadership identification, development, and support programs throughout the academy. For more information, visit [www.academicsearch.org](http://www.academicsearch.org).



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