

**Executive Director, Annual Fund
University of Rochester
Rochester, NY**

Send Cover Letter and Resume to:

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Overview

The University of Rochester was founded in 1850 and is a proud member of the prestigious Association of American Universities. The University includes six schools and colleges, an enrollment of 8,600 students, and a distinguished faculty of 1,430. The University's personal scale creates exceptional opportunities for interdisciplinary study and collaboration. With 17,075 employees (of the University and the Strong Health network), the University is Rochester's largest employer. Its principal units include:

- ◆ College of Arts, Sciences, and Engineering
- ◆ Eastman School of Music
 - Eastman Community Music School
- ◆ Simon School of Business Administration
- ◆ Warner School of Education and Human Development
- ◆ School of Medicine and Dentistry
- ◆ Eastman Dental Center
- ◆ School of Nursing
- ◆ Strong Memorial Hospital
 - Golisano Children's Hospital
 - James P. Wilmot Cancer Center
- ◆ Highland Hospital
- ◆ Laboratory for Laser Energetics
- ◆ Memorial Art Gallery
- ◆ Visiting Nurse Services

The University of Rochester vaulted into national prominence in the 1920s through the philanthropy of industrialist George Eastman, the founder of Eastman Kodak Company. By the end of his life, he had given the University more than \$50 million in gifts—an amount

approaching \$1 billion in today's dollars. The University he transformed through his philanthropy is now, almost a century later, poised for a new leap forward.

Rochester Distinctions

- Rochester faculty and alumni have included eight Nobel Prize winners and 12 Pulitzer Prize winners.
- The Eastman School of Music ranks first in graduate music programs in the country in the latest survey by *U.S. News & World Report*.
- The School of Medicine and Dentistry ranks 30th overall among medical schools, and its primary-care program ranks 17th among primary-care medical schools.
- The Simon School is ranked 23rd among graduate business schools. Other recent *U.S. News* surveys have cited Rochester graduate programs in political science, physics, economics, nursing, clinical psychology, computer science, chemistry, biology, and community health. The University ranks among the top 50 national research universities.
- In research productivity, the University ranks 12th among leading private universities nationwide in a study that accounts for differences in institutional size.
- The School of Medicine and Dentistry ranks in the top one quarter of all medical schools in research grants funded by the federal government, with more than \$135 million in National Institutes of Health funding.
- Eastman School alumni are members of all of America's leading orchestras and other prominent orchestras around the world. Five Eastman-trained composers have been awarded the Pulitzer Prize in music, and several other alumni have won Grammy, Tony, and Emmy Awards.
- The Institute of Optics was founded in 1929 as the nation's first educational program devoted exclusively to optics. It is widely considered one of the nation's premier optics schools and is a world leader in basic optical research and theory.
- Rochester's electronic imaging research and teaching programs are considered to be among the most innovative in the country.

Leadership

“The campaign for the University of Rochester begins today. While it is too early to specify a monetary goal or to establish a time line, it is not premature to state that this effort will be the largest in the history of this institution and will have the general purpose of accelerating our recent progress.”—Joel Seligman, July 1, 2005

Joel Seligman, former law school dean at Washington University in St. Louis, became the 10th president of the University of Rochester. Seligman was responsible for considerable institution-building at Washington University, and at the University of Arizona where he was also a law school dean. At Washington University, he masterminded a strategic plan that helped raise the law school’s national and international profile, and successfully nurtured relationships with many of the school’s donors and prospects.

The first and most important step for planning the largest capital campaign in the University’s history was the hiring of **Jim Thompson**, Senior Vice President and Chief Advancement Officer. Thompson, an acclaimed national leader in the field of Advancement, also came from Washington University, where he held the pivotal leadership role in that university’s recently completed \$1.55 billion capital campaign (at the time, it was the 6th largest in U.S. history) while at the same time gaining deep expertise on national best practices in development and optimal organizational models for staff structures.

Recently, Thompson talked about the unique opportunities in advancement at the University of Rochester:

“First, President Seligman has made it absolutely clear that building financial resources will be the key priority for his administration. He has articulated the great strengths of the University, and knows that it’s time to build its support in an unprecedented way. This calls for a big investment in development staffing, and the President has the enthusiastic support of his trustees for doing so.

“Second, this is a chance to build the right development structure, reorganizing in a very significant way. Rochester has many talented development staffers, but the decentralized structure of things has worked against them. I know, from a national perspective, that a better organization will lead to better results.

“Third, we must now hire key senior staff members, and I’m committed to hiring the best we can find. This is a great opportunity to build an outstanding team, and an

unprecedented chance for me and my senior staff to re-shape our world as advancement professionals.

“Finally—and certainly not least of all—President Seligman is a fundraiser’s president. I got to know him well at Washington University, and I’ve seen how good he can be, not only in terms of his relationships with prospects and donors but in working seamlessly with the development officers who support his efforts. I and my staff couldn’t ask for a better partner.”

Building a National Caliber Advancement Program

To bring Rochester’s development operations to the next level, Jim Thompson is now building and reorganizing development staff in an integrated model that pulls together most of the University’s development staff—those dedicated to annual giving, capital gifts, donor relations and stewardship, campaign planning, corporate and foundation relations, advancement services, and development communications—into a central organization, while giving each academic dean dedicated leadership gift staff to support him or her at the school level. University of Rochester advancement staff members are already working in their new state-of-the-art headquarters facility, which is scheduled for full completion June 2007. The 88,000-square-foot building offers a dynamic, collaborative environment for advancement staff, including workspaces designed for high productivity and an auditorium classroom that will be home to advancement’s professional development program. The building also features an Alumni Center offering attractive spaces for meetings and events in addition to concierge and hospitality services for visitors to campus and the Rochester region. When complete, the building will be among the finest facilities of its kind in the nation. In all, Thompson ultimately will oversee a staff of several hundred fundraising professionals to reinvigorate a development strategy that, in recent years, has not kept pace with the University of Rochester’s aspirations.

Office of Advancement

Mr. Thompson’s senior leadership team includes the Deputy Vice President, Senior Associate Vice President Academic Development, Associate Vice President for Advancement and Director of University Campaigns, Associate Vice President for Advancement Services, Associate Vice President of the Rochester Medical Center (TBA), Executive Director of Alumni Relations, Executive Director Volunteer Management and Boards.

Before joining the University of Rochester in 2005, **Jim Thompson** was Associate Vice Chancellor for Development at Washington University in St. Louis, where he played a pivotal role in the university’s \$1.55 billion campaign. He joined that university as Senior

Director of Major Gifts and Capital Projects in 1991. He was promoted to Assistant Vice Chancellor in 1993 and to Associate Vice Chancellor in 1997. In that capacity, Mr. Thompson managed overall development efforts, major gifts and capital campaign functions for the institution, its schools and units. He managed a comprehensive advancement function, including Major Gifts and Regional Development Programs, Principal Gifts, Capital Projects and Campaigns, Prospect Management, Donor Relations, Stewardship, and Corporate and Foundation Relations.

During his time as Washington University, Thompson created a national model for management of regional development programs. Perhaps among the single most impressive accomplishments by the University Advancement Team during Thompson's 14 year tenure was the securing in excess of 165 endowed professorships and adding over 1,600 new \$100,000 plus commitments to the bottom line of the University. It is widely understood that during this time, Washington University enjoyed the single fastest growth rate in charitable giving among the National elite Research Universities.

Before joining Washington University, Jim Thompson served as Senior Director of University Development for Syracuse University with supervisory responsibilities for major and special gifts and regional programs. He played a key leadership role in the successful \$160,000,000 Campaign for Syracuse. He also served in a number of key development positions at Lindenwood College in St. Charles, Missouri, including as Senior Director of Institutional Development and College Relations and as a member of the executive management team.

Thompson's Advancement career is best characterized as that of an innovator, teacher and high impact Development Officer. Individuals having worked for Thompson have gone on to very successful careers in senior leadership roles in Development across the country.

Rob Gibson, Senior Associate Vice President for Academic Development, oversees the development efforts for the academic units of the University outside of the Medical Center. At Washington University in St. Louis, Gibson was Senior Director of Development for Arts & Sciences. He was responsible for the oversight of the Arts & Sciences component of its \$1.551 billion campaign. Within the Arts & Sciences, Gibson and his staff were successful in securing more than \$193 million in incremental support, well in excess of their goal. "Rob Gibson is a great development strategist and fundraiser," Mr. Thompson says. "He has built up a wealth of experience throughout his impressive and successful career."

Jonathan Schwartz, Associate Vice President for Advancement and Director of University Campaigns, came to Rochester from Washington University in St. Louis, where he served as Assistant Vice Chancellor for Development. He was one of the people instrumental in the success of that university's historic \$1.55 billion campaign. Jonathan has also held positions at the California Institute of Technology in corporate relations, foundation relations, and principal & major gifts. He also co-directed Caltech's successful Biological Sciences Initiative Campaign.

Frank Interlichia, Assistant Vice President for Advancement (Major Gifts and Regional Programs, Annual Funds and Corporate Relations) managed the University of Rochester's Medical Center Development team for the past seven years and tripled total gift revenue during that time. Previously, he served as Director of Annual Giving at the Rochester Institute of Technology (RIT) and Director of Development at Nazareth College.

Key senior appointments to date include top advancement professionals from Northwestern, Cornell, Harvard, Johns Hopkins, Carnegie Mellon, MIT and the University of Michigan, to name a few.

Overview of Executive Director of the Annual Fund Position:

With the inception of the new Advancement program at the University of Rochester, the Annual Giving Programs will be the critical link in refocusing various alumni and donor populations on the importance of unrestricted annual giving. With the creation as its own business unit, the program is charged with increasing alumni and other constituency annual giving participation to new levels. In its first year, this new department increased annual giving at the university by 14 percent above the previous year. A total of \$7.1 million was raised in FY07, significantly exceeding its goal of \$6.4 million.

The annual giving office is divided into five key areas: (1) High-End Annual Giving Program (George Eastman Circle), (2) Direct Mail/Phone, (3) Trustee Annual Giving, which now has 100 percent participation through the George Eastman Circle, (4) Reunion Giving, and (5) Workplace Giving.

Reporting directly to the Assistant Vice President for Advancement (Frank Interlichia), the incoming Executive Director will be entrepreneurial, analytical, goal oriented and focused on the highest standards of quality. The new Director will provide strong leadership to a successful business unit and work closely with school/unit officers in setting solicitation strategy. S/he will focus heavily on the George Eastman Circle program and the Trustee Annual Giving.

Reporting directly to the Executive Director are three Senior Directors who oversee the George Eastman Circle, Direct Mail/Phone program and Reunion Giving programs. (Expected growth of department: 38 people by 2008).

Principal Accountabilities:

- Establish revenue goals, determine schedules and establish budget. Make decisions about strategies, solicitation methods, segmentation and timing. Devise new programs and marketing to enhance the annual fund program of the institution, including participation levels and expendable dollars.
- Meet quarterly and yearly fundraising goals.
- Manage and market a comprehensive Annual Giving Programs comprised of five programs contributing to the overall goal of the unit. These programs include the High-End Annual Giving Program (George Eastman Circle), Direct Mail/Phone efforts, Trustee Annual Giving, Workplace Giving, Reunion Giving programs and related activities.
- Oversee new George Eastman Circle (GEC) personal solicitation component of Annual Giving. The current “charter phase” is securing five-year commitments to GEC. Working with the Senior Directors of the Eastman Circle, ensure that prospects are identified, assigned, and solicited for GEC level (\$1,500-\$50,000) commitments and are qualified.
- Staff the Trustee Giving Annual Giving program, which is fully integrated into the George Eastman Circle initiative. All voting Trustees (38) have committed to become Charter Members of GEC at the \$10,000, \$25,000, and \$50,000 levels with annual unrestricted gifts. Continue to manage and steward trustees and determine annual designation relating to commitments.
- Cultivate, solicit and steward own portfolio of 45-60 high-end Annual Giving Program donors capable of gifts of \$25,000+.
- Work with direct reports to create key reporting mechanisms to track the identification of “high end” Annual Giving Program donors and potential Major and Principal Gift prospects for the University. This function will include the creation and maintenance of key reports to reflect the annual activity of all donors, singling out donors with high potential and aggressive funding behavior.

- Travel as appropriate to meet with prospects and donors. (20-30% travel)
- Through appropriate staff, lead the department to the highest levels of “customer service” and quality control for all external and internal constituents of the Annual Fund program.
- Responsible for assisting the entire advancement department to reach financial goals.
- Hire, train, evaluate and manage staff. Delegate and guide projects and responsibilities.

Primary Accountabilities:

- Manage the entire university annual fund operation, including departmental/college appeals.
- Manage and build special constituency and solicitation programs in Annual Giving, in particular growing the George Eastman Circle to record levels.
- Manage and work with leadership volunteer Board
- Working with high level university administrators, faculty and volunteers
- Oversight of \$ 2.5 Million operating budget.

Qualifications:

- Minimum of ten years of Advancement experience with at least five years in development work at an institution of higher education or an equivalent combination of education and experience.
- Proficiency with direct mail, telemarketing and online fundraising. Knowledge of segmentation, development writing, solicitation material design and database management
- Personal solicitation experience. Experience in the proper methods for identifying, qualifying, soliciting and stewarding individual prospects

- Strong knowledge and demonstrated ability to build annual giving special constituency programs
- Experience working with outside vendors
- The highest regard for quality control and a focus on outstanding “customer service”

Skills and Abilities:

- Demonstrated ability to manage multiple projects in a fast-paced environment
- Ability to lead teams and work independently.
- Strong analytical skills and technical proficiency
- Strict attention to detail
- Proficiency with state-of-the-art Development IT System (University is undergoing a system conversion begun in 2006)
- Personal solicitation experience with donors rated \$25k+

About the Rochester Area

Among the 50 largest metropolitan regions in the country, Greater Rochester has earned a reputation as one of the most “livable” communities in the nation. Located on the southern shore of Lake Ontario (and just northwest of the scenic Finger Lakes), Rochester offers its 1.1 million residents the amenities of a metropolitan area with a quality of life and lower cost of living not available in many heavily urbanized areas.

The original home of Eastman Kodak, Xerox, and Bausch & Lomb, Greater Rochester is steeped in the entrepreneurial spirit. In 2003, a British economic consultant designated the community as one of the “top knowledge-based economic regions in the world,” ranking it fourth out of 125. The region has one of the nation’s highest patent-per-capita ratios and is third in the nation in donation dollars per resident. The University has had a profound impact on the region’s cultural, social, educational, clinical, and economic strength. The University contributes not only as an educational institution and the region’s second largest employer, but also through technology transfer efforts that have helped launch new, high-technology startup firms.

The connections between the University and the community are especially evident in health care and in cultural enrichment. Thanks in large part to the University's Medical Center and Strong Health network, Rochester residents have access to top-quality clinical facilities. The University and the community are committed to a joint effort to make Rochester the healthiest community in the country by the year 2020.

Rochester is home to the nationally acclaimed Garth Fagan Dance Company, Rochester Philharmonic Orchestra, Geva Theatre, the George Eastman House/International Museum of Photography and Film, the Rochester Museum and Science Center, and Strong Museum (one of the nation's leading museums for children and families).

Recognized as a region that values history as much as innovation, Rochester claims more sites on the National Register of Historic Places than any other city of its size. It grew up at the juncture of the Genesee River and the Erie Canal. It is the original "Flour City," a seedbed of entrepreneurial activity, the industrial revolution, and religious innovation. A pivotal community in both the women's rights and the abolition movements, Rochester was home to both Susan B. Anthony and Frederick Douglass.

Rochester boasts 20,000 acres of parkland and offers year-round recreational opportunities for those who like to be outdoors in all seasons. With 50 well-appointed golf courses, Rochester is a regular stop on the annual LPGA tour. Oak Hill Country Club—the "home" course of the University's golf team—hosted the national PGA Championship in 2003. The city is also home to top-level minor league baseball, hockey, and soccer teams.

Lois L. Lindauer Searches has been retained to conduct national searches for the following positions at the University of Rochester:

- **Executive Director, Leadership Giving**
- **Executive Director, Principal Gifts**
- **Executive Director, Annual Giving**
- **Senior Director, Academic Development (Medical Center)**
- **Senior Director of Administration, Medical Center**
- **Director of Capital and Special Projects**
- **Director of Development, School of Nursing**
- **Director of Stewardship**
- **Regional Director of Major Gifts**

Information on these searches may be found at www.lllsearches.com or www.rochester.edu/advancement/careers. To apply, send resume and cover letter to JLasman@lllsearches.com