

# Senior Director for Development and Major Gifts



**CLARK ATLANTA UNIVERSITY**, a leading research institution of higher education and one of the nation's most distinguished HBCUs, seeks a proven fundraiser to serve as the **Senior Director for Development and Major Gifts**. Reporting to the Vice President for Institutional Advancement, the Senior Director plays a key role in enabling the University to achieve its fundraising goals and objectives through relationship building and the securing of significant gifts.

## The Opportunity

Clark Atlanta University (CAU) is a comprehensive, private, urban, coeducational institution of higher education with a predominantly African-American heritage. Located in Atlanta, Ga., CAU offers undergraduate, graduate, and professional degrees, as well as certificate programs, to students of diverse racial, ethnic, and socioeconomic backgrounds. George T. French Jr., Ph.D. became the fifth President for Clark Atlanta University on Sept. 1, 2019.

The University produces graduates who have met standards of excellence in contemporary higher education, who are educated to be creative and to have a perspective on the world and its peoples. CAU graduates are leaders and innovators who are committed to leading *Lifted Lives of Success*.

CAU was formed with the consolidation of Atlanta University and Clark College, both of which hold unique places in the annals of African-American history. Atlanta University, established in 1865 by the American Missionary Association, was the nation's first institution to award graduate degrees to African-Americans. Clark College, established four years later in 1869, was the nation's first four-year liberal arts college to serve a primarily African-American student population. The main campus, which spans over 126 acres of land, is located about 1.5 miles southwest from the heart of downtown Atlanta.

Today, with nearly 4,000 students, CAU is the largest of the four institutions (CAU, Morehouse College, Spelman College, and Morehouse School of Medicine) that comprise



# Senior Director for Development and Major Gifts

## EXECUTIVE SEARCH

the Atlanta University Center Consortium. It is also the largest of the 37-member UNCF institutions.

CAU is classified by Carnegie as R2: Doctoral Universities – Higher Research Activity and is the only private, independent graduate research institution in the HBCU community, and the only HBCU member of the Georgia Research Alliance. The University is a United Methodist Church-affiliated university, approved by the University Senate General Board of Higher Education and Ministry of the United Methodist Church.

Forty major areas of study are offered across four schools – Arts and Sciences, Business Administration, Education, and Social Work. It awards Bachelor's, Master's, Specialist, and Doctoral degrees. There are 181 full-time faculty, of whom 92 percent hold terminal degrees and 65 percent have tenure status.

Retention of first-year students returning for a second year is 74 percent. CAU graduates are deeply employed in the growing economic sectors, such as business, film and media, medical and healthcare, and government.

Georgia students constitute 39 percent of the total enrollment, with 58 percent of the students from out-of-state, 3 percent from the Caribbean Islands, and 10 percent from more than 15 foreign countries. Female students constitute 75 percent of the total enrollment.

The University has more than 40,000 alumni fulfilling CAU's mission: *"Leveraging its distinctive history, Clark Atlanta University is an urban research university that transforms the lives of students and their communities by preparing citizen leaders to be problem-solvers through innovative learning programs; supportive interactions with faculty, staff, and students; exemplary scholarship; and purposeful service."*



### **George T. French Jr., Ph.D.**

*President of Clark Atlanta University*

CAU President George T. French, Jr. is a recognized leader in higher education. Among his many accomplishments, he is currently serving his third term on the Southern Association of Colleges and Schools Board of Trustees. He also is completing his second Congressional appointment to the National Advisory Committee on Institutional Quality and Integrity (NACIQI), serving two U.S. presidential appointments as advisor to the U.S. Secretary of Education.

Prior to his appointment at CAU, Dr. French served as President of Miles College from 2005-2019. Under his leadership, Miles College exceeded all fundraising goals in its history; achieved unprecedented financial composite score and credit rating scores; increased student access to educational funding; more than tripled the size of the existing campus with key land acquisitions; and elevated the total athletics program to the best men's program within the Southern Intercollegiate Athletics Association.

A native of Louisville, Ky., Dr. French earned a BA degree in Political Science with an emphasis in Policy Analysis from the University of Louisville. He was competitively accepted into the University of Richmond Law School and completed two years of studies before being recruited by Miles College to serve as the Director of Development. He completed his final year of law school at Miles Law School, earning a Juris Doctorate. Dr. French received his Ph.D. in Higher Education from Jackson State University and has completed Harvard University professional education programs for experienced college presidents.



# Senior Director for Development and Major Gifts

EXECUTIVE SEARCH

## The Office of Institutional Advancement

The Office of Institutional Advancement has a leadership role in building and stewarding relationships in support of the academic mission, vision, and philanthropic goals of CAU. Through its initiatives and services, the office works to increase support for scholarship, research, and institutional priorities, as well as foster life-long connections with students, alumni, the community, and other constituents.

CAU has an endowment of more than \$80 million. Major businesses, corporations, and foundations support the University's mission and their students. Most recently, these have included The Boeing Company, Fuller E. Callaway Professorial Trust, The Charles Barkley Foundation, Inc., Chevron Products Company, The Coca-Cola Foundation, C&W Facility Services, Inc., Georgia Power Foundation, Inc., Georgia United Methodist Commission on Higher Education, Lettie Pate Whitehead Foundation, The Henry Luce Foundation, Inc., Sodexo, Inc. & Affiliates, and the UPS Foundation, Inc.

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The Senior Director for Development and Major Gifts is an outstanding opportunity for a professional fundraiser to serve in a leadership role within a strong Advancement program. The Senior Director will work closely with the deans and faculty to achieve designated fundraising goals for the individual academic units as well as the overall University.

To accomplish goals, the Senior Director works collaboratively with internal and external constituencies, including faculty and volunteers, to devise and implement strategies for building relationships, predominately with individuals, designed to maximize philanthropic support for Clark Atlanta through major and planned gifts. A strong track record of effective identification, cultivation, solicitation, and stewardship, preferably in a higher education setting, of donors and prospective donors at the \$10,000 level or above is critical for success in this position.

The Senior Director will conduct personal visits with alumni and friends throughout the state and nationwide. A member of the Advancement leadership team, this officer is responsible for building and managing an assigned portfolio of donors and prospective donors. This includes participation in the identification of prospective donors, cultivation, solicitation, and stewardship activities.

### Additional Responsibilities

- Develop strategies for cultivation and stewardship activities.
- Maintain knowledge and understanding of best practices in higher education philanthropy and incorporate them into fundraising activities.
- Write or assist in drafting proposals and other materials.
- Assist with publicity arrangements on significant gifts.
- Attend and participate at University, Alumni, and other appropriate events, both on and off campus, to enhance the friend-raising efforts of the University.
- Identify, develop, and mentor the development team.



# Senior Director for Development and Major Gifts

## EXECUTIVE SEARCH

## Qualifications

A baccalaureate degree is **required**; an advanced or graduate degree is **preferred**.

Candidates must have a minimum of five years of successful experience as a development officer for an educational institution (preferred) or a non-profit organization, with demonstrated success in establishing and managing relationships with multiple donors. Must be thoroughly knowledgeable of planned gifts.

Outstanding communication and interpersonal skills and the ability to interact positively and professionally with both the community at-large and the internal campus community are required. Experience working with community and business leaders in business and social settings is essential for success. Must be able to travel and work evenings and weekends.

### Skills and Knowledge

- General knowledge of higher education required, and familiarity with issues of particular relevance to historically black colleges and universities - highly desired
- Knowledge of current tax laws, investments, and planned giving opportunities and the ability to use this knowledge in prospect cultivation and solicitation
- Computer literacy, including fundraising software, and strong presentation skills - essential
- Tangible experience of having expanded and cultivated existing donor relationships over time
- Ability to influence and engage a wide range of donors and build long-term relationships
- Ability to successfully construct, articulate, and implement annual strategic development plans
- Ability to work both independently without close oversight and as a team player
- Strong organizational and time management skills with strong attention to details

## Atlanta, Georgia

Atlanta is a dynamic, energetic city that is continually transforming itself. Offering authentic Southern hospitality, the city's metropolitan area is home to 5.8 million residents. Its economy continues to grow as it attracts a broad range of industries and many *Fortune 500* corporations. The city has become the home of major film and television production and high-tech companies.

One of the top transportation hubs in the nation, the city is connected to the world. It fosters a strong sense of community and has outstanding cultural and performing arts venues, a wide range of professional sports, world-class cuisine, and an abundance of recreational opportunities. The Georgia Aquarium, the Atlanta Zoo, the High Museum, the College Football Hall of Fame, the Atlanta BeltLine, and the Martin Luther King Jr. Historic Site are only a few of the favorites of residents and visitors.

Along with its historical and new neighborhoods and growing suburbs, the city has outstanding healthcare systems. Atlanta is known as one of the nation's top educational centers, with 57 colleges and universities in the metro area.



Centennial Olympic Park, Downtown Atlanta

# Senior Director for Development and Major Gifts

EXECUTIVE SEARCH



## Application and Nomination Process

Confidential inquiries are welcomed, and nominations are invited.

1. Application packet must include:
  - a) A letter of application that addresses the responsibilities and qualifications of the position
  - b) Current resume
  - c) At least five references with full contact information including e-mails (References will not be contacted without consent from applicant.)

Additional information will be requested upon receipt of application.

2. Submit application packet to [CAU-SDDMG@myersmcræe.com](mailto:CAU-SDDMG@myersmcræe.com) (preferably as PDFs). Materials will be reviewed upon receipt. Applications will be accepted until the position is filled.

Submit nominations to [CAU-SDDMG-nominate@myersmcræe.com](mailto:CAU-SDDMG-nominate@myersmcræe.com) with complete contact and e-mail information for the individual being nominated.

**Kenny Daugherty**, President, and **Emily Parker Myers**, CEO, of **Myers McRae Executive Search and Consulting** are conducting this search.



(478) 330-6222 | [myersmcræe.com](http://myersmcræe.com)

*Clark Atlanta University is an equal opportunity/affirmative action employer. It is the policy of the University that all faculty and staff employees and applicants receive equal consideration and treatment. All recruitment, hiring, placements, transfers, and promotions will be on the basis of qualifications of the individual for the position being filled regardless of race, color, religion, national origin, ancestry, age, sex, marital status, pregnancy, medical condition, non-disqualifying disability or handicap, or whether the individual is a Disabled Veteran of the Vietnam Era. All other terms of employment are governed by this policy.*