



# UNIVERSITY OF WEST GEORGIA

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*Campus Center*

*Inviting Applications and Nominations for*

## Executive Director of Development



The **University of West Georgia**, with its main campus in Carrollton and centers in Newnan and Douglasville, seeks a proven and collaborative fundraiser and administrator to serve as **Executive Director of Development**. Reporting to the Vice President for University Advancement, the Executive Director is a senior member of the University Advancement team. Working closely with Vice President, the Executive Director establishes fundraising priorities, stewards volunteer service boards, executes campaigns, and monitors targets to meet and/or exceed fundraising goals. The preferred start date is January 2023.



## ABOUT THE UNIVERSITY

*Roy Richards Sr. Hall*

Since 1906, the University of West Georgia has been home to those who seek a transformative college experience. UWG is a leading residential, doctoral comprehensive university that offers a broad undergraduate and graduate curriculum based on a liberal arts foundation.

Nestled among the pines on a picturesque 645 acres is the University of West Georgia—a hidden gem approximately 40 miles west of Atlanta. Serving approximately 12,000 students, UWG is committed to advancing innovative academic programs and a student-centered business model.

Perennially ranked by *U.S. News & World Report*, the *Princeton Review*, and *Colleges of Distinction* as a top national university, West Georgia offers 130+ undergraduate, master's, specialist, and doctoral degree programs and concentrations. The University generates a regional economic impact of more than

\$627 million annually and provides a safe, quality, and affordable university experience that connects students to post-graduate career and leadership opportunities.

UWG has been recognized by the Carnegie Foundation for its institutional commitment to community engagement through teaching, research and creative activities, and public service. UWG is one of only 119 U.S. colleges and universities to receive the elective classification in 2020 and is among only 359 institutions nationally.

Dedicated to creating a first-choice university for students, alumni, employees, and communities, UWG seeks a leader who will advance and support the University's mission of fulfilling the talent needs of western Georgia and the Atlanta metropolitan area, while contributing to the social, cultural, and economic development of the region, state, nation, and world.





*East Commons*

# THE OPPORTUNITY

Under the leadership of the Vice President for University Advancement, Dr. Meredith Brunen, University Advancement fosters connections with individuals, businesses, and organizations whose financial support enhances the programs, activities, and university community, enabling UWG to accomplish its mission with excellence. The 50-member comprehensive division includes Development, Alumni and Constituent Engagement, Communications and Marketing, Advancement Services, Data Integrity and Enrichment, and UWG Foundations.

While state funding provides financial support for the University, charitable giving funds many scholarships and improvements to UWG academic programs. The UWG Foundation was created in 1967 for the express purpose of raising, administering, investing, and transferring private gifts for the University of West Georgia. The foundation, a 501(c)(3) nonprofit organization, receives all gifts into the University and distributes them as per the donor's instructions.

## THE POSITION

The Executive Director of Development is responsible for the strategic development, implementation, and management of philanthropic support, including major, annual, and planned giving, benefiting UWG. With the Vice President for University Advancement

(VPUA), the Executive Director builds and leads a high-performing fundraising team that meets and exceeds annual and campaign objectives.

This senior member of the University Advancement team works closely with the VPUA to establish fundraising priorities, steward volunteer service boards, execute campaigns, and monitor targets to meet and/or exceed fundraising goals. The Executive Director participates in a wide range of university events, alumni events, and civic engagements within the scope of representing UWG.

### Additional Responsibilities

- Provides leadership and strategic direction for the fundraising activities in each of UWG's academic and non-academic units, as well as Athletics, to ensure a cohesive, holistic approach in response to the University's strategic priorities.
- Works closely with University leadership, deans, major gift officers, and annual giving team to ensure an effective pipeline for moves management, including prospect assignment, cultivation, and solicitation to meet the strategic priorities of the University.
- Leads by example through the effective management including identification, cultivation, solicitation, and stewardship of a portfolio of principle and major gift prospects.



- Serves as a senior member of the University Advancement team, including providing leadership and working closely with the VPUA and Campaign Steering Committee to develop and successfully execute strategies to surpass campaign goals.
- Assists VPUA with Board Relations for each of UWG's institutionally affiliated volunteer service boards, including the UWG Foundation Board of Trustees, UWG Athletic Foundation Board, Alumni Board, etc.
- Effectively builds relationships with the constituencies, assists with agent development and planning, as well as stewards these key advocates to maximize networks and leverage gifts of time, talent, and treasure.
- Handles other duties as assigned.

## QUALIFICATIONS

### Required

- Bachelor's degree and seven years of experience in fundraising OR master's degree and five years of experience in fundraising
- Financial acumen
- Excellent interpersonal, written, and verbal communication skills; public speaking ability.
- Ability and willingness to work evenings and weekends and to travel as needed

### Preferred

- Fundraising experience in higher education environment
- Working knowledge of Raiser's Edge CRM software or equivalent







### **Dr. Meredith Brunen, Vice President for University Advancement**

As Vice President for University Advancement, Dr. Meredith Brunen is responsible for overseeing the University Advancement division, which includes Development, Alumni and Constituent Engagement, Communications and Marketing, Advancement Services, and Data Integrity and Enrichment. She also serves as the Chief Executive Officer of the UWG Foundations, the University's nonprofit corporations: UWG Foundation, UWG Athletic Foundation, and UWG Real Estate Foundation.

Dr. Brunen previously served as Vice Chancellor for University Advancement and Chief Executive Officer of two foundations at the University of South Carolina Upstate in Spartanburg, South Carolina. She worked extensively and successfully to enhance fundraising outcomes for the university, help elevate the profile of USC Upstate, and engage community partners by sharing a strategic vision and the importance of the university to the region.

Prior to joining USC Upstate, Dr. Brunen served in executive leadership roles at the University of West Florida in Pensacola, Florida, and Northwest Arkansas Community College Foundation in Bentonville, Arkansas.

A practitioner and contributor to her field, Dr. Brunen is an active member of numerous national organizations, including the Association of Fundraising Professionals, the American Association of University Women, and the Council for Advancement and Support of Education. As a result of her achievements, she was recognized as a "Forty Under 40" by the *Northwest Arkansas Business Journal*, and honored as the "2014 Young Woman of the Year" at the Northwest Arkansas Business Women's Conference.

Dr. Brunen holds three degrees from the University of Arkansas: a bachelor's degree in international relations and Middle East studies, and both master's and doctoral degrees in higher education leadership.

***View the 2021-2026 strategic plan "Becoming UWG" at [www.westga.edu/becominguwg/](http://www.westga.edu/becominguwg/)***



*It is the policy of the University of West Georgia to follow federal law in regards to affirmative action and equal opportunity. The University of West Georgia's affirmative action program and related policies are developed in compliance with Executive Orders 11246 and 11375, as amended; Title VII of the Civil Rights Act of 1964; the Rehabilitation Act of 1973 (Sections 503 & 504) and the Americans with Disabilities Act of 1990 (Title II) and their implementing regulations; the Age Discrimination in Employment Act of 1967; and the Vietnam Era Veterans Readjustment Assistance Act of 1974, as it amends 38 U.S.C. 4212.*



**Living in Carrollton, “The City of Dreams,”** offers the advantages of city life with a small-town vibe. This progressive community with Southern flair offers plenty of shopping, restaurants, nightlife opportunities, and cultural events. Named a City of Excellence in Georgia and listed as one of the 50 Best Small Southern Towns, Carrollton is the cultural, educational, health care, and commercial center for the west Georgia region.

At the heart of Carrollton is its historic downtown and Adamson Square lined with shops, galleries, and restaurants. Each season offers unique local events and opportunities for year-round recreation. Outdoor activities abound through award-winning spaces, including an 18-mile paved walking and biking Greenbelt trail that encircles the city and passes through the UWG campus.

The city embraces the University’s students, faculty, and staff, and welcomes the diversity UWG brings to the community.

Invested in education with highly rated city and county K-12 systems, both city and county public school graduation rates are 90% and above and rank among the top in the nation by *U.S. News & World Report*.

## APPLICATION & NOMINATION PROCESS

*Confidential inquiries are welcomed, and nominations are invited.*



### Applications

- 1) Application packet must include:
  - a) A letter of application that addresses the responsibilities and qualifications of the position
  - b) Current résumé
  - c) At least four references with full contact information including e-mails (References will not be contacted without consent from applicant.)
- 2) Submit application packet (preferably as PDFs) to **UWG-ExeDirDev@myersmcrae.com**. Applications will be accepted until the position is filled. Additional information will be requested upon receipt of application.

### Nominations

Submit nominations to: **UWG-ExeDirDev-nominate@myersmcrae.com** with complete contact and e-mail information for the individual being nominated.

### Consultant

**Kenny Daugherty**, President of **Myers McRae Executive Search and Consulting**, is assisting the University of West Georgia with this search. To request a conversation, send an email to **KennyDaugherty@myersmcrae.com**.