



EXECUTIVE SEARCH OPPORTUNITY PROFILE

For the position of:
**Senior Development
Officer**

Marian University

May 2019



**executive
search &
recruitment**

ADVANCING NONPROFITS

MARIAN UNIVERSITY

Indianapolis®

SUMMARY OF THE OPPORTUNITY

We are excited to announce the search for the Senior Development Officer in the Office of Institutional Advancement and Development for Marian University. Marian University located in Indianapolis, Indiana, is one to the nation's preeminent Catholic institutions of higher learning and ranks as one of US News & World Report's top universities in the Midwest Region. Founded by the Sisters of St. Francis, Oldenburg, Indiana, the Franciscan Values that the Sisters ingrained into the University's culture are still prevalent today. The University has experienced tremendous growth in the past 15 years under the leadership of President Daniel J. Elsener, including the opening of the Marian University College of Osteopathic Medicine in 2013-Indiana's first new medical school in 110 years. In addition, Marian University's football team has captured the NAIA national championship in 2012 and 2015. In 2016 and 2017, the women's basketball team won back-to-back NAIA national championships. Marian University is also home to the most successful college cycling program in the nation currently holding 42 national titles.

The individual who assumes these responsibilities will have an opportunity to leave their mark and play a significant role in building Marian University's legacy far into the future. Through the generosity of donors, the University is in the midst of a \$250 million campaign, Forging Leaders 2025, that has raised more than \$115 million of the 2021 interim goal of \$150 million.

This is an exciting opportunity for an individual who is a successful fundraising professional and has the desire to assist Marian University's leadership in achieving their bold, inspirational goals for the future.

THE ORGANIZATION

MARIAN UNIVERSITY BACKGROUND

With roots that reach back to 1851 when Sister Theresa Hackelmeier arrived in Indiana from Austria at the behest of Fr. Francis Joseph Rudolf to establish a school in southeastern Indiana to teach German-speaking children, Marian University continues to take those bold steps necessary to make its work more impactful and far-reaching in the community it serves.

Originally known as St. Francis Normal, the school was merged with the Immaculate Conception Junior College and was renamed Marian College in 1936. They relocated to land purchased in Indianapolis, their current location, in 1937. Marian College continued to grow and expand academic curriculum, develop a vibrant campus life, and strengthened their presence in the community. With the addition of new and updated buildings and facilities and establishing a football team and marching band, Marian became Marian University in 2009 to better reflect their mission as a great Catholic university. To further exhibit their commitment to serving the state of Indiana, the College of Osteopathic Medicine enrolled its inaugural class in 2013.

MARIAN UNIVERSITY TODAY

Today, Marian University is recognized as a distinguished Midwestern university with over 40 majors in biology to business, education to engineering, and math to medicine. They have been recognized by US News & World Reports as the 10th Most Innovative Regional University (Midwest), 24th Best Value University (Midwest) and 38th Best Regional University (Midwest). There are currently nearly 4000 students attending Marian in undergraduate and graduate degree programs and in 2019 965 students received degrees.

While there are others, two examples of their successful efforts to better position Marian graduates for the future are the Klipsch Educators College and the new, innovative St. Josephs Two-Year College at Marian University which will open Summer 2019. In both instances, Marian University leadership has taken steps to serve the greater Indianapolis community through attracting and recruiting a broader, more diverse student population from across the economic spectrum to provide opportunity for the modern economy of today.



Under the leadership of President Daniel J. Elsener since 2002, Marian University has established and achieved bold initiatives and goals. That work continues today with goals to double the number of annual graduates from 750 (2015) to 1500 by 2025 (965 graduated in May, 2019) and introducing new, innovative programs in addition to those listed above to include the Latin@Initiative, the Walker Center for Applied Ethics, and broadening academic curriculum in health education and sciences while developing a STEHM plan to better prepare students for the economy of the future. Marian University remains fully committed to its vision and mission of preparing transformative leaders for service to the world.

MARIAN UNIVERSITY FUTURE

To achieve these bold, far-reaching initiatives, Marian University has adopted Five Power Goals which can be reviewed in the [University's Strategic Plan 2025](#), www.Marian.edu. Those goals in summary are:

Power Goal 1: Mission and Identity

- To place Marian University at the forefront of national and international efforts to educate and prepare transformational leaders to continue the Church's mission of health care, education, social service and ministry.

Power Goal 2: Academic Quality

- Enhance academic quality to the top 10% of peer universities through achieving student retention rates of 85%, developing and implementing new graduate and leadership programs, and improving student opportunities once they graduate in terms of securing employment, greater acceptance to graduate and professional schools, and an overall general sense of being prepared for the future.

Power Goal 3: Enrollment

- Increasing student enrollment through attracting an additional 750 graduates by 2025.

Power Goal 4: Leadership

- Establish a culture of leadership that comes to define all curricular and co-curricular programs so every student and faculty member will gain valuable leadership tools to enable them to become transformational leaders in their chosen field.

Power Goal 5: Expand Resources Available

- Secure the financial resources need to increase current net assets from \$85 million to \$350 million to fully achieve the aspirational vision and goals of the University's Strategic Plan 2025



THE OPPORTUNITY

Marian University launched its Forging Leaders Initiative in 2017 to raise \$250 million by 2025. This bold vision has resulted in more than \$115 million raised of the \$150 million goal for 2021. This initiative will provide for support for student scholarships, facilities, and other innovative efforts to include the Klipsch Educators College, the Latin@Initiative, the Sisters' Legacy Fund, St. Joseph's Two-Year College at Marian University, and the Walker Center for Applied Ethics.

To achieve its vision of the future, University leadership recognizes the need to strengthen its Office of Institutional Advancement/Development. With sound leadership in place, there is an identified need to recruit a Senior Development Officer who is motivated, thoughtful, detail-oriented, and has the personal skills to engage donors and friends of the University. The successful candidate will report to the Executive Director of Development and play a key role in building relationships with donors, alumni, and other constituents while securing investments from their assigned portfolios.

ROLE & CANDIDATE PROFILE

The new Senior Development Officer will be a passionate and outgoing fundraising professional with previous portfolio experience, a demonstrated history successfully developing and soliciting major donors (\$25,000 and above), and a deep appreciation and affinity for the vision and work of Marian University. Current leadership experience and/or leadership potential will be viewed positively for successful candidates.

The new Senior Development Officer will take leadership of a portfolio of existing major donors as well as plug into a multi-tiered development program that deploys resources at every level of the giving pyramid and donor pipeline. While this is not a lone-wolf scenario, in that teamwork and departmental leadership are expected of the new Senior Development Officer, he/she will be self-motivated and goals oriented to proactively grow his/her portfolio by assessing and leveraging Marian's data base and resources as well as by working on elevation strategies with Marian's various acquisition channels and donor segments.

In short, the new Senior Development Officer will be a development/fundraising professional who has developed the skills, knowledge and know-how to help Marian University reach its inspirational goals through a well-designed and executed development strategy. He/She will provide leadership and direction to staff enabling them to further develop their skills and ability to produce desired results.

Responsibilities, Qualifications and Competencies

The new Senior Development Officer's responsibilities include:

Fundraising

- Promote the vision and mission of a great, Catholic, liberal arts university through the identification, cultivation, solicitation and stewardship of major gifts (defined at \$25,000+) through annual, multi-year, and deferred gifts/pledges from various constituents to include alumni, parents, friends, the business community, and other prospects.
- Serves as an ambassador connecting with donors and providing them with opportunities to become/remain engaged in the life of Marian University and see their philanthropic support making a difference.
- Partners with the President, deans, faculty/staff, and other members of the advancement team to cultivate and solicit major gifts through a prospect management process.
- Maintains an ever-changing portfolio of approximately 150 prospects.
- Generates interest, support, and commitment to Marian University campaigns and initiatives to include the Forging Leaders Initiative (www.marian.edu/forgingleaders) launched in 2017.
- Serves as a member of the volunteer committee charged with fundraising support for the Forging Leaders Initiative; support assigned volunteers in their efforts to cultivate and solicit gifts on Marian's behalf.



Leadership

- Collaborates with the Vice President and Executive Director in the Office of Institutional Advancement to further develop and implement best practices and strategy for engagement and fundraising success.
- Excels at both working independently and thriving as part of a collaborative team.
- Mentors development officers and other members of the external fundraising team in articulating philanthropic goals and institutional priorities, building the fundraising pipeline, fundraising strategy, relationship management and volunteer management.
- Participates in or leads special projects, as assigned.

Reporting/Accountability

- Meets or exceeds monthly, quarterly, and yearly goals with regard to the number of personal visits, solicits, and gift securing. Regular progress reporting and tracking is required in a timely manner.
- Possesses strong organizational skills, the ability to juggle multiple projects and priorities, and the ability to develop relationships with people of all backgrounds and experiences.
- Recruits, trains, and supports volunteers in their involvement with committees, taskforces, and fundraising endeavors.
- Adheres to established budget and expenditure guidelines.
- Participates in advancement events by securing sponsors, promoting attendance, and providing strategic direction in the planning process. Advancement events include a gala in the fall, athletic awards dinner in the spring, various appreciation/recognition events, golf outing, etc.
- Attends various on and off-campus events as a representative of Marian University.
- Executes all activity in a manner that is consistent with the strategic plan of the University and the Office of Institutional Advancement.

To be successful in this role the ideal candidate must have:

- A bachelor's degree from four-year college or university.
- Demonstrated fundraising success with a minimum of three years direct fundraising experience, preferably in a college or university environment.
- The ability to write, analyze, and interpret giving information, financial reports, and legal documents and utilize this information in planning processes.
- The ability to effectively present (written and verbal correspondence) information and respond to questions from internal and external constituents.
- The ability to define problems, collect data, establish facts, and draw valid conclusions. Must be able to incorporate these conclusions/findings into strategic and tactical plans.
- An understanding that occasional events and activities occur outside of work hours—including some nights and weekends—and are necessary to perform the duties of this job satisfactorily.
- Be willing to conform to shifting priorities, demands, and timelines through analysis and problem-solving skills.
- Effectively prioritize and execute tasks in a high-pressure environment.
- Be highly detail oriented and have an effective skillset in Microsoft Office programs.
- Exhibit professionalism and high ethical standards for maintaining confidential information.
- Must be able to have and maintain a valid Indiana driver's license without restrictions.
- Certified Fundraising Executive (CFRE) preferred.
- Raiser's Edge database experience preferred.
- Must have strong computer skills and outstanding communication—both oral and written—and outstanding interpersonal skills. Must be well-organized, self-starter, a collaborative planner, and work with members of the Institutional Advancement team individually and in groups.

COMPENSATION

Salary is competitive and attractive for this position. Marian University offers an excellent benefits package including health and dental insurance and full Marian University undergraduate tuition benefits for employees and their families.

LOCATION

The Senior Development Officer will be located in Marian University's Office of Institutional Advancement and Development in Indianapolis, Indiana.

THE SEARCH AND SELECTION PROCESS

DB&A Executive Search & Recruitment has been retained by Marian University to conduct this search for their Senior Development Officer. Candidates will be identified through a number of sources and DB&A consultants will review and evaluate all interested parties in the process of determining a final group for consideration. The search will be coordinated by the Office of Institutional Advancement and Development senior leadership and who will make the final candidate selection.

The search will be conducted in a professional, consistent manner with a commitment to all potential candidates being afforded the same considerations by the search firm and the Client. All reasonable efforts will be made to protect the confidentiality of candidates.

Additional information on the search process may be obtained through Ron Infinger, Vice President, DB&A Executive Search, or by visiting <http://www.DBA-Search.com> and clicking on the "Opportunities" page for position information and to submit an application online.

For further information on this search, please contact:



Ron Infinger,
Vice President-Group Leader Executive Search
Telephone: 800-382-0219 x. 508
ron@dba-search.com

1998 Hendersonville Road, Suite 23 | Asheville NC 28803

www.dba-search.com