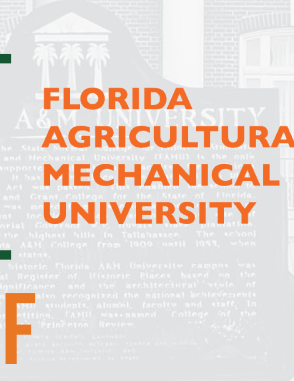


FAMU

FLORIDA
AGRICULTURAL AND
MECHANICAL
UNIVERSITY

VICE PRESIDENT OF UNIVERSITY ADVANCEMENT SEARCH PROFILE



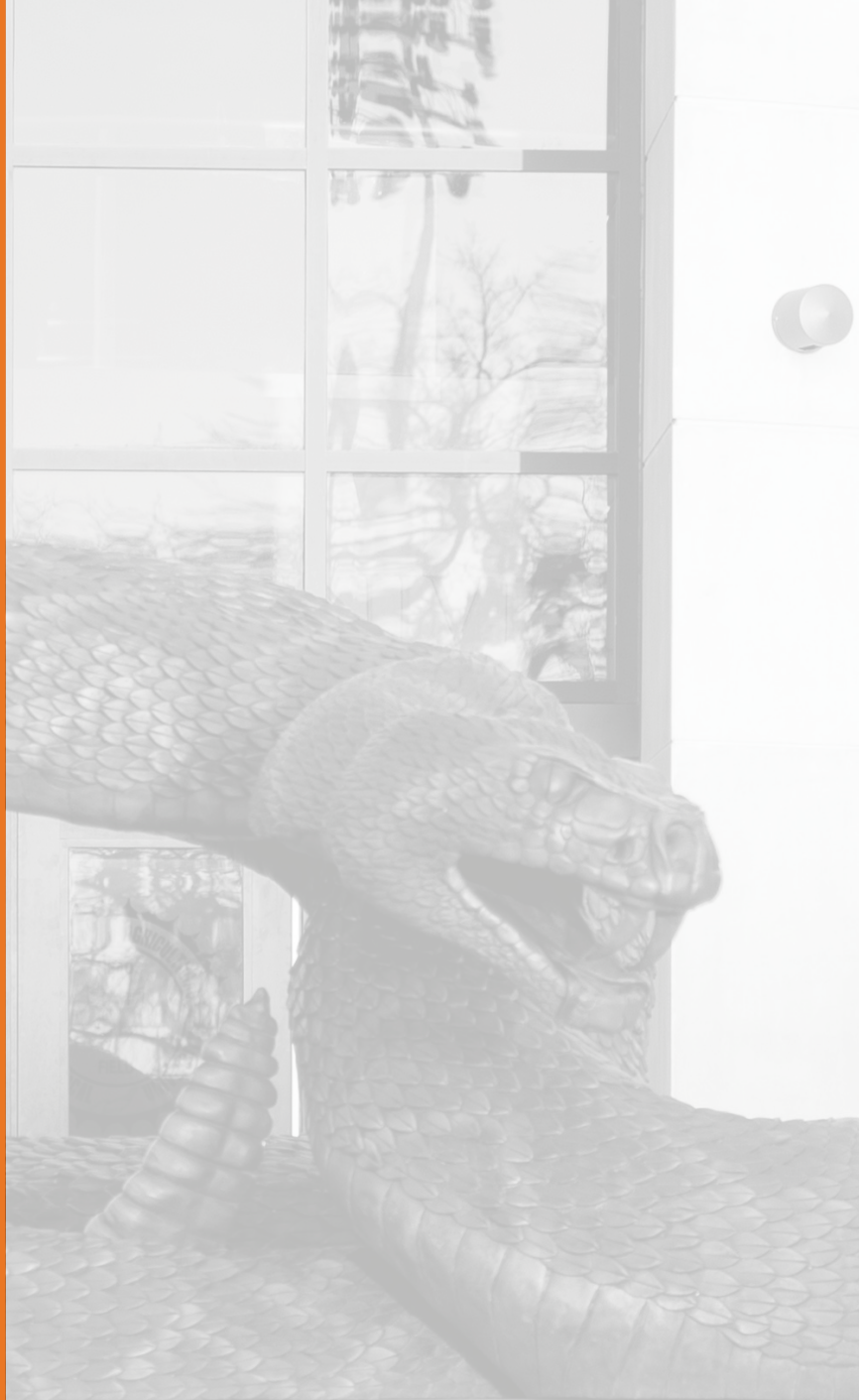
ABOUT FAMU

Florida A&M University, founded on October 3, 1887, began classes with 15 students and two instructors. Today, FAMU is one of 12 institutions in the State University System of Florida and is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

With an enrollment of nearly 10,000 students, FAMU offers 56 bachelor's degrees, 30 master's degrees, 12 doctoral degrees, and three professional degrees, including law, pharmacy, and physical therapy. FAMU is a leading producer of African American graduates in several disciplines at the baccalaureate, professional, and graduate levels.

The University is distinguished by its legacy of providing access to high-quality, affordable education with programs and services. FAMU is classified as a Carnegie R-2 research institution.

FAMU's main campus sits on 422 acres in Tallahassee. Satellite campuses include the College of Law in Orlando, the Brooksville Agricultural and Environmental Research Station (BAERS), and sites for the pharmacy program in Miami, Jacksonville, and Tampa.





ACADEMICS

Florida A&M University is known as a top producer of African American graduates in the nation and is a leader among universities within Florida. FAMU encourages and supports innovative teaching, research, and public service, enhanced by informational and instructional technology and distance learning. It also provides service programs through cooperative extension, technology transfers, international affairs, and a variety of public service programs to ever-broadening, diverse constituencies. As its research enterprise has grown, FAMU has increasingly developed a graduate structure of master's and doctoral programs.

MISSION

Florida A&M University is an 1890 Land Grant, doctoral/ research institution devoted to student success at the undergraduate, graduate, doctoral, and professional levels. FAMU enhances the lives of its constituents and empowers communities through innovative teaching, research, scholarship, partnerships, and public service. The University continues its rich legacy and historic mission of educating African Americans and embraces all dimensions of diversity.

VISION

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HIGHLIGHTS/POINTS OF PRIDE

- FAMU received \$59.3 million in research and development funds and \$75.5 million in total awards during the 2021 – 2022 fiscal year.
- FAMU's Center for International Agricultural Trade Development Research and Training will lead global efforts to advance the production, handling, and consumption of fruits and vegetables as part of a five-year \$15 million award from the U.S. Agency for International Development (USAID) for its Feed the Future Innovation Lab for Horticulture.

- FAMU received \$1.2 million from NASA to recruit more African American students to pursue careers in aerospace engineering.
- FAMU received \$5 million from the William and Flora Hewlett Foundation for the creation of a Cyber Policy Institute that will allow the University to develop scholars to address cyber policy issues, especially for underrepresented communities.
- FAMU received a \$30 million, five-year federal grant from the National Oceanic Atmospheric Administration (NOAA) to support the Center for Coastal and Marine Ecosystems (CCME) and its mission to find and train the next generation of scientists from under-represented groups.
- FAMU acquired a \$5.4 million two-year National Telecommunications and Information Administration grant to fund an initiative to bridge the digital divide between the Tallahassee campus and the surrounding underserved community.
- The School of Allied Health Sciences' (SOAHS) respiratory care program received the Distinguished RRT (Registered Respiratory Therapist) Credentialing Success Award from the Commission on Accreditation for Respiratory Care (CoARC).

CORE VALUES

Accountability, Inclusion, Innovation, Integrity

GOVERNANCE AND STRUCTURE

The University is one of 12 institutions in the State University System (SUS) of Florida, which is overseen by the Florida Board of Governors. The FAMU president reports directly to the Board of Trustees (BOT), which consists of 13 members. As the governing body, the BOT is charged with policymaking for the University and selects the president.

The president serves as the corporate secretary to the BOT and is responsible for the day-to-day management of the University.

The University is committed to shared governance, with faculty members through a Faculty Senate, which is the highest legislative body within the University and advises the president on academic matters and other concerns affecting more than one school or college. The Faculty Senate considers, legislates, and advises on all matters of general University interest. The Faculty Senate elects its officers, sets its own rules of procedure, and establishes committees to perform Senate functions.

ACCREDITATION

FAMU is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate, master's, professional and doctoral degrees. In addition, individual colleges, schools, and department are accredited by their appropriate associations.

<http://www.famu.edu/index.cfm?AboutFAMU&AccreditingAssociations>



STRATEGIC PLAN

Boldly Striking, the FAMU Strategic Plan 2022-2027, charts the University's journey for the next four years and creates a blueprint for FAMU to achieve its goals of becoming a top 100 national public university and a Carnegie classified R-1 research institution.

The five strategic priorities are Student Success, Academic Excellence, Leverage of the Brand, Long-Term Fiscal Health and Sustainability, and Organizational Effectiveness and Transformation. Together the strategic priorities establish a framework for tangible improvements such as increasing student retention, graduation, and licensure passage rates; positioning FAMU to emerge as a world-class leader in healthcare education, research, and service to address disparities, emergent needs, and advance holistic well-being; fostering a university-wide customer-centric culture to support academic and operational excellence.

The Strategic Plan's fiscal focus seeks long-term financial health and sustainability and calls for a planning and budget process that "identifies, secures, and allocates existing E&G, C&G and Auxiliary funding. Among those fiscal goals is to support and sustain a robust university advancement enterprise that consistently generates transformative alumni, friend and corporate giving and to increase the endowment value to \$150 million and the investment value to \$200 million.

The plan is the result of 14 months of deliberations and collaborations among the University's stakeholders – faculty, staff, administrators, students, alumni, and supporters. The FAMU Board of Trustees approved the 2022-2027 Strategic Plan in July 2022 ahead of approval by the Florida Board of Governors in fall 2022.



THE OPPORTUNITY

Florida A&M University seeks an outstanding leader to serve as its next Vice President for University Advancement (VPUA) and executive director of the FAMU Foundation. Reporting directly to the President, the VPUA serves as a key member of the President's Senior Leadership Team and is responsible for moving the FAMU Advancement Program forward to achieve the institution's strategic priorities and goals.

The VPUA will be a collaborative, transparent, strategic, and inclusive leader; an outstanding relationship builder; and a passionate advocate for FAMU's storied legacy and its ambitious goals for the future. They will be enthusiastic about fundraising and alumni engagement and the opportunity to serve as a critical leader in helping to shape the future of FAMU as it seeks to have a greater regional, national, and global impact.

FAMU is on a march to join the U.S. New & World Report Top 100 National Public Universities. FAMU is currently #103. For the fourth consecutive year, FAMU has been ranked as the Top Public HBCU. It is No. 23 on the Social Mobility Index, an indication of the University's ability to change the economic trajectory of its students and their families. The University has set a goal to reach Carnegie R-1 status.

UNIVERSITY ADVANCEMENT

The University Advancement team of 28 members supports and advances FAMU by connecting alumni and donors to their passions. It achieves this mission by wholeheartedly embracing the values of inclusion, integrity, respect, service, and social justice; ensuring transparency and accountability; and continually striving to create an inclusive and equitable environment where the unique contributions of each individual are celebrated. In partnership with FAMU's alumni and donors, it invests in the FAMU community with integrity and an ethical code of conduct in ways that fulfill the promise to create opportunity for all in higher education.

The VPUA provides leadership and direction for approximately 30 full-time employees, including six direct reports, and oversees multiple operational budgets totaling \$5.8 million for FY 22. University Advancement's efforts have resulted in the following achievements in net private support:

FY 22: \$24.6 million

FY 21: \$13.7 million

FY 20: \$6.3 million



FLORIDA A & M UNIVERSITY LEADERSHIP OPPORTUNITIES

It is essential the new VPUA works with other University and volunteer leaders and shares close professional and collaborative partnerships as they work to ensure better transparency, cooperation, and collegiality among and between their organizations and groups to facilitate increasing philanthropy to benefit FAMU's vision and initiatives. This, in turn, will ensure clarity and confidence among their staffs, constituents, and donors expanding to new opportunities for philanthropic growth and impact:

SERVE AS A STRATEGIC PARTNER FOR PRESIDENT ROBINSON AND HIS LEADERSHIP TEAM

The new VPUA will be a visionary advancement leader capable of capitalizing upon the positive momentum the institution has developed in recent years. In addition to the prestigious U.S News and World Report Best Colleges in America rankings, FAMU is also rated as the top HBCU in the country for non-medical Research and Development Funding with \$59.3 million in research and development (R&D) spending and \$75.5 million in total awards during fiscal year 2021-2022, according to the National Science Foundation. The VPUA will provide experienced counsel and strategic advice to President Robinson, who is committed to building an exceptional advancement program that can underpin a growing culture of philanthropy. This exemplary collaboration and performance among all the institution's advancement partners will be required to facilitate FAMU's robust agenda for the future.

UNDERSTAND DONORS AND BUILD A CULTURE OF PHILANTHROPY

Successful philanthropy in contemporary higher education is an enterprise-wide team sport. The most successful program leaders understand most modern donors are impact-oriented and see themselves as investors and partners, not simply givers. Individual, corporate, and foundation donors often support multiple programs throughout the campus. The new VPUA will engage internal and external stakeholders in conversations aimed toward more inclusive, transparent, and engaging strategies for greater enterprise-wide effectiveness in its philanthropy and stewardship efforts.

STRENGTHEN STEWARDSHIP AND REBUILD TRUST AND ENGAGEMENT AMONG PAST DONORS

The VPUA will work cooperatively with University advancement and volunteer leaders to become more strategic in refocusing staff, volunteers, and programs toward significantly increasing philanthropic outcomes through robust fundraising and donor engagement. The team will advance a plan to create procedures to appropriately recognize and honor donors for their investments and use periodic and effective follow-up initiatives to remind donors of the impact of their gifts and encourage ongoing engagement. This ongoing and thoughtful stewardship would also include past donors, some "who feel forgotten," to build stronger relationships that lead to future investments.

ESTABLISH THE CORNERSTONES FOR THE SUCCESS OF A MAJOR COMPREHENSIVE CAMPAIGN

While a new campaign is not an immediate priority, the aspirations identified in FAMU's strategic plan set the stage for more visionary and creative philanthropic opportunities. As the new VPUA assesses and plans for needed improvements for the continuing growth in productivity and effectiveness in fundraising efforts, strategies must include the necessary visioning, preparations, and training to ensure the University Advancement team, infrastructure, and volunteers are ready to support and lead a significant campaign in the relatively near future. Identification of compelling funding priorities and engaging stories that illustrate the impact of transformative donor investments will be paramount for VPUA.

APPLICANTS FOR VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT (VPUA) SHOULD POSSESS THE FOLLOWING ATTRIBUTES OF LEADERSHIP:

A VISIONARY LEADER FOR THE UNIVERSITY

The Vice President for University Advancement will enjoy a strong partnership with the president and is a self-starter in planning and building an Advancement Division in alignment with the institution's mission, vision, and strategic plan. Success for the next vice president will be defined by the ability to set aggressive goals, develop strategies, and achieve results. The ability to lead and inspire the advancement team and educate and engage all members of the FAMU community – faculty, staff, students, alumni, parents, volunteers, and administrators is a priority in advancing efforts for strategic impact. Understanding the difference between public and private HBCUs is critical. The next VPUA will demonstrate an understanding that gaining a full grasp of the FAMU landscape is essential early on.

PROVEN SUCCESS IN ADVANCEMENT

The VPUA will have experience grounded in community and university-based fundraising and alumni development and verified evidence of a track record of success in achieving fundraising goals and targets. Campaign planning, execution, and major gift acquisition is a strong suit. In addition, past success in building a culture of philanthropy that reflects best practices and processes across the University and in departments that engage in advancement work will be an essential strength. Building a sustainable University framework where members of the FAMU community can see how they contribute to the overall success of the strategic goals and increasing the endowment will be a priority for this leader.

A STRONG LEADER, PLANNER, AND COLLABORATOR

FAMU seeks a VPUA who is a people person, approachable, friendly, and authentic, with high emotional intelligence and the heart of a teacher. Developing people and processes with an understanding of how individuals adapt to change and how to support them will be essential for success. The ideal candidate will demonstrate a commitment to diversity, equity, and inclusion as an inextricable priority in achieving true belonging. This leader will facilitate opportunities for team members to grow, be open to innovation, and appreciate out-of-the-box thinking. Leading by example, this vice president will be more than a planner; the person will execute effectively and provide metrics for others to do the same.

AN EXCEPTIONAL COMMUNICATOR

FAMU seeks a VPUA who can effectively communicate a vision and a plan within the institution and with the many and varied constituencies who support the University's programs and activities. As an inclusive communicator and collaborator, the vice president will work to build strong relationships and effective partnerships within and beyond campus with business and industry. The vice president should be able to challenge the advancement team to aspire toward challenging goals and higher levels of achievement. An effective communicator who champions the brand and inspires people to follow, communicating the mission and vision of FAMU with energy and enthusiasm to multiple audiences in different ways is desired. The ideal candidate will enjoy people and find advancement work fun and rewarding.

A HIGHLY RELATIONAL LEADER

The next VPUA will bring strong connections to the philanthropic community and galvanize corporate donors by presenting the value of FAMU and the quality of the programs. The ability to co-create a unified fundraising strategy engaging FAMU academic programs, direct service organization, athletics, academic programs, and the foundation will be a marker for success.

A STRONG ADVOCATE FOR DIVERSITY, EQUITY, AND INCLUSION

FAMU deeply values the intersectional social identities of its stakeholders. The next VPUA will have a track record as a DEI advocate and practitioner committed to building an Advancement Division that is inclusive in staffing and programming and seeks the full engagement of the FAMU intergenerational, multi-sectoral, national constituency.

A “SYSTEMS” THINKER

The next VPUA will advance patience, persistence, and participation to understand the complex echo system of FAMU and the various groups where individuals are located, sometimes in multiple social constituencies. The VPUA will be a “systems” thinker regarding the role of advancement in building a culture of philanthropy that will support the long-term aspirations of FAMU. Such thinking will also be critical as the vice president guides the process of installing a university-wide advancement system that will enable data-based planning and decision-making.

ACCOUNTABILITY, TRANSPARENCY, AND GRIT

While serving in this highly visible, highly scrutinized role, this senior leader must demonstrate the ability to look at issues from the perspective of multiple constituencies and anticipate public reaction. The ideal candidate will possess the courage and fortitude to speak truth to power confidently and demonstrate an unwavering moral compass, unquestionable integrity, and transparency in decision-making with a clear-eyed response about actions to be taken and accountability.

HIGH EMOTIONAL INTELLIGENCE AND EMPATHY

The VPUA should demonstrate high emotional intelligence and lead with diplomacy and discernment in decision making. This includes self-awareness, the ability to recognize how their emotions impact others, and the ability to interpret the attitudes and emotions of others. Being an active listener and leading with empathy is an essential component of emotional intelligence. Establishing trust and empowering others to act and speak up will be a significant skill set.

CHANGE AGENT

FAMU seeks a VPUA with Change Leadership Philosophy grounded firmly in their wheelhouse. The ideal leader will demonstrate an understanding of change management, the acceptance levels for change, and how they impact each person uniquely. They can communicate the unique strengths of the institution and model best practices for working with accountability and transparency. The ideal leader should be a consensus builder and usher in new technologies, with the ability to strategically move to the future while honoring what work has been done.

FINANCIAL ACUMEN

The next VPUA should be an astute financial manager capable of careful financial planning, building budgets, and allocating resources fairly and transparently that reflect clear University diversity strategic plan priorities.

EFFECTIVE TEAM-BUILDER

The next VPUA should have a proven track record of building high-performing, goal-oriented teams focused on achieving clear, outstanding results. The ideal candidate will lead with high emotional intelligence and even temperament, advance professional development, and model resiliency, transparency, and accountability.

MARKETING AND BRAND IDENTITY

The next VPUA will demonstrate success with modern development strategies, global market development, prospect management, and the use of ever-changing innovations in communications, public relations, and marketing. The ideal candidate will have a strong understanding of marketing, social media, geofencing, public relations, and applying analytics and technology to expand the scope of FAMU donors. Improving processes to integrate brand management across the institution to increase donors is a top priority. Proven success at leading a well-coordinated marketing strategy across the institution, communicating a robust programmatic brand integration across the institution is essential. The VPUA must demonstrate the use of data to help academic areas understand how to build a strong donor relations program.

ADAPTIVE LEADERSHIP STYLE

The ideal candidate can multi-task, communicate effective problem-solving and promote a greater understanding of change management processes. The applicant's leadership style should reflect a commitment to transparency, authenticity, the ability to listen carefully, and openness to consider the concerns of all University community members. They should support and construct avenues for effective participation and facilitate open and authentic communication from faculty, staff, administration, and internal and external stakeholders.

APPLICATIONS, NOMINATIONS AND EXPRESSIONS OF INTEREST

AGB Search is pleased to assist Florida A & M University with this leadership search. To apply for the Vice President for University Advancement position, candidates are requested to submit the following: (i) a resume or curriculum vitae; (ii) a letter of interest that addresses the leadership opportunities in the profile; and (iii) contact information for four references (to be contacted with candidate's permission at a later date).

Application materials should be sent to: **FAMU_VPAdvancement@agbsearch.com** by **June 1, 2023**, for best consideration. The search will remain open until an appointment is made.

Nominations and expressions of interest in the Vice President for University Advancement position are encouraged. Please email all application material to **FAMU_VPAdvancement@agbsearch.com**

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FAMU EEO

Office of Equal Opportunity Programs is responsible for ensuring that employment at the University, as prohibited by state and federal statutes, continues to be on the basis of qualification without regard to race, religion, color, age, sexual harassment, sex, disability, national origin and veteran status.

