

ASSISTANT VICE PRESIDENT for PROSPECT DEVELOPMENT

POSITION SPECIFICATIONS

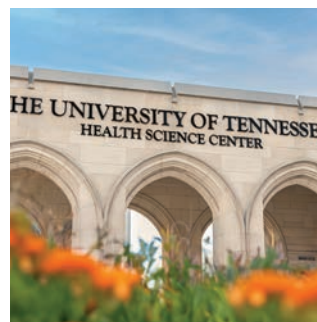




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THE OPPORTUNITY

The University of Tennessee Foundation, Inc (UTFI) invites applications and nominations to fill the newly created position of assistant vice president for prospect development. Reporting to the UTFI President and CEO, the assistant vice president (AVP) for prospect development will lead an entrepreneurial effort to build a new functional business unit within UTFI to impact and support the work of our constituent campus stakeholders across the UT System, engaging with executive advancement leadership and gift officers enterprise wide.

This high impact role will be charged with the modernization of UTFI's existing prospect research and management functions, expanding the size and scope of the team, with a focus on capacity building, strategic innovation and effective use of technology and intelligence tools. The AVP's role will require a high level of strategic and creative independent thinking, sensitivity to a wide range of stakeholders' collective and unique needs and a deep understanding of the principles of philanthropic work.

The AVP will lead systemwide prospect development efforts for UTFI through strategic and proactive partnerships to support the diverse fundraising needs of the UT System. A key responsibility of the AVP will be leading and directing the expansion of a team of prospect development professionals whose work spans three primary areas: prospect identification and research, prospect management and pipeline management. The AVP's job responsibilities will include, but are not limited to:

Prospect Development Strategy: Responsible for the advancement, implementation and oversight of a new prospect development strategy to include prospect research, management, analytics and strategy, portfolio development and data management. Research and implement industry best-practices to ensure UTFI's alignment with technological and analytical innovations. Develop and utilize data analytics and data modeling to facilitate continuous improvement and innovation.

Stakeholder Management and Collaboration: Maintain an overall knowledge of UTFI's fundraising initiatives and top prospects to ensure sufficient prospect capacity to meet fundraising goals. Monitor fundraising performance of gift officer teams to make recommendations regarding strategic direction, portfolio review, etc. Serve as a strategic partner to advancement leadership and gift officer teams via development of new modes and methods of prospect management reporting, communication and portfolio review.

Leadership and Supervision: Provide vision and direction for a large, centralized team of prospect development professionals with unified integration to campus advancement division stakeholders. Implement prospect management guidelines and business processes. Create and implement metrics and benchmarks to manage and evaluate work volume, quality and effectiveness. Provide support and accountability relating to the quality, quantity and frequency of stakeholder support activities. Model and encourage strategic collaboration with advancement teams to promote consistent, targeted and impactful support to gift officers.

University of Tennessee Foundation

OVERVIEW

The mission of the University of Tennessee Foundation is to raise financial, public and political support for the University of Tennessee.

The University of Tennessee Foundation, Inc. (UTFI) is an interdependent not-for-profit 501(c)3 organization, and is the preferred channel for all private contributions that benefit students and faculty in the UT System. Our vision is to be recognized as one of the top performing advancement organizations affiliated with any university system in higher education.

The UT Foundation was recognized as a Top Workplace by Knoxville Top Workplaces. The award is based solely on employee feedback gathered

through a third-party survey that measures 15 culture drivers that are critical to the success of any organization including alignment, execution and connection.

Currently, the UT Foundation has over 270 team members located throughout the campuses and institutes of the University of Tennessee System, as well as the Central Services office located in Knoxville. Team members across the state work with alumni and prospective donors to secure funds for scholarships, professorships, research, outreach programs and other university initiatives, with the central office serving as the cornerstone of organizational functions.

UTFI FY24 Results

GIFTS

\$430+
Million

DONORS

86,751

ENGAGED
ALUMNI

296,050



Unit

OVERVIEW

The AVP for prospect development will lead an entrepreneurial effort to build a new functional business unit within UTFI focused on prospect development and strategy to transform and expand the existing base of in-house talent to impact and support the work of our advancement stakeholders across the UT System. As part of this transformation, the role will report directly to Kerry Witcher, the president and CEO of the UT Foundation.

The team currently comprises eight prospect and research development professionals, with a plan to expand headcount, capacity and expertise in alignment with industry best-practices and recommendations from Huron GG+A. The preliminary vision is for the team's work to span three primary areas: prospect identification and research, prospect management and pipeline management. However, the strategic direction and organization of the unit is open to the selected candidate's input, guidance and vision.

A key focus of the team is involvement with the ongoing adoption and leverage of a suite of technology tools that will drive the University of Tennessee's fundraising, constituent engagement and advocacy efforts for the next generation. Internally branded as Alumni and Constituent Engagement (ACE) and launched in February 2024, these tools include:

- Salesforce: The core constituent relationship management (CRM) database.
- Kindsight: The application transforming Salesforce into a university advancement tool delivering exceptional constituent experiences and optimized fundraising triggered by prospect screening and deep analytics.
- Blackthorn: The Salesforce-native app that powers event registrations.
- Experience Cloud: A Salesforce product that will allow UTFI to build a constituent portal.
- Marketing Cloud: The industry-leading email marketing and communications platform.
- Tableau: A powerful reporting and dashboarding tool.
- WordPress: The web content management system that supports our external websites.



Key

COLLEAGUES

Kerry Witcher

Vice President for Advancement, University of Tennessee
President & CEO, University of Tennessee Foundation, Inc.



Kerry Witcher was confirmed by the UT Board of Trustees in March 2019 as vice president for development and alumni affairs and as president of the UT Foundation, the University's interdependent, not-for-profit fundraising organization. He previously assumed the dual interim roles in February 2018.

He is responsible for providing leadership, planning, coordination and management of development and alumni affairs programs for the entire multi-campus University system and oversees an annual budget of over \$30 million. Under his leadership, the Foundation has averaged more than \$300 million per year in private support, and the donor base Systemwide has grown from 63,000 to 86,000. In fiscal year 2024, the UT Foundation raised \$8.15 for every \$1 invested.

As president of UTFI, Witcher is responsible for the organization's over 270 employees working in development, alumni affairs, communications, stewardship, finance, human resources and advancement services. Through an emphasis in culture and employee-focused initiatives, the Foundation was awarded a Top Workplaces distinction in 2022 and 2023, which is earned through employee feedback and compared against organizational peers.

He joined his alma mater as director of alumni programs in 1987. Prior to his current role, Witcher was a member of the executive team and chief operations officer for the UT Alumni Association, the over 454,000-member organization serving alumni from all UT campuses.

Witcher, a UT Knoxville alumnus, came to UT after a career in sales and marketing for a pharmaceutical company. From 1992 to 2004, Witcher was assistant vice president for annual giving at UT. He also served as interim executive director of the UT Alumni Association from September 2006 to May 2007.

A native of Lafayette, Tennessee, Witcher and his wife, Karen, live in Knoxville and have three children.

CAMPUSES & INSTITUTES

UT Knoxville

Located in east Tennessee, UT's flagship campus is a university on the rise. UT Knoxville draws students with green space, nearby lakes and vistas of the Great Smoky Mountains. The campus offers state-of-the-art spaces for living and learning that foster collaboration and community. As Tennessee's premier public research institution, the campus includes the UT Institute of Agriculture, UT Space Institute and is co-manager of Oak Ridge National Laboratory—the U.S. Department of Energy's largest science and energy lab.

From its more than 225-year history to 17 degree-granting colleges and schools and more than 900 undergraduate and graduate programs of study, UT Knoxville offers an educational experience that positions students for life-long success.

Campus Colors: Orange/White
Total Enrollment: 38,728



Senior Vice Chancellor for Advancement
UT Knoxville
Brian Broyles
Years of Service: 10



Vice Chancellor for Advancement
UT Institute of Agriculture
Charley Deal
Years of Service: 32

UT Institute of Agriculture

UT Institute of Agriculture, located in the heart of the UT Knoxville campus, provides Real. Life. Solutions. for some of society's most pressing issues.

The Institute is home to the Herbert College of Agriculture, UT AgResearch and its ten centers across the state, the UT College of Veterinary Medicine and UT Extension, which has a presence in all ninety-five Tennessee counties. It also boasts the Smith Center for International Sustainable Agriculture, as well as three locations of the UT Gardens named as the State Botanical Garden of Tennessee. Through teaching, research and outreach UTIA seeks to support food, fiber and energy systems; enrich the economy; enhance biodiversity and environmental quality; develop the workforce; and strengthen the health of humans and animals.

Campus Colors: Orange/White

UT Chattanooga

Located in southeast Tennessee, UT Chattanooga is in the heart of downtown Chattanooga and offers an affordable education powered by hands-on learning in a city full of possibilities.

UTC students gain real-world skills in class, through internships and with community partners—all guided by expert faculty.

Through its four academic colleges and graduate school, UTC offers 48 bachelor's degrees with 118 program concentrations, 25 graduate certificate programs, 23 master's degree programs with 49 program concentrations, an education specialist program with three program concentrations and six doctoral degrees with 11 program concentrations.

Campus Colors: Blue/Gold
Total Enrollment: 11,834



Vice Chancellor & Executive Director
UT Chattanooga
Kim White
Years of Service: 3

UT Health Science Center

Located in southwest Tennessee, UT Health Science Center educates and trains a majority of the state's health care providers, as it pursues its vision: Healthy Tennesseans. Thriving Communities. UT Health Science Center includes six colleges—Dentistry, Graduate Health Sciences, Health Professions, Medicine, Nursing and Pharmacy. Beyond its main campus in Memphis, UT Health Science Center has campuses in Chattanooga, Knoxville and Nashville in partnership with major hospitals in those cities. Additionally, UT Health Science Center has College of Pharmacy campuses in Nashville and Knoxville; the Department of Audiology and Speech Pathology in Knoxville; five rural dentistry clinics with more in development, and almost 900 educational and clinical training sites across the state.

Campus Colors: Green/Orange
Total Enrollment: 3,100+



Vice Chancellor for Advancement
UT Health Science Center
Brigitte Grant
Years of Service: 1

UT Martin

Located in rural Northwest Tennessee, UT Martin is a primary regional campus in the UT System offering bachelor's degrees, majors and concentrations in more than 150 specialized fields as well as eight graduate degrees. UT Martin boasts six regional centers across the state and has more off-campus centers than any public four-year university in the state. UT Martin Online, the UT System's largest provider of online education, offers both undergraduate and graduate degrees, including the online bachelor of interdisciplinary studies degree for working adults.

UT Martin is ranked #8 among Top Public Schools – Regional Universities (South) by U.S. News & World Report and as a “Best Southeastern University” by The Princeton Review. Dreams really do take flight at UT Martin.

Campus colors: Blue/Orange
Total Enrollment: 7,507



Vice Chancellor for Advancement
UT Martin
Jeanna Curtis-Swofford
Years of Service: 32

UT Southern



Nestled in the heart of southern middle Tennessee, UT Southern embodies a place where the community becomes family, where learning transforms into action and where opportunities abound.

As the only public four-year institution of higher education between Chattanooga and Memphis, situated along Tennessee's southern border, UT Southern offers a distinct educational experience that combines the warmth of a close-knit community with affordable, high-quality education and values low student-teacher ratios with personalized classroom interactions. UT Southern proudly offers nearly 40 academic programs across various divisions, including business, education, humanities, mathematics, sciences, nursing and social sciences.

Campus Colors: Orange/White
Total Enrollment: 1,046

Vice Chancellor for Advancement
UT Southern
Evan Beech
Years of Service: 8

KNOXVILLE COMMUNITY

Nestled in the heart of the scenic Tennessee Valley, Knoxville effortlessly combines southern charm with vibrant urban living. As the third-largest city in the state, Knoxville offers a rich blend of history, culture and natural beauty. With a thriving economy, robust education system and diverse recreational opportunities, Knoxville has become a prime destination for both residents and visitors alike.

Historical Significance: Founded in 1791, Knoxville once served as the capital of Tennessee, playing a pivotal role in the nation's history. It witnessed significant events during the Civil War and the civil rights movement. Today, historic sites like James White's Fort, the Blount Mansion and the East Tennessee History Center offer a captivating glimpse into the region's past.

Cultural Vibrancy:

Knoxville stands as a thriving cultural hub, celebrating the arts in all their forms. The historic Tennessee Theatre, located in downtown Knoxville, hosts Broadway shows, concerts and film screenings. The Knoxville Museum of Art showcases an impressive collection of regional and contemporary art, while the East Tennessee Historical Society hosts thought-provoking exhibitions. Festivals like the Dogwood Arts Festival and the Big Ears Festival further enhance the city's cultural tapestry.

Natural Beauty: Knoxville's breathtaking natural surroundings attract outdoor enthusiasts. Situated at the foothills of the Great Smoky Mountains, the city offers access to stunning hiking trails, scenic drives and camping adventures. The Tennessee River, located nearby, provides opportunities for boating, fishing and water-sports. Urban green spaces like World's Fair Park and Ijams Nature Center offer peaceful retreats within the city limits.

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STATE OF TENNESSEE

Tennessee is a state with more than 6.9 million people, four large metropolitan areas, two time zones and an economy ranked* 16th-largest in the United States. While more Tennessee jobs and economic activity today are industrial or knowledge-based agrarian than farming and agricultural, production remains fundamental to the state's economy. Major outputs include textiles, cotton, cattle and electrical power—thanks to being home to the Tennessee Valley Authority.

From the Mississippi River on the western border, to the Appalachian Mountains on the eastern border, Tennessee spans a distance of more than 400 miles. Major geographic and cultural diversity are evident from the delta and farm areas of the west to the rolling hills surrounding Nashville in Middle Tennessee, to the mountainous landscape of East Tennessee.

The state's four largest cities are Memphis, metropolitan area population: more than 1.1 million; Nashville, metropolitan area population: 2.1 million; Knoxville, metropolitan area population: almost 880,000; and Chattanooga, metropolitan area population: about 562,000.

Major corporations headquartered in Tennessee include FedEx, AutoZone, International Paper, all based in Memphis; Pilot Corp., HGTV and Regal Entertainment Group based in Knoxville; Eastman Chemical based in Kingsport; Nissan's North American headquarters in Franklin; and the headquarters of Caterpillar Financial, Bridgestone-Firestone, Dollar General and HCA Healthcare, all based in Nashville.

The University of Tennessee maintains a presence in, draws students from and boasts alumni in each of Tennessee's 95 counties. Collectively, the entire state is the campus, and overseeing all UT enterprises and maintaining relationships with the University's numerous constituencies statewide is the responsibility of the UT System president.

*Source: *U.S. News and World Report Economy Rankings*





THE UNIVERSITY OF TENNESSEE
UT FOUNDATION

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