

POSITION SPECIFICATION
**CHIEF DEVELOPMENT OFFICER/
EXECUTIVE ASSOCIATE
VICE CHANCELLOR FOR ADVANCEMENT**



ADVANCEMENT

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THE OPPORTUNITY

**AN OPPORTUNITY TO
IMPACT THE UNIVERSITY
OF TENNESSEE THROUGH
PHILANTHROPIC
INVESTMENT AND ITS
DIRECT POSITIVE IMPACT
ON OUR STUDENTS,
FACULTY AND FUTURE.**

The University of Tennessee Office of Advancement and the University of Tennessee Foundation, Inc. (UTFI) seek an accomplished, collaborative, and visionary leader to serve in the role of Chief Development Officer/Executive Associate Vice Chancellor for Advancement, UT Knoxville. Reporting to the Senior Vice Chancellor for Advancement, the CDO is the leader of all fundraising efforts for our campus and is responsible for achieving the university's advancement goals and objectives.

The University of Tennessee Foundation, Inc. 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.



UT KNOXVILLE MISSION & VISION

MISSION

We are a diverse community with a shared commitment to discovery, creativity, learning, and engagement.

At UT Knoxville we:

- **Empower** learners of all ages and backgrounds to achieve their dreams through accessible and affordable education and state-of-the-art research training opportunities
- **Advance** the prosperity, well-being, and vitality of communities across Tennessee and around the world through our research, teaching, service, and engagement
- **Commit** to excellence, equity, and inclusion within the university, across the state, and in all our global activities

VISION

A world enriched by our ideas, improved through our action, and inspired by the Volunteer spirit of service and leadership. We know how much is possible when we unite our individual talents and aspirations, put compassion front and center, and step forward together as Volunteers.





UT KNOXVILLE **STRATEGIC GOALS**

CULTIVATING THE VOLUNTEER EXPERIENCE

Demonstrate leadership in providing high-quality educational opportunities for people at every stage of life, whenever and wherever they seek to learn

CONDUCTING RESEARCH THAT MAKES LIFE AND LIVES BETTER

Advance the frontiers of knowledge to create a more just, prosperous, and sustainable future through world-class research, scholarship, and creative work

ENSURING A CULTURE WHERE VOL IS A VERB

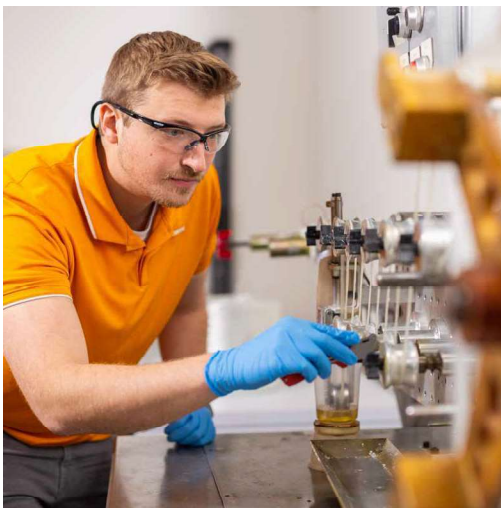
Develop and sustain a nurturing university culture where diversity and community are enduring sources of strength

MAKING OURSELVES NIMBLE AND ADAPTABLE

Empower and sustain a culture of collaboration, adaptability, and innovation

EMBODYING THE MODERN R1, LAND-GRANT UNIVERSITY

Connect with every Tennessean and with communities around the world, inspiring future Volunteers to join our diverse community



**THE CDO WILL LEAD TEAMS OF
ADVANCEMENT PROFESSIONALS
IN THE FOLLOWING AREAS OF CAMPUS:**

Academic Units

- Baker School of Public Policy & Public Affairs
- College of Architecture + Design
- College of Arts and Sciences
- College of Communication and Information
- College of Education, Health and Human Sciences
- College of Emerging and Collaborative Studies
- College of Law
- College of Music
- College of Nursing
- College of Social Work
- Haslam College of Business
- Tickle College of Engineering

Central Campus Units

- Annual Giving
- Regional Development
- Gift Planning
- Libraries
- McClung Museum
- Office of Access & Engagement
- Parent Philanthropy
- Provost's initiatives



UT FOUNDATION MISSION & VISION

The mission of the UT Foundation is to raise financial, public and political support for the University of Tennessee. The UT Foundation has been recognized as a top workplace by Knoxville Top Workplaces for two years in a row. 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 centrally and throughout the campuses and institutes of the UT System. Staff members across the state of Tennessee work with alumni and prospective donors to secure funds for scholarships, professorships, research, outreach programs and other university initiatives.

UT KNOXVILLE ADVANCEMENT

The UT Knoxville Office of Advancement is an entity of the UT Foundation, serving alumni and donors of the state's flagship land-grant university. The Office of Advancement has more than 130 team members located centrally and within colleges and units who work to engage UT Knoxville alumni and increase philanthropic support for the campus.

THE UNIVERSITY OF TENNESSEE UT FOUNDATION

FY23 RESULTS

\$342M

Total **Dollars Raised.**

More than

86,000

Donors.

More than

275,000

Alumni Engaged.

T ADVANCEMENT

FY23 RESULTS

\$264M

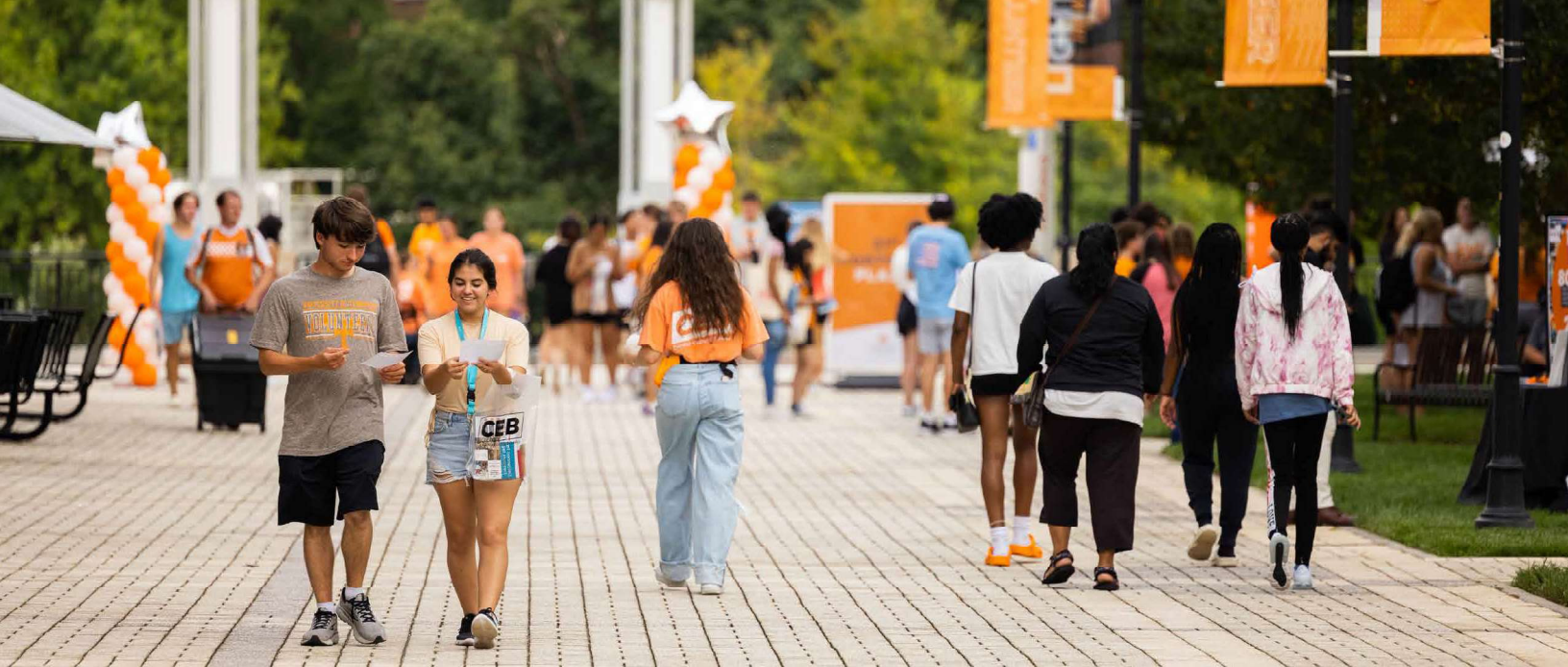
Total **Dollars Raised.**

67,320

Total **Donors.**

167,456

Total **Alumni Engaged.**



THE ROLE

CHIEF DEVELOPMENT OFFICER:

- The CDO will provide leadership of all gift officers within the UT Knoxville division of advancement and is charged with the enhancement and operationalization of the entire major gift, annual giving, and gift planning teams across the division. The CDO will work closely with all development units to lead their efforts in effective identification, cultivation, solicitation, and stewardship of donors and prospects. This position will inspire their direct reports to succeed in an environment of collaboration and efficiency.
- Major Gift Fundraising—The CDO will manage a portfolio of top UT Knoxville prospects. Major gift fundraising includes the identification of potential donors, cultivation and solicitation of prospects, and providing exemplary stewardship for our supporters.
- Serves the division on the Senior Vice Chancellor's executive team. Works with executive leaders to build out the tools, resources and initiatives that will establish this division as a destination advancement operation that is recognized nationally. Contributes to campus leadership's efforts in committee work or other potential impact areas as a leader representing advancement.
- Leads collaborative efforts with members of UTFI and UT Knoxville Advancement to create effective and efficient processes for research, qualification, and development functions to grow.



KEY PARTNERS



BRIAN BROYLES
SENIOR VICE CHANCELLOR
FOR ADVANCEMENT

Brian Broyles currently serves as the Senior Vice Chancellor for Advancement at UT Knoxville. In this role, he works with campus leadership, the UT Foundation, and the Office of Advancement to identify private support priorities, create fundraising strategies, and implement alumni and development programs.

Prior to his current role, Brian served UT Knoxville as Associate Vice Chancellor for Advancement, providing leadership and managerial support for three major academic units, including the Haslam College of Business, the Tickle College of Engineering, and the College of Arts & Sciences. Additionally, he served as Assistant Vice Chancellor for Regional Advancement, overseeing a team of regionally based major gift officers across the country. Under his leadership, the team supported fundraising efforts at UT Knoxville's 11 colleges, the Department of Athletics, the UT Libraries, and all central campus initiatives.

From 2017 to 2022, Brian served in fundraising roles to support university advancement as Senior Director of Advancement for the UT Libraries, and as Chief Development Officer for the Western United States. From 2015 to 2017, he served as Director of Development for the Haslam College of Business.

Brian began his advancement career in annual giving at UT and served as a Major Gifts Officer for the Broad College of Business at Michigan State University before returning to Knoxville.

His career spans over 22 years and includes positions in sales, marketing, and management, as well as academic fundraising. During his tenure in Knoxville, Brian has been part of two \$1B campaigns, and his teams have raised over \$262,000,000.

KEY PARTNERS



DONDE PLOWMAN CHANCELLOR OF UT KNOXVILLE

Donde Plowman has served since 2019 as chancellor of the University of Tennessee, Knoxville, the state's flagship land-grant research university. In that time she has overseen a 19 percent increase in enrollment, even as enrollment has dropped dramatically at many other universities. The university has set new records in student retention, alumni giving, state support, and research expenditures.

UT has a footprint that spans the entire state, including the main campus in Knoxville, the Space Institute in Tullahoma, and the Institute of Agriculture and its Extension offices in all 95 counties. Plowman oversees a campus budget of \$1.9 billion as well as more than 36,000 students, nearly 7,000 staff, and more than 1,800 full-time faculty. For three years in a row UT has been named a Best Large Employer by *Forbes*.

Plowman's role as chancellor includes oversight of Tennessee Athletics, an operation that has surpassed \$200 million, to which she has provided decisive and timely leadership. In 2020 she was selected by her peers in the Southeastern Conference to represent the SEC as a member of the NCAA Presidential Forum, and in 2023 she was elected vice president of the SEC Executive Committee.

Shortly after her arrival at UT, Plowman created the Division of Student Success to implement a strengths-based approach to helping students transition to college life. The university saw immediate results in its retention, persistence, and graduation rates and captured the attention of peers across higher education. In 2022, Gallup recognized the university's work with the Don Clifton Strengths for Students Award.

In another early initiative, Plowman challenged the campus to develop a new shared vision for its future. Following months of collaboration across all colleges and units, the university unveiled a new strategic vision in fall 2021 that focuses on cultivating the modern land-grant university. The vision and a corresponding branding campaign, "It Takes a Volunteer," center on a shared commitment to discovery, creativity, learning, and engagement in a community where every member matters and belongs.

Under four years of Plowman's leadership, the university has doubled its annual research awards, hitting a record \$428 million, and greatly expanded innovation and economic development partnerships with companies including AT&T, Eastman, and Volkswagen.

Plowman was recognized for her leadership and communication through the COVID-19 pandemic, which struck just seven months into her tenure as chancellor. Throughout the pandemic, the campus remained focused on successfully delivering programs that kept students safe and on track for graduation. College Magazine named UT among the top five universities in the country for its response to the pandemic.

Before becoming chancellor, Plowman served as dean of the College of Business and then executive vice chancellor at the University of Nebraska-Lincoln. She was previously a department head at UT. Plowman is a globally recognized organizational scientist whose scholarship includes the topics of leadership, change management, and strategic decision-making.

KEY PARTNERS



KERRY WITCHER
PRESIDENT AND CEO OF
THE UT 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 dual interim roles since 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.

Witcher, a UT Knoxville alumnus, came to UT after a career in sales and marketing for a pharmaceutical company. 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 445,000-member organization serving alumni from all UT campuses.

From 1987 to 1992, 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.

KEY PARTNERS



ACADEMIC DEANS

Dean Lonnie Brown, College of Law

Acting Executive Dean Chris Clark, UT Institute of Agriculture

Executive Dean R.J. Hinde, College of Arts & Sciences

Dean Ozlem Kilic, College of Emerging and Collaborative Studies

Dean Steve Mangum, Haslam College of Business

Dean Joseph Mazer, College of Communication and Information

Dean Ellen McIntyre, College of Education, Health and Human Sciences

Dean Matthew Mench, Tickle College of Engineering

Dean Lori Messinger, College of Social Work

Dean Victoria Niederhauser, College of Nursing

Dean Jeffrey Pappas, College of Music

Dean Steve Smith, University Libraries

Dean Marianne Wanamaker, Baker School of Public Policy & Public Affairs

Dean Jason Young, College of Architecture + Design

DEPARTMENT HEADS

The university has more than 50 department heads who are appointed and serve their respective academic areas under the college deans.

A full list can be found at:

provost.utk.edu/reporting-offices/department-heads

UT KNOXVILLE
PRIDE POINTS

Record

91%

Student retention

(improved 3% over last 5 years)

90%

of 2022 UT graduates

had employment or decided to continue education 6 months after commencement

Named **top-producing school** for

FULBRIGHT SCHOLARS

for 3 straight years

6

National Academy of Engineering

members

3

National Academy of Sciences

members

Record

\$428M

Research awards

(up 165% over last year)

TOP - GRAD SCHOOL

including **#3 in Supply Chain** and

#6 in Nuclear Engineering

US News and World Report

Historic

\$264M

in gifts last year

Record

67,320

total donors last year

Forbes

TOP EMPLOYER

#3 in Tennessee and

#15 among all higher

education institutions

For the second straight year,

UT named

ALL-SPORT SEC CHAMP

USA Today

UT finished

#5

in the Learfield Directors

Cup—the **highest finish**

in university history





OFFICE OF ADVANCEMENT

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