



THE UNIVERSITY OF
TENNESSEE
MARTIN



POSITION
SPECIFICATION

**VICE CHANCELLOR
FOR ADVANCEMENT**

THE UNIVERSITY OF TENNESSEE
UT FOUNDATION



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THE OPPORTUNITY

The University of Tennessee Foundation, Inc. and the University of Tennessee at Martin seek an accomplished, collaborative and visionary leader to serve in the role of vice chancellor for advancement.

UT Martin is a comprehensive campus with five colleges offering more than 150 academic areas of study within 18 undergraduate degree programs. The campus also offers nine graduate degrees within 21 specialized concentrations. Focused on providing access to higher education, UT Martin has more off-campus regional centers than any public four-year university in the state and is the UT System's largest provider of online education. In addition, UT Martin has created partnerships with other UT campuses to provide roadmaps to professional degree programs, such as law and veterinary medicine at UT Knoxville and pharmacy at the UT Health Science Center in Memphis.

Ranked nationally as a "Top 10 University in the Regional South" by *U.S. News & World Report* and as a "Best Southeastern University" by *The Princeton Review*, UT Martin is the place where dreams take flight.

Reporting jointly to the president & CEO of the University of Tennessee Foundation and the chancellor of the University of Tennessee at Martin, the vice chancellor is the chief advancement officer for UT Martin and is responsible for achieving UT Martin's advancement goals and objectives.

The UT Foundation 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.

OVERVIEW

From our beginning in 1900 as the Hall-Moody Institute, the University of Tennessee at Martin has been a fixture in the West Tennessee educational landscape and beyond. Today we are a primary regional university in the University of Tennessee System.



More than **6,900** students represent **42** states and 19 countries.



320-acre main campus and **680** acres of teaching and research land.



Five regional centers located in Jackson, Parsons, Ripley, Selmer and Somerville and a new Middle Tennessee location at Volunteer State Community College Springfield.

Academics

Inside and outside of the classroom, UT Martin supports students in their pursuit to be innovators in their chosen field of study.

- ◆ More than **150** academic areas of study.
- ◆ Nine graduate degrees with **21** specialized concentrations.
- ◆ **16:1** student-to-faculty ratio.
- ◆ Approximately **72%** of full-time faculty hold the highest degree in their field.



Scholarships & Aid



- ◆ **\$15.1 million** awarded in grants and \$25.6 awarded in scholarships.
- ◆ Approximately **89%** of degree-seeking undergraduate students receive some form of financial aid.

Alumni



- ◆ Approximately **72%** of active UT Martin alumni reside in Tennessee after graduating.
- ◆ UT Martin alumni live in **94** of **95** Tennessee counties.

Athletics



- ◆ NCAA Division I, member of the Ohio Valley Conference
- ◆ Member of the Ozark Region of the National Intercollegiate Rodeo Association
- ◆ 2022-23 OVC Champions in football, volleyball and beach volleyball

Regional Centers & Online Programs



Our Regional Centers and high-quality online degree programs provide inclusive quality education to dual enrollment, traditional, and non-traditional students, thus empowering them to be leaders and active community members.

- ◆ Jackson Center
- ◆ Parsons Center
- ◆ Ripley Center
- ◆ McNairy County Center/Selmer
- ◆ Somerville Center
- ◆ Volunteer State Community College Springfield

OVERVIEW

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

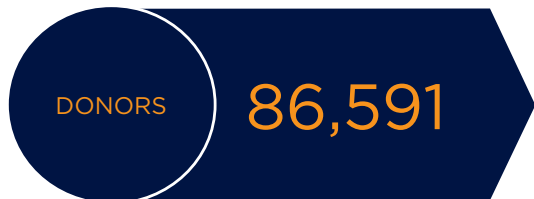
In 2022 and 2023, the UT Foundation was recognized as a Top Workplace by Knoxville Top Workplaces. The award is based solely on employee feedback gathered through a third-party survey that measures 15 culture drivers that are critical to the success of any organization: including alignment, execution and connection.

Currently, the UT Foundation has over 270 team members located centrally and throughout the campuses and institutes of the University of Tennessee 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.

UTFI FY2023 RESULTS



UT MARTIN FY2023 RESULTS

At the University of Tennessee at Martin, the Office of Advancement leads these efforts through year-round cultivation, stewardship, programming and communication.





THE ROLE

- ◆ Develop a culture of philanthropy across UTM by building strategic partnerships with deans, institutional leadership and faculty.
- ◆ Assess the effectiveness and potential of the existing fundraising program; serve as the architect and builder of a strategic, cohesive and systematic fundraising operation that is reflective of industry best practices and in keeping with the mission of the institution.
- ◆ Craft and implement a sophisticated and comprehensive multi-year fundraising and engagement strategy that will drive philanthropic support for institutional priorities; inspire and motivate the UTM community to meet significant annual fundraising capabilities.
- ◆ Align the campus strategic and facility master plans with the advancement team's fundraising priorities and identify the next generation of transformational donors.
- ◆ Set clear direction, priorities and measurable goals for advancement professionals and administrative personnel. Confirm annual performance objectives, metrics, and standards in an environment of best practices. Enhance professional development and career planning opportunities for staff.
- ◆ Guide and support the UTM chancellor, serving as a partner, advisor and co-strategist in cultivating and soliciting major and principal gifts.



- ◆ Serve as a highly visible representative of UTM to a wide variety of internal and external donor and philanthropic constituencies.
- ◆ Travel regularly, regionally, and nationally to meet with potential donors and alumni in the cultivation of major gifts and routinely sponsor and attend special events.
- ◆ Maintain a leadership style that is open and fluid, capable of inspiring, empowering and motivating staff. Foster a work environment that recognizes and rewards performance, supports new ideas, builds confidence and encourages interaction and teamwork.
- ◆ Lead by example by personally developing and managing a portfolio of prospects for major gifts.
- ◆ Engage with UTM volunteer leadership.
- ◆ Maintain cooperative and collaborative relationships with:
 - a. UTFI development and alumni affairs staff at the system, campus and institute levels
 - b. UT System staff involved in governmental and public relations
- ◆ Serve on the UTM cabinet.
- ◆ Serve on the UTFI President's Executive team.
- ◆ Embrace the University of Tennessee's "Be One UT" Philosophy.
- ◆ Work closely with the UTFI president and its board of directors to achieve the mission and strategic priorities of the foundation.
- ◆ Other duties as may be jointly assigned by the UTFI president & CEO and UTM chancellor.



KEY

COLLEAGUES

Dr. Yancy Freeman

Chancellor



Dr. Yancy Freeman was appointed as the 12th chancellor of the University of Tennessee at Martin by the UT Board of Trustees on July 14, 2023, and began his tenure August 9. Previously, Dr. Freeman worked at the University of Tennessee at Chattanooga for 25 years, where he served in several positions, most recently, as the vice chancellor for enrollment management and student affairs.

Dr. Freeman was raised in Memphis, Tennessee, and is a Central High School graduate. He completed a bachelor's degree in political science, a master's degree in public administration, and a doctorate in learning and leadership all from UT Chattanooga. He is a first-generation college graduate.

He is a proud member of the Psi Lambda Chapter of Alpha Phi Alpha Fraternity, Inc., and currently serves on the boards of the Girls Preparatory School (GPS), the Public Education Foundation (PEF), and the Chattanooga River City Company. Dr. Freeman is a member of 100 Black Men of Chattanooga, and on the Boards at Chattanooga Christian School and Youth YMCA Leadership Council. Dr. Freeman was named a 2018 Top 30 Influential Leader in Chattanooga by City Scope Magazine, and he holds active memberships within several honor societies, including Golden Key, Alpha Society, and Phi Eta Sigma.

Dr. Freeman is married to Rafielle Boone Freeman, a 1993 UTM alumna, and they have two children: Yancy, Jr., a UT Chattanooga graduate and currently enrolled in the university's master's program, and Camille, a first-year student at UT Martin.

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 2023, the UT Foundation raised \$7.67 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 433,000-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.

QUALIFICATIONS



The ideal candidate is a demonstrated leader in philanthropy and relationship building. They will have managed a high-performance program in the past and will bring a combination of strong business acumen and in-depth knowledge of effective fundraising strategies and operations to provide management oversight, leadership and strategic direction to the position.

Specific qualifications include:

- ◆ A compelling record of accomplishment leading philanthropic efforts for a large and complex organization with demonstrated advancement career progression. Experience with land grant universities and experience with a large, multi-campus environment are preferred but not required. Depth of knowledge of tax-advantages and incented-giving plans is also desired.
- ◆ Effective interpersonal skills, an engaging manner and the capacity to influence, inspire and motivate executive leadership, donors, prospects, volunteers and staff, both within UTM and beyond. The ability to foster connections among members of these groups and to nurture strong and long-lasting individual and corporate relationships.
- ◆ Knowledge, ability and personality necessary to convey to alumni, friends, corporations, foundations and other contributors the need, propriety and benefit of private giving to institutions of public higher education.
- ◆ An understanding and appreciation of the value of engaged and informed alumni and citizens and their roles in the enhancement of a land grant university.
- ◆ Specific experience managing and leading major gift campaigns and demonstrated ability to solicit major gifts.
- ◆ Specific experience in managing and leading a comprehensive fundraising campaign.
- ◆ Demonstrated excellence in oral communications and writing skills.
- ◆ Demonstrated communications and writing skills. Demonstrated experience developing and implementing effective written communication vehicles for diverse stakeholders.
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A bachelor's degree is required with significant years of advancement experience with increasing level of responsibility; an advanced degree is preferred.

MARTIN, TENNESSEE

Located in beautiful northwest Tennessee, Martin boasts a vibrant spirit with small-town charm. The largest city in Weakley County, there are plenty of opportunities to explore the local cuisine, culture and outdoor adventures.

A year-round recreational haven with breathtaking scenery, the area offers many recreational parks, biking trails and nearby rivers and lakes with boating and canoeing. Nearby Reelfoot Lake State Park is a well-known natural attraction for bass fishing, boating and wildlife viewing.

Enjoy the laid-back style of a friendly community with access to amenities such as boutique shopping, cultural and fine arts events, wineries as well as highly rated restaurants and mom-and-pop eateries. A community focused atmosphere, you'll often find musicians tuning up for a concert at the outdoor stage and neighbors gathering to enjoy the temperate climate with mild temperatures and ample sunshine.

For over 30 years, Martin has hosted the annual Tennessee Soybean Festival. The popular event draws thousands of visitors each year to enjoy live music, food vendors, carnival rides and more. The community gathers to celebrate a successful harvest of the largest crop produced in the region.

Martin, Tennessee offers the best of both worlds living in a quaint rural community with large cities nearby. Memphis and Nashville are a short drive and perfect for a quick day trip or weekend getaway. Catch NFL, NBA, NHL, MiLB games, attend concerts, visit local attractions and museums, enjoy fine dining and more.

Home of the University of Tennessee at Martin, the family friendly college town offers an affordable cost of living, a thriving housing market, low crime rates and a variety of both public and private schools. Best Places ranks the cost of living 30% below the national average. The *U.S. News and World Report* gives excellent ratings for the public school system and the average student-teacher ratio in elementary and middle schools is 16:1.



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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