

GARY KAPLAN & ASSOCIATES

EXECUTIVE SEARCH

POSITION SPECIFICATION

TITLE: Vice President for Institutional Advancement

CLIENT: Otis College of Art and Design

Founded in 1918, Otis College of Art and Design offers an interdisciplinary education for artists and designers who shape the future. Otis began when Los Angeles Times founder and editor Harrison Gray Otis bequeathed his property in MacArthur Park to create an art institute. Today, Otis has three campuses and state-of-the-art facilities for its undergraduate departments: Architecture/Landscape/Interiors, Communication Arts, Digital Media, Fashion Design, Fine Arts, Product Design, and Toy Design. Otis also offers graduate MFA programs in Fine Arts, Public Practice, and Writing. Otis' reputation attracts students from 39 states and 26 countries. With over 50% of its enrollment being students of color, it is the most diverse private art college in the United States. The College's diversity is its strength; it prepares students to imagine what lies ahead and benefits employers and organizations that value creativity and collaborative skills. Otis graduates shape the visual world, from museum and exhibition design to the Hollywood screen; from fashion and apparel to toys. The College's current enrollment is just over 1,200 students.

For more information about Otis College of Art and Design, please visit their website at: www.otis.edu.

LOCATION: Los Angeles, California

REPORTING

RELATIONSHIP: The Vice President for Institutional Advancement, an exempt position, reports to the President and is a member of the senior management team.

**POSITION
CONCEPT:**

Otis College of Art and Design seeks a dynamic, experienced, strategic, and results-oriented advancement professional as Vice President for Institutional Advancement, the chief fundraising and marketing/communications officer of the College. The successful candidate will demonstrate a proven track record in capital campaign leadership and in securing large gifts from a variety of sources such as individual donors, foundations, and corporations.

**SPECIFIC
DUTIES:**

1. Plans and directs the College's fundraising efforts. Leads a fundraising team to solicit and secure funds and resources (through a variety of activities, including major gifts, corporate and foundation appeals, annual fund, planned giving, government funding, and special events) that enable the College to accomplish its mission and strategic goals.
2. Actively works with the Advancement team to plan and implement strategic activities in identifying and cultivating donors and organizations. In relation, oversees the management of the department's information and database, and its interrelationship with other campus departments. Oversees comprehensive studies of Otis' donors and potential donors, testing their perceptions of the College, and their commitment to the institution. Oversees the identification and researching of individuals, corporations, and foundations and maintains a prospect management system.
3. Serves as primary campaign manager for a comprehensive campaign with a goal of \$40 million now in its quiet nuclear phase, as well as for future campaigns. Campaign components include a scholarship fund, capital fund, and an academic excellence fund.
4. Oversees an Institutional Advancement model with emphases on fundraising, branding, and positioning. Develops and supervises the College's marketing and communications efforts in consultation with the College's Marketing Task Force to enhance the College's standing among peer institutions, art and design professionals, prospective students and their families, and other important constituencies of the College.
5. Manages the Institutional Advancement team to ensure effective divisional teamwork and productive relationships with other divisions/departments of the College. Supervises the divisional operation, including the planning and monitoring of its budget and the

regular assessment of the cost-effectiveness of the unit using best practices of the field. Manages the Institutional Advancement team to ensure valued services to a broad base of donors and prospects, as well as the campus community.

6. Leads the Institutional Advancement staff to create, implement, and revise a multi-year and comprehensive fundraising and marketing plan that is consistent and aligned with the College's overall Strategic Plan.
7. Actively represents the College's Advancement division in the community, building relationships with diverse donors and prospects. Working with the President, Board of Trustees, and Board of Governors, identifies new potential members of the College's Boards and other volunteers, as well as cultivates and recruits Benefit Honorees.
8. Serves as the key staff liaison for the Institutional Advancement and Board Affairs Committees, as well the key staff organizing orientations for new Board members. Confers with the President, the Board of Trustees, and the Board of Governors on their strategic planning and retreats.
9. Assists and prepares the President and Board members for presentations/solicitations to corporations, foundations, and individuals.
10. Works closely with the Provost and Vice President of Enrollment Management to vet, coordinate, and prioritize the Institutional Advancement goals that arise from their constituencies.
11. Oversees donor stewardship, including reporting to major donors, and other activities that foster the relationship between Otis and its donors.
12. Participates as a member of the President's Senior Team, which advises on administrative affairs of the College.

CANDIDATE

QUALIFICATIONS: The ideal candidate will have a minimum of eight years of successful fundraising experience, including demonstrated effectiveness in prospect identification, solicitation, and stewardship of individual donors for major gifts. This individual should have a thorough understanding of and balanced appreciation for all aspects of higher education advancement. This role is most suited for a leader who puts the interests of the College ahead of personal advancement, and is able to mobilize all possible resources to get the job done.

- Outstanding written and verbal communications skills, interpersonal and collaborative abilities, managerial and team-building skills, and an entrepreneurial spirit must be evidenced.
- Thorough knowledge of institutional advancement concepts and strategies – especially relating to a large-scale capital campaign.
- Substantial experience working successfully with donors, prospects, and volunteers, as well as a record of progressively responsible experience in institutional advancement
- Highly effective organizational and management skills, including the ability to manage a professional staff.
- Must have the ability to motivate and excite both internal (faculty, senior administrators, and staff) and external (alumni, donors, and volunteers) constituents.
- Demonstrated expertise in marketing and communications, both with traditional and new media.
- The ability to conceptualize new approaches to resource gathering, marketing, and communications.
- Ability to establish and meet deadlines.
- Evidence of understanding of the art and design community, and of an academic environment.
- Outstanding leadership ability combined with a depth of intellect, diplomatic skills, and an appreciation for human dynamics.
- A track record of “leading by example,” managing and coaching other Advancement staff toward successful performance is ideal. Must be a driven and goal-oriented professional.

- Intellect, interpersonal skills, and sophistication required to establish effective relationships with Board of Trustees and donors.
- A strong work ethic coupled with an enthusiastic and passionate approach to one's work. The successful candidate will be a highly energetic individual with the highest ethical and professional standards.
- Must have the ability to thrive in a collaborative, team-oriented environment.

EDUCATION: A college degree in an appropriate field is required; a graduate degree is preferred.

CONTACT: Shelli Herman, Vice President
Phone: (626) 204-2215
E-mail: sherman@gkasearch.com
Gary Kaplan & Associates
201 South Lake Avenue, Suite 804
Pasadena, California 91101
Fax (626) 796-1003

For more information about our firm, please visit our website at www.gkasearch.com.