



WAYNE STATE
UNIVERSITY

Division of Finance and Business Operations

Procurement & Strategic Sourcing
5700 Cass Avenue, Suite 4200
Detroit, Michigan 48202
(313) 577-3734

March 4, 2024

RE: Associate Vice President, Major Gifts and Planned Giving

To Whom It May Concern:

Wayne State University is seeking an individual to fill the position Associate Vice President, Major Gifts and Planned Giving. Your firm was suggested as one of several to submit a quotation to conduct an executive search for a highly qualified individual to fill this position. This letter serves as a request for proposal and references for this purpose.

The Position Description is enclosed with this letter, and we anticipate an annual compensation of approximately \$200,000 - \$225,000 commensurate with experience.

If you are interested in working with Wayne State University to locate and hire the best person for this important position, please submit your quotation for services and fees along with references for similar hires and your letter of engagement to the University Procurement & Strategic Sourcing. Delivery of Proposals are by electronic submission. The link for submission will be posted with the RFP details at <http://go.wayne.edu/bids>. When visiting the Website, click on the "Service" link in green. You can also use the following link to directly access the submission form: <https://forms.wayne.edu/65df9755b635d>.

Please respond to this request by 2:00 p.m. E.S.T. on March 15, 2024, as follows:

Wayne State University
Attn: Miriam Dixon
Online Submission Link:
<https://forms.wayne.edu/65df9755b635d>

Thank you for your interest in doing business with Wayne State University. Should you have any questions or concerns, please contact me.

Sincerely,

Miriam Dixon

Miriam Dixon
Associate Director
Procurement & Strategic Sourcing

Enclosure

cc: Sharon Progar, Senior Director, Business Affairs Development Office
Kenneth Doherty, Assistant Vice President, Procurement & Strategic Sourcing

Wayne State University
Associate Vice President, Major Gifts and Planned Giving
Executive Search Services

This section of the RFP lists requirements that require specific written responses or confirmations. To be considered for selection, the search firm must demonstrate in their proposal that it meets the following requirements and has provided all required information.

SCOPE OF WORK

The University is seeking a full-service Executive Search Firm to execute a successful search for our next **Associate Vice President, Major Gifts and Planned Giving**. The salary range for this position is anticipated to be approximately \$200,000 - \$225,000, commensurate with experience. The consultant will be expected to undertake, at a minimum, the design and execution of all steps to define the search, development of a collaborative description of duties for the position, find and recommend potential candidates that meet all requirements for the position to the University.

This position will be posted on the Wayne State University online hiring system. The final candidate must complete an online application in the System and submit his or her resume in accordance with University policy. Any and all applications will be forwarded to the selected search firm for consideration. If feasible, the awarded firm will be given Guest Access to the University's online hiring system to view applications as they come to the University.

Key Project Deliverables

The selected search firm shall have extensive experience in performing searches for higher education clients, preferably with specific experience in recruiting for high-level fundraising executives for colleges and universities. The search firm must demonstrate an understanding of higher education fundraising search processes and should also have a proven national presence and capability to identify and recruit not only those individuals who may be in the job market, but those who may not be actively searching for a new position.

We ask that your proposal include the following information.

1. A brief description of your firm, including information relating to its organization and management practices.
2. Your firm's experience with urban research universities, if any.
3. Your firm's experience with successful placements for positions similar to the one for this RFP, and the names of those institutions in which those individuals were placed.
4. A brief description of how your firm incorporates Diversity, Equity and Inclusion principles into your staffing searches.
5. The name, biography and resume of the lead consultant who would be assigned to work with us, should your firm be successful in obtaining this contract.
6. An overview of how your firm views the role of the search committee members in the search, and the process you will use to build a pool of qualified candidates.
7. A list of at least three references from clients, including point of contact, company name, address, phone, and email.

A schedule of fees. In addition, an explanation of your billing practice should be provided in case of a failed or incomplete search (i.e., no candidate selected) or the case of a successful candidate who leaves in less than a year.

General Information

The University reserves the rights to accept, reject, modify, and/or negotiate any and all proposals received in conjunction with the Request for Proposal. It reserves the right to waive any defect or informality in the Proposals on the basis of what it considers to be in its best interests. Any proposal may be rejected which the University determines to be incomplete, conditional, obscure, or has irregularities of any kind.

This Request for Proposal (RFP) in no manner obligates the University to the eventual purchase of any services described, implied, or which may be proposed, until confirmed by written agreement, and may be terminated by the University without penalty or obligation at any time prior to the signing of an Agreement or Purchase Order.

Proposals are subject to public review after the contracts have been awarded. Firms responding to this RFP are cautioned not to include any proprietary information as part of their Proposal unless such proprietary information is carefully identified as such in writing, and the University accepts, in writing, the information as proprietary.

If you have any questions regarding this bid, please contact me by email at miriam.dixon@wayne.edu.

Please respond to this request by 2:00 p.m. E.S.T. on March 15, 2024, as follows:

Wayne State University
Attn.: Miriam Dixon
Online Submission Link:
<https://forms.wayne.edu/65df9755b635d>

JOB DESCRIPTION

Associate Vice President, Major Gifts and Planned Giving

Job Purpose

Provide vision, strategy and leadership for the major gift officers in the schools and colleges, with the exception of the School of Medicine, and the planned giving team in the central planned giving unit. Provide strategic collaboration and oversight of the fundraising initiatives for the schools and colleges to fund university priorities and enhance the university's philanthropic support. Participate in the coordination, cultivation, solicitation and stewardship of major and planned gifts. This position reports to the Vice President of Development and Alumni Affairs.

Essential Functions

- Collaborate with deans, department chairs and faculty in identifying fundraising needs and priorities for the respective schools and colleges. Collaborate with direct reports to develop major gift fundraising plans and strategies; establish realistic and achievable timelines; remain current with fundraising trends and serve as a resource on successful development activities, techniques, and methods. Personally manage a small portfolio of major gift prospects.
- Collaborate with division leadership and direct reports to develop fundraising plans and strategies for increasing planned gifts to the university. Provide oversight to manage and strengthen creative donor-centered marketing strategies as the key communications tool for the planned giving program.
- Collaborate within Development and Alumni Affairs (e.g., Corporate Relations, Foundation Relations, Donor Experience, Prospect Development and Alumni Relations), as well as other university units, to ensure coordination with major and planned giving prospects and donors.
- Supervise a diverse staff, effectively managing performance to meet individual and team initiatives; foster a collegial and highly productive work environment. Recruit, interview, hire, train, coach, evaluate, and discipline staff. Establish and communicate performance expectations in a manner that motivates and empowers staff to fulfill job duties. Encourage, support, and ensure employee participation in training and development programs.
- Manage annual expense budget. Develop expense projections, approve expenditures at unit level, and monitor transactions for compliance with university policies and procedures.
- Network with outside professional groups and organizations to keep abreast of current industry trends and best practices related to fundraising. Represent the university at industry or community meetings at the request of leadership. Special projects and other duties as assigned.

Qualifications

Education: Bachelor's degree

Graduation from an accredited college or university with a degree in marketing, public relations, business administration or related field. Master's degree preferred.

Experience: Expert (established subject matter expert, 7+ years experience)

Minimum 8-12 years of experience in the planning, development and implementation of fundraising strategies, policies and procedures for comprehensive campaigns. Candidate should have at least 5 years of senior-level management responsibility in a complex organization, preferably higher education. Minimum five (5) years of experience managing personnel, preferably in an advancement, higher education, or non-profit environment.

Proven ability to qualify, cultivate and solicit high level donors and prospects. Track record of closing seven-figure gifts.

Professional understanding of, and interest in, Development and Alumni Affairs best practices and general operations. Understanding of trends and best practices within higher education fundraising.

Positive and collaborative professional philosophy, recognizing that this position is integral to the achievement of the goals and objectives of Development and Alumni Affairs.

Knowledge, Skills and Abilities

ANALYTICAL AND PRESENTATION SKILLS: Ability to evaluate, interpret, and present complex information effectively in professionally prepared documents or presentations. Must possess a demonstrated attention to detail in order to achieve a high degree of accuracy.

COLLABORATION: Exhibits a willingness to partner with diverse units across the university with integrity and high character to reach unified goals. Possesses the ability to navigate difficult situations with grace and understanding while being respectful and accepting of individual differences.

COMMUNICATIONS SKILLS: Ability to communicate clearly, concisely and professionally both orally and in writing. Strong interpersonal skills are a must. Ability to work successfully with persons from diverse backgrounds.

DIVERSITY, EQUITY & INCLUSION: Demonstrates a commitment to diversity, equity and inclusion through continuous development, modeling inclusive behaviors and proactively managing implicit bias.

LEADERSHIP SKILLS: Demonstrated strong leadership skills that can influence and motivate individuals and groups to achieve results.

LEARNING AGILITY: Independent and innovative self-starter who displays an ability to learn quickly and easily adapts to changing situations. Experience researching topics to gain knowledge and understanding when information gaps exist.

PLANNING AND ORGANIZATION: Ability to manage several projects simultaneously, prioritize and plan work activities while meeting respective deadlines. Strong organizational and time-management skills required. Maturity, sound judgment and ability to handle multiple tasks simultaneously in a deadline-oriented environment.

TEAMWORK: Ability to collaborate effectively with colleagues within the division and other units to gain full understanding of the project and desired outcome; ability to produce high quality and consistent results with assistance of team members; provide support to teammates when tackling complex projects.

TECHNICAL SKILLS: Proficient in the use of complex administrative systems software, preferably in the higher education environment. Proficient with Microsoft Office suite, especially Word, Excel and Teams. Ability to understand and translate complex concepts into lay terms.

Working Conditions

Normal office environment.

Adhere to confidentiality and data usage policy for the division.

This position requires a high level of commitment and enthusiasm. Due to travel requirements, evening meetings and special events, etc., candidate must be willing to work extended hours as needed.

About Wayne State University

WSU is a nationally recognized public research university with an urban teaching mission. WSU is a public Carnegie Doctoral/Research Extensive institution with 13 academic schools and colleges offering more than 350 undergraduate, graduate and professional degrees. WSU is home to nearly 28,000 students from nearly every state and 60 countries – the most diverse student body among Michigan's 15 public universities:

- One of the nation's 50 largest public universities, with Michigan's most diverse student body.
- Approximately 350 degree and certificate programs in 13 schools and colleges.
- Annual research expenditures of \$244 million.
- More than 500 student organizations.
- Affiliations with more than 100 institutions worldwide.
- Classified as "doctoral university: very high research activity" by the Carnegie Classification of Institutions of Higher Education.
- Wayne State is a partner with Michigan State University and the University of Michigan in the University Research Corridor, helping create a vibrant state economy.
- More than 1,900 new jobs created through TechTown, Wayne State's research park and business incubator.
- A leader in green technology, the College of Engineering was first in the nation to launch an electric-drive vehicle engineering program and offer an alternative energy technology master's program.
- Study abroad opportunities in 16 countries on five continents.
- Eighty percent of Wayne State Law School graduates live and work in Michigan.

About the Division of Development and Alumni Affairs

The Division of Development and Alumni Affairs leads fundraising initiatives across all areas of the university, ensuring every gift makes a difference. We build lifelong relationships with alumni and donors that not only result in rich personal and philanthropic connections to Wayne State, but ultimately advance the university's mission. The relationships established and private funds raised through the division directly impact the university's strategic plan by supporting academic excellence, diversity and inclusion, community engagement and research advancement. Every dollar invested in fundraising at Wayne State produces a rate of return of \$6.04 (as of fall 2023).

The university's fundraising efforts are led by professionals who focus on principal and major gifts, planned gifts, corporate and foundation support, and annual gifts. They are supported by several other departments: Alumni Relations, Analytics and Data Services, Business Affairs, Development Communications, Donor Experience, Gift Processing, Prospect Development, and Special Events.

Wayne State University has more than 290,000 alumni, and nearly 75% live in Michigan.

Division Mission:

We engage the institution's constituencies and garner philanthropic resources in support of Wayne State University's mission to positively impact lives and communities near and far.

Division Vision:

Become the most respected division for the people, projects, and programs of Wayne State University, sought after for our partnership, transparency, and impactful results.

Division Values:

Trust: We assume positive intent and trust one another. If trust is broken, we address it directly with our team members and managers so that trust may be rebuilt. We hold ourselves accountable to our responsibilities.

Honesty, Transparency, and Inclusion: We are transparent in our interactions with each other. We strive for open and honest conversation in our communications as a division, as well as in our individual communications. We exercise integrity and transparency by including each other in strategy setting to the greatest degree possible and necessary.

Common Goal and Commitment to Serve: We agree on our unified direction and embrace that once a decision is made, we move forward collaboratively in achieving our goals. We believe that excellent customer service and kindness - for each other and the University - are the driving forces behind every interaction.

Creativity and Continuous Improvement: We believe that creativity in problem solving, goal setting, and daily work is the source of our strength as a team. We embrace a forward-looking model, where every action is an opportunity for improvement and to be better tomorrow than we are today.

Professional Development: We consider our professional growth to be critical to our success and multimodal in approach. Growth can be linear or diverse, and it is mutually a responsibility of leadership, the division, and the individual to discuss, commit to, and participate in this development.

Diversity and Cultural Curiosity: We embrace diversity in all its facets. We seek out opportunities to factor diversity into decision-making, programming, and interpersonal interactions. We lead with cultural curiosity and non-judgment, committing to a daily practice of learning about each other.

Non-Discrimination

Wayne State University is an Equal Opportunity Employer. Wayne State complies with all Federal and state rules and regulation and does not discriminate on the basis of race, color, sex (including gender identity), national origin, religion, age, sexual orientation, familial status, marital status, height, weight, disability, or veteran status.