



CHIEF EXECUTIVE OFFICER POSITION GUIDE

The mission of the Northern Michigan University Foundation is to cultivate and promote the private philanthropic support of NMU's mission through a comprehensive advancement effort.

NORTHERN MICHIGAN UNIVERSITY www.nmu.edu

Northern Michigan University, originally founded in 1899 with the mission of educating teachers, has evolved into a dynamic, four-year, public, comprehensive university that has grown its reputation based on its award-winning leadership programs, cutting edge technology initiatives and nationally recognized academic programs. The university is located in Marquette, Michigan on the southern shore of Lake Superior in Michigan's Upper Peninsula. Northern Michigan University seeks to become the university of choice in the Midwest for students seeking a quality academic program with individualized attention in a high-tech learning environment. Information about NMU's strategic plan can be viewed [here](#).

NMU enrolls more than 8,100 graduate and undergraduate students and offers 147 degree programs, including 25 graduate programs, within nine schools and colleges, including the [College of Arts and Sciences](#), the [School of Art and Design](#), the [College of Business](#), the [College of Graduate Studies](#), the [College of Health Sciences and Professional Studies](#), the [School of Clinical Sciences](#), the [School of Education, Leadership and Public Service](#), the [School of Health and Human Performance](#), the [School of Nursing](#) and the [College of Technical and Occupational Studies](#).

Northern Michigan University's mission is to challenge its students and employees to think independently



and critically, develop lifelong learning habits, acquire career skills, embrace diversity and become productive citizens in the regional and global community. The university has two highly acclaimed leadership programs: the Student Leader Fellowship Program (SLFP) and Superior Edge. The SLFP is a highly selective, two year leadership experience for 50 selected students each year. The Superior Edge program is open to all NMU students and engages nearly a third of student population in one of its four edges:

citizenship, diversity awareness, leadership and real-world application of classroom theory. These two programs, along with NMU's efforts in academic service learning, an active volunteer center on campus that does extensive outreach throughout Michigan's Upper Peninsula region, and about 300 student organizations combine to make the NMU campus a place where involvement is a natural component of the Northern student experience.

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The university has been cited as one of the most wired and most densely wireless campuses in the country. Northern was the first U.S. university to own and operate a WiMAX (4G) network, which has now been converted to LTE and spans about 40 square miles. Northern's work with WiMAX technology was so innovative at the time it resulted in President Barack Obama choosing the NMU campus as the site to announce his national wireless initiative in 2011.

The university is home to an Olympic training site for elite-level Greco-Roman wrestlers and weightlifters. NMU sponsors 13 intercollegiate sports; most of the programs compete at the NCAA Division II level in the Great Lakes Intercollegiate Athletic Conference. The Wildcat men's ice hockey program is NCAA Division I and a member of the Western Collegiate Hockey Association. NMU has won NCAA team titles in football (1975), men's hockey (1991) and women's volleyball (1993, '94). The university also has strong club sports and intramural programs.



Other media and links for further exploration: [NMU: The Movie](#), [Living in Marquette](#), [Cold Rolled: Marquette, Michigan's Snow Bike Route](#)

NORTHERN MICHIGAN UNIVERSITY FOUNDATION www.nmu.edu/foundation

In 2016, Northern Michigan University Foundation enters its 58th year of service to the University. A 501c(3) organization, under the direction of a 23 member Board of Trustees, NMU Foundation directs and stewards private philanthropic support for NMU. The Foundation has under its management \$36 million in total assets, including an endowment of \$23 million. In 2015, NMU Foundation raised \$4.9 million for NMU; proceeds from the endowment totaled an additional \$1 million. In 2014, the Foundation completed its "Campaign for the Students of Northern Michigan University" and exceeded a \$25 million goal; raising \$26.5 million in seven years. NMU Foundation is staffed by a team of 13 full-time employees, including five unit-based development officers. In 2015 it operated from a \$1.7 million budget.

ABOUT THE CHIEF EXECUTIVE OFFICER

Northern Michigan University Foundation seeks an experienced and dynamic individual to become the Chief Executive Officer (CEO). The CEO will provide leadership and strategy that increases fundraising performance of the Foundation and elevates its relationship with the broader University community.

Reporting to the Board of the Northern Michigan University Foundation, the CEO will be the chief fundraising strategist for the University and manage the daily operations of the Foundation. S/he will be responsible for all fundraising and related development programs, including planning, directing, and

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implementing annual, capital, endowment, special program and deferred giving fundraising efforts. The CEO will develop and pursue ideas, contacts and strategies to raise funds from individuals, corporations and foundations. The CEO will also oversee alumni engagement activities and the NMU Alumni Association, working in partnership with the Alumni Association board to strengthen and create new relationships with alumni across the country. S/he leads the financial management, investment, budgeting, human resources, and legal functions of the Foundation.

Because the Foundation CEO will be a member of the President's cabinet, s/he will be a key player on Northern Michigan University's senior management team and will contribute to the institution's long-range



strategies and annual plans. Accordingly, s/he will ensure that philanthropic support aligns with NMU's strategic priorities.

The CEO will build, nurture and motivate a creative, energetic and focused staff and volunteer teams and foster strong and mutually beneficial

relationships with University leaders and faculty. S/he will identify, cultivate and solicit major donors for operating, capital, and endowment purposes. The CEO will report to the Board of the Foundation, but will also work closely with NMU's President, Dr. Fritz Erickson, senior administrative leaders, and the faculty of the University. S/he will have responsibility for 13.5 Foundation professionals and support staff.

Success for the CEO will be, in part, measured by his/her ability to analyze, create consensus for an optimized operational funding plan for the Foundation. In 2015, NMU Foundation's operations and salaries for employees were funded by proceeds from the endowment and contributions from the University.

The Chief Executive Officer will reside in the Marquette area.

RESPONSIBILITIES

The Chief Executive Officer has the following responsibilities:

- Review and assess the Foundation's organizational and staff structure, policies and procedures to assure that the Foundation uses industry "best practices."
- Assume responsibility for developing the Foundation's long-range strategic and annual operating plans. Work with the Board, other volunteer leadership and staff to implement these strategies.
- Oversee all departments and operations of the Foundation, including development, donor stewardship and services, alumni relations, financial management and budgets; investments, and technology.

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- Serve as the principal fundraising strategist and development officer for Northern Michigan University Foundation; create and manage a program for the identification, cultivation, solicitation and stewardship of existing as well as prospective individual major donors.
- Develop significant fundraising opportunities and contacts throughout the Northern Michigan University network, including individuals, corporations, and foundations. Continue to develop the Foundation's high quality research function to support fundraising and related goals.
- Create and oversee annual special events designed to strengthen long-term ties with major donors and alumni.
- Develop and oversee creation of institutional collateral to support the Foundation's programs and agendas.
- Recruit, supervise and motivate staff and volunteers.
- Represent the Foundation at community and university-sponsored events and support constituent programming as needed.
- Advise, prepare and support the President of the University, other university leaders, faculty, staff and Board of Trustees in fundraising, as appropriate, to maximize the effectiveness of the Foundation's fundraising efforts.
- Serve as a resource to the NMU President's Cabinet and participate in the overall strategic and operational planning and implementation of such plans for the University.



QUALIFICATIONS

The Chief Executive Officer will be an innovative and accomplished fundraising leader with significant experience in operations, financial management, advancement services, and human resources management. S/he will possess many of the following qualifications:

- Commitment to the mission of the Foundation and the ability to articulate it;
- Inspirational, energetic and entrepreneurial leadership style with keen sense of internal and external relationship building. A track record of developing philanthropic solutions with diverse constituents, including the senior administrative team, faculty, board members, alumni, parents and students, and community leaders;
- Demonstrated ability to design, implement, execute and evaluate a strategic plan;
- A minimum of seven years' experience in higher education fundraising leadership. A demonstrated personal record of securing major gifts up to, and including seven-figures. Similarly a record of equipping volunteers and university leaders to identify, cultivate and solicit major gifts;

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- Knowledge of or willingness to learn about all giving methods including stock, planned and deferred gifts;
- A strong understanding and experience implementing revenue sources that advance foundation operations;
- Ability, personality, and willingness to relate comfortably and cultivate relationships with external constituents such as: corporate/foundation leaders, philanthropists and government officials, in both the local, regional, and national arenas;
- Excellent communication, interpersonal relations and strategic thinking skills; an ability to speak and write persuasively about issues affecting higher education and NMU;
- Experience leading capital campaigns would be an advantage;
- Skills to manage and motivate a staff toward professional growth and strong, confident performance. A high level of personal and professional integrity, with an ability to inspire confidence and cooperation;
- Willingness and ability to travel as necessary;
- A bachelor's degree is required; an advanced degree is highly desirable.

APPLICATION

Northern Michigan University Foundation has engaged Campbell & Company to conduct a nationwide search for their new Chief Executive Officer. This search is being conducted by Andrew Smerczak-Zorza, Consultant, and Daniel Fissinger, Associate Consultant.

To be considered for this opportunity, please send resumes and letters of interest to:

Daniel Fissinger

Associate Consultant, Executive Search

daniel.fissinger@campbellcompany.com

(312)506-0062

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Northern Michigan University is an equal opportunity, affirmative action employer of protected veterans and individuals with disabilities, and is strongly committed to increasing the diversity of its employees and faculty.

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