



**Associate Director, University Priorities
Advancement & Alumni Relations
Position Information**

George Mason University is seeking an Associate Director, University Priorities for their Advancement & Alumni Relations team. The Associate Director will be a strategic collaborator with experience in identifying, cultivating, soliciting, and stewarding lead donors.

George Mason University: About Mason

Mason is a young and innovative university that, in just a short time, has made impressive strides in size, stature and influence. Today, as Virginia's largest and most diverse public research university, Mason is setting the benchmark for a bold, transformative learning experience through an experiential and global education that serves the needs of students and communities.

George Mason, for whom the university is named, was one of the greatest of the founding fathers of the United States. Mason drafted the Virginia Declaration of Rights, which became a model for the first ten amendments to the U.S. Constitution, known as the Bill of Rights. George Mason University is committed to access and excellence and it defines success by the number of opportunities provided to students, alumni, faculty, staff and the community. The institution is proud that 35 percent of its graduates are the first members of their family to earn a four-year degree and concurrently Mason is one of the 115 universities in the highest research tier of the Carnegie Classification of Institutions of Higher Education. The university is committed to graduating engaged citizens and well-rounded scholars who are prepared to act. Located near Washington D.C., one of the most important political, economic and intellectual hubs in the world, the university accepts its responsibility to serve others: to help students succeed, enrich the life of the community, and contribute to solving some of the most complex global problems of our time.

Mason started in 1957 in a single building with an enrollment of 17 students. Today, it is the largest public research university in Virginia with three campuses in Virginia and one in Songdo, Korea. The university has grown to more than 38,000 students from 130 countries and all 50 states, over 6,000 faculty and staff, and 200,000 alumni. The most recent recruitment efforts have yielded what is projected to be the largest, most diverse, and most academically prepared freshman class in the history of the university and the largest incoming class of transfer students which will push enrollment past 38,000 for the first time. The university's commitment to serving students, community and the world is having a measurable impact.

In 2016, George Mason University moved into the highest research category (R-1) as determined by the Carnegie Classification of Institutions of Higher Education. As one of the top 300

universities in the Academic Ranking of World Universities – and top 95 in the United States – Mason has been named one of the top 50 universities under 50 years old by Times Higher Education. Over the years, Mason's outstanding faculty has included two Nobel laureates in Economics, Pulitzer Prize winners, Fulbright scholars, IEEE Centennial Medalists, and a Blue Planet Prize winner. U.S. News & World Report called Mason the most diverse university in Virginia, and the magazine named Mason one of the Top 100 “A+ Schools for B Students,” a ranking that acknowledges campus environments where spirit and hard work pay off.

The Campuses: Fairfax, Arlington, Prince William Counties, Songdo Korea

Mason has three campuses in Fairfax, Arlington and Prince William Counties in Northern Virginia and an international campus in Songdo, Korea. In addition, Mason operates a site in Loudoun County and has partnered with the Smithsonian Institution to offer a global conservation studies program at the [Smithsonian-Mason School of Conservation](#) in Front Royal, Virginia.

The Fairfax Campus consists of 677 wooded acres and is the principal center for undergraduate residence and life with easy access to the numerous internship and recreational opportunities that the Washington, DC area offers. The on-campus population is currently more than 6,000 and is expected to grow to 7,000 as new residential units are constructed. The Fairfax Campus is also home to the Center for the Arts and the EagleBank Arena where numerous entertainment and sporting events take place year-round.

The most urban campus is in Arlington which consists of three main buildings and houses the Antonin Scalia Law School, the Schar School of Policy and Government, and the School for Conflict Analysis and Resolution. Most of the programs offered are at the graduate and professional levels. The campus is four miles from the White House, six miles from CIA Headquarters and is on the Metro line.

Serving all of Northern Virginia, the George Mason University Science and Technology Campus in Prince William County primarily focuses on research and academic programs in the life sciences, including bioscience, biotechnology and bioinformatics. The campus features a state-of-the-art Biomedical Research Laboratory and the recently launched Institute for Advanced Biomedical Research, a multidisciplinary facility that will pursue some of the toughest medical questions facing society. In 2015, Governor Terry McAuliffe announced a strategic partnership between Inova, the largest health system in Virginia and Mason, to conduct translational research and share resources for the benefit of patients, the community and the region. This collaboration will advance Inova's personalized health vision, and is expected to lead to new patient cures and treatments for a variety of diseases, and to new diagnostic and therapeutic biomarkers and devices. In addition, the Science and Technology Campus is home to the Hylton Performing Arts Center and the Freedom Aquatic and Fitness Center.

Mason recently opened a campus in Songdo, Korea, with a focus on economics. Students admitted through [Mason Korea](#) receive the same degree they would earn at one of the U.S. campuses, and spend their fourth and fifth semesters at the Fairfax Campus.

Faculty, Academic Mission and Curriculum

George Mason University has [10 schools and colleges](#) devoted to a variety of areas of study and was also the first university in the country to offer doctoral programs in conflict resolution, information technology, bioinformatics and computational social science.

There are more than 1,400 full-time instructional and research faculty members who are experts in a broad range of fields. They have published and performed widely, contributed to major research findings and consulted with government and business officials. Drawing prominent scholars from all fields, Mason's outstanding faculty members have received grants and awards from the Guggenheim Foundation, the Templeton Foundation, the National Science Foundation, the National Endowment for the Arts and the National Endowment for the Humanities. They have won numerous awards such as Fulbright Scholar grants, Pulitzer Prizes, Mellon Fellowships, Institute of Electrical and Electronics Engineers Centennial Medals and Nobel Prizes. More than 47 endowed chairs at the university have also brought many internationally renowned artists and scholars to campus.

Of particular interest are the Robinson Professors, outstanding scholars in the liberal arts and sciences who have come to Mason from prestigious positions elsewhere. They are concerned with broad and fundamental intellectual issues and are dedicated to undergraduate teaching and working with Honors College students. In 1984, the first Robinson Professors joined the faculty as the result of a generous bequest from the estate of Clarence J. Robinson.

Mason's Carnegie Tier 1 research designation has resulted in Mason being in even greater demand as a research partner and research expenditures have increased by 15 percent over the past year. That distinction and collaboration among faculty in six Mason schools helped lead to the Department of Homeland Security selecting Mason to lead its Center of Excellence in Criminal Investigations and Network Analysis. DHS awarded a 10-year multimillion-dollar grant that is among the largest the university has received. Under the grant, Mason will lead several universities and law enforcement agencies to investigate patterns of criminal activities and forensics, and develop strategies to predict and disrupt transnational crime.

Alumni

George Mason University has seen the best and brightest individuals from across the world pass through its doors. Many Mason graduates have gone on to become leaders in their respective fields, achieve top levels in their careers, win prestigious awards, and make important contributions to the world. With [alumni](#) numbers inching near 200,000 the opportunities, Mason Nation is a force to be reckoned with.

Diversity and Inclusion

George Mason University is one of the most diverse universities in the country, and there is no question that has defined and shaped the culture. Students are educated with a sense of responsibility to their communities and the world as a whole. Mason students represent all races, ethnicities, nationalities, religions, sexual orientation and gender identities; Mason Nation brings

together many different ideas and perspectives which contribute to a vibrant and engaging community.

A multicultural education is part of the Mason student experience and the university supports initiatives that promote diversity and inclusion. The faculty and staff advocate for the many communities present at Mason and provide resources to embrace a variety of voices, perspectives, and narratives both inside and outside the classroom. Centers, initiatives, and projects make Mason a place where students, faculty, and staff from many backgrounds can make an impact and find their own path to success. The multitude of ideas and perspectives students bring to Mason help to ignite the kinds of discussions that generate different ways of thinking and bring new ideas to light. Ideas that can have an impact on building a freer, more just world.

Governance

George Mason University is governed by its 16-member [Board of Visitors](#), a corporate body serving under the leadership of a rector, vice rector, and secretary. The members of the board are appointed by the governor of Virginia on a rotating basis to serve four-year terms. The Faculty Senate Chair sits on the Board as a nonvoting faculty representative. As a result of their respective elections to the positions of president of the Student Government and president of the Graduate and Professional Student Association, two non-voting student representatives are appointed by the Board of Visitors each year at the May meeting to serve a one-year term.

Strategic Plan

George Mason University has grown in both size and stature, not only becoming the largest public research university in the Commonwealth, but also gaining prominence in the United States and throughout the world. Mason's location near Washington, D.C. affords the university access to unique opportunities, resources, and audiences, as it strives to be the best university for the world.

The university has set an ambitious course for the future through its [2014-2024 Strategic Plan](#). Mason's strategic plan is structured around four constituencies – students, faculty and staff, the community, and the world. While not mutually exclusive, each embraces the [Mason IDEA](#) – Innovative, Diverse, Entrepreneurial, and Accessible and is representative of the university's commitment to serve. As an indicator of Mason's strong market brand, this past fall Mason welcomed its largest freshman class of approximately 3,530 students. Mason continues to serve a large student population with a headcount of 36,297 across all campuses, which represents a 3.1 percent increase over fall of 2016 and 17 percent of the total headcount from all 15 public, four-year institutions of higher education in the Commonwealth. Mason has accounted for 48 percent of public university enrollment growth in Virginia over the past decade.

Finances

The total university budget for FY 2020 is projected to be \$1.25 billion, which represents an increase over the total university budget of \$1.06 billion in FY 2019. The FY 2020 budget includes a strong increase in sponsored research activities, an increase of 54 percent or \$61.7 million. Philanthropic activities supporting operations is increasing by \$2.5 million to a total of \$67.5

million, a 3.8% increase. This continues a positive year over year increase in total philanthropic support.

Resource Development at GMU

Mason's Advancement & Alumni Relations office and the George Mason University Foundation are responsible for all aspects of fundraising for the university, which includes the successful discovery, cultivation, solicitation, and stewardship of all donors.

The George Mason University Foundation

The [George Mason University Foundation](#), Inc., founded in 1966, is a 501(c)(3) non-profit, independent foundation and a private corporation organized and operated for the benefit of George Mason University to receive, manage, invest and administer private gifts and resources. The [endowment](#) represents the generosity and vision of donors and stewards who, by investing in George Mason University through the foundation, help ensure financial stability for Mason. Income from more than 512 endowed funds provides perpetual support for schools and colleges, students, faculty, and programs across the university. The endowment stands at \$113M.

A team of ten professional and support staff manages, invests and administers private gifts, including endowment and real property. Assets of the Foundation total approximately \$457M. The Foundation is guided by a board of 41 elected trustees, two appointed deans, one appointed faculty representative and four ex-officio members. The board is integral in advocating for the university with alumni, community partners, and business affiliates. In addition, the trustees advance introductions to industry leaders, helping foster partnerships between Mason and corporations, government organizations and businesses. The elected trustees can serve up to three, three-year terms. The board meets three times a year and has five working committees: Audit, Finance, Investment, Nominating/Governance, and Real Estate.

Office of Advancement & Alumni Relations

The Office of Advancement & Alumni Relations team fosters lifelong relationships, facilitates advocacy, and secures private and public financial support for George Mason University while working closely with advancement professionals in the schools, colleges, and units as well as with faculty, staff, and volunteer leaders across the university. The team consists of approximately 125 professional and support staff members in both central advancement and in the schools and units. Functional units within Advancement include development/fundraising, alumni relations, stewardship and donor relations, advancement communications, special events, gift processing, research, prospect management, gift planning, corporate and foundation relations, information systems and management, and infrastructure services.

Advancement's mission is to build strong relationships with George Mason University's constituents, match donors' interests with the university's needs and priorities, and secure the financial resources necessary for Mason to achieve excellence in teaching, research, and scholarship. The division is committed to serving the academic agenda of the university, creating a culture of philanthropy in the extended Mason community, and pursuing excellence and best practices in its work. Integrity, collegiality, diversity, accountability, mutual trust, and respect for the individual as well as honoring donor intent are the values that guide the division's work.

The Alumni Relations office works closely with the [Alumni Association](#), which represents a network of more than 200,000 alumni who love Mason and support each other and the university. In 2018, Mason celebrated the Golden Anniversary of the Alumni Association, started by the class of '68. From an up and coming school to top-tier research university, Mason has come so far in those 50 years, with the support of alumni being crucial to the university's success.

Results

Annually, the institution secures approximately \$60 million a year in philanthropic support. Donors made a huge impact at Mason in 2018, with gifts and pledges totaling \$72.3 million to the *Faster Farther* campaign. Significant [support](#), such as the extraordinary \$1 million commitment for music scholarships, a \$500,000 commitment to support two graduate research assistant positions in the College of Science for each of the next 10 years, and the funding of a \$1 million renovation to the Recreation Athletic Complex are only a few successes to be highlighted.

Mason's third Giving Day, held April 4, 2019 offered a way for the entire community—alumni, friends, students, faculty, and staff—to support Mason. In just 24 hours, over 2,500 donors answered the call, supporting a wide range of causes, from scholarships and the arts to academics and athletics.

***Faster Farther:* [The Campaign for George Mason University](#)**

George Mason University has gone farther, faster, than any other university. The university has pushed boundaries in fields ranging from music to medicine, and this is only the beginning of what Mason hopes to achieve. The *Faster Farther* campaign, intended to bring in \$500 million raised over \$690M raised from 2008 - 2018. Over 73,000 donors gave and yearly giving doubled from \$30.5M to \$72.3M in the 10-year campaign. Significant achievements were made in research funding (\$362.8M), student scholarship and support (\$93.1 M), and for facilities (\$32.5M).

The Position

The Associate Director will manage a portfolio of donors and prospective donors, including Corporations and Corporate Foundations, and be responsible for facilitating all phases of the gift cycle, including initiating contact, cultivating and moving potential donors to solicitation and closure, creating solicitations, writing proposals, and stewarding donors. The position works collaboratively with key volunteers, school leadership and faculty, Advancement staff and other school representatives to cultivate and solicit donors for university priorities.

Key Responsibilities

- Assists Director of Development for University Priorities and Deputy Vice President of Advancement in preparation of annual and strategic plans for fundraising initiatives and oversees implementation of these plans;
- Carries a portfolio of 80-125 individual and corporate donors that are being moved through the donor engagement process culminating in MAJOR gifts (as defined by George Mason's Advancement team);

- Actively engages each prospect in their portfolio to ensure prospect movement and portfolio penetration annually;
- Conducts an average of 10 visits (or meaningful interactions) per month or a total of 120 visits per year;
- Conducts a minimum amount of discovery visits with prospects each year in accordance with guidelines established by Central Advancement;
- Submits 2-4 “Asks” per month for a total of 20-40 per year;
- Obtains financial support for the University by identifying, qualifying, cultivating, soliciting and stewarding current donors and identifying new donor prospects, including Corporations and Corporate Foundations;
- Cultivates and solicits new, multifaceted institutional partnerships at all levels and maximize the return on investment by our partners;
- Maintains ongoing communications with prospects and donors through written correspondence and personal visits;
- Plans and implements donor relations and fundraising events for major donors with the goal of donor engagement and support;
- Assists as needed in University Priorities related development events, programs and activities, some of which occur on evenings or weekends;
- Maintains accurate and timely records using University Development data management and reporting systems;
- Follows Mason policies and procedures, maintain files, and provide annual projections; and
- Other duties as assigned.

Qualifications, Experience and Key Attributes

- Master’s degree in a related field and demonstrated successful professional advancement and/or fundraising-related experience, preferably in higher education; or any equivalent combination of education and/or experience from which comparable knowledge, skill and abilities have been achieved.
- A minimum of five (5) years of prior fundraising experience in successfully cultivating and securing major gifts of \$25,000 or more.
- Experience with Corporate and Foundation giving.
- Consistent record of building solid relationships with prospects and donors.
- Ability to manage a mixed portfolio of approximately 80-125 individual, corporate, and prospective donors involving travel and considerable face to face meetings.
- Understand basic principles and techniques of planned giving and ability to work closely with planned giving colleagues.
- Understand business processes of advancement operations including prospect management, donor relations, and gift processing.
- Strong interpersonal, verbal, listening, and written communication skills.
- Ability to juggle multiple priorities; strong organizational skills.
- Demonstrated aptitude at representing an organization in a professional and highly effective manner.
- Able to work well with diverse groups of constituents and colleagues.
- High level of creativity, initiative, and motivation.
- Ability to maintain a high level of confidentiality with respect to prospects and donors.

- Proficient in Microsoft Office - Outlook, Word, Excel, PowerPoint.
- Familiarity with CRM fundraising software.
- Ability to travel as needed; evenings and weekends may be required.

Nominations and Applications

Review of application materials will begin immediately and will continue until the position is filled. Application materials must include a cover letter detailing how the candidate's experiences match the position requirements; resume; and names with contact information of at least five (5) references. Submission of materials as Adobe PDF attachments is strongly encouraged. For full consideration, applicants must apply for position number FA33HZ at <https://jobs.gmu.edu/>

Requests for information, written nominations, confidential inquiries, and all application materials should be directed in confidence, to:



Susan VanGilder, Partner
Kenna Boyd, Senior Associate
Storbeck Search
GMUADUniversityPrioritiesAAR@storbecksearch.com

For more information on George Mason University please visit <http://www.gmu.edu/>

George Mason University is an equal opportunity/affirmative action employer, committed to promoting inclusion and equity in its community. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, gender identity, sexual orientation, national origin, disability, or protected veteran status.