



[www.fsu.edu](http://www.fsu.edu)  
Tallahassee, FL

## DIRECTOR OF DEVELOPMENT, COLLEGE OF NURSING

### THE OPPORTUNITY



Founded in 1851, Florida State University is a preeminent university as designated by the Florida legislature. Florida State University (FSU) preserves, expands, and disseminates knowledge in the sciences, technology, arts, humanities, and professions, while embracing a philosophy of learning strongly rooted in the traditions of the liberal arts and critical thinking. Its campus marks the oldest site of continuous higher education in Florida, and its recent upward trajectory is unrivaled—FSU has risen 24 spots in six years to No. 19 among national public universities in the *U.S. News & World Report* rankings.

FSU is at an exciting moment in its history. In 2018, FSU completed the *Raise the Torch* comprehensive campaign, which raised \$1.15 billion towards transforming the student experience, powering FSU to new academic heights, encouraging innovation, and improving the public good. Following the historic success of the *Raise the Torch* campaign, the University is currently in the pre-planning phase of its next comprehensive campaign.

The College of Nursing seeks a passionate, intellectually curious, and entrepreneurial Director of Development, College of Nursing (Director of Development) to strategically design and execute a personal solicitation program resulting in philanthropic support by maximizing the identification, cultivation, solicitation, and stewardship of prospects for gifts of \$50,000 and up level. The candidate will identify, qualify, and cultivate new individual prospects in an environment where the prospective donor constituency is not immediately obvious. This individual will secure, on an annual basis, private support at the major gift level (\$50,000+) and will also be responsible for identification of potential new major gift prospects (individuals, corporations, and foundations). This individual will be expected to uphold and exemplify the operating practices and mission of the FSU Foundation.

The successful Director of Development will have the ability to elicit, understand, and synthesize the College of Nursing's vision and philanthropic priorities and translate this information into compelling cases for support which motivate non-alumni constituencies to give. S/he will partner with Dean Wang to serve as a strategic and tactical partner to prepare her for the cultivation, solicitation, and stewardship of major gifts. The candidate will ensure that Dean Wang, faculty, and faculty chairs are well-briefed and that their time spent is highly productive, effective, and results oriented. The ideal candidate will partner with colleagues in FSU's Division of University Advancement to identify prospects in corporate and foundation giving, major giving, principal giving, and planned giving.

The Director of Development will report to the Associate Vice President of Advancement, Colleges, Schools, and Units. The successful candidate will partner with Dean Wang, Associate Vice President of Advancement, Principal Gifts, and other members of the College of Nursing's development, communication, and alumni engagement team to develop and execute strategic fundraising initiatives on behalf of the College, the University, and FSU's Division of University Advancement.

Florida State University has retained [Freeman Philanthropic Services, LLC](#) to assist with this crucial recruitment.

## FLORIDA STATE UNIVERSITY



Founded in 1851, FSU is one of the largest and oldest of the 12 institutions of higher education in the State University System of Florida. In each succeeding decade, FSU has added to its academic organization and presently is composed of 16 independent colleges. It has expanded from the original few acres and buildings to 542 buildings on 1,550 acres, including the downtown Tallahassee main campus of 451.6 acres, a farm which for many decades supplied the Florida State College for Women with food, the Seminole Reservation — a recreational facility, the Marine Laboratory on the Gulf Coast, the Florida A&M University-Florida State University College of Engineering facility, the National High Magnetic Field Laboratory, and branch campuses in both Panama City, Fla., and the Republic of Panama. The University has over 50 years of experience in international education and is a nationally recognized leader in the field of study-abroad programs, with permanent study centers in London, Florence, Valencia, and Panama.

FSU offers transformational education to a diverse student body of 45,000 individuals from 130 countries. The University has a 74% graduation rate, one of the highest of any public university in Florida, and is recognized by *U.S. News & World Report* as the No. 8 Best Value College in the nation among public colleges and universities.

Of FSU's colleges, schools, and units, many are highly ranked by *U.S. News & World Report*. Select rankings include:

- No. 1: **School of Information's** school library media program.
- No. 2: **College of Education** Online Graduate Specialty Program in Educational / Instructional Media Design.
- No. 3: **College of Business**, Dr. William T. Hold/The National Alliance Program in Risk Management and Insurance program.
- No. 3: **College of Education** Online Graduate Specialty Program in Special Education.
- No. 4: **College of Education** Online Graduate Specialty Program in Curriculum and Instruction.
- No. 6: **College of Social Work** Online Graduate Program.
- No. 7: **College of Education** Online Graduate Program for Veterans.

The full list of FSU's awards and rankings can be viewed at: <https://www.fsu.edu/highlights/rankings.html>.

## MISSION

Florida State University preserves, expands, and disseminates knowledge in the sciences, technology, arts, humanities, and professions, while embracing a philosophy of learning strongly rooted in the traditions of the liberal arts. The university is dedicated to excellence in teaching, research, creative endeavors, and service. The university strives to instill the strength, skill, and character essential for lifelong learning, personal responsibility, and sustained achievement within a community that fosters free inquiry and embraces diversity.

## VISION

Florida State University will be among the nation's most entrepreneurial and innovative universities, transforming the lives of its students and shaping the future of its state and society through exceptional teaching, research, creative activity, and service. We will amplify these efforts through its distinctive climate—one that places a premium on interdisciplinary inquiry and draws from the rich intellectual and personal diversity of its students, faculty, staff, and alumni. These three forces—entrepreneurship, interdisciplinarity, and diversity—deepen FSU's impact and result in a powerful return to its students and the people of Florida for their continued support and trust.

## CORE VALUES

FSU and the FSU Foundation are committed to the following core values:

- **Transformative Daring:** The FSU Foundation supports thoughtful risk-taking that leads to successes that improve the world dramatically. And when the Foundation faces challenges, it confronts them with resilience, curiosity, and renewed desire to overcome hurdles to its goals.
- **Inspired Excellence:** The Foundation achieves the highest levels of success by drawing strength and understanding from the talents of those around it and from its interactions with them.
- **Dynamic Inclusiveness:** The FSU Foundation believes the benefits of a richly varied community arise not only from the diversity of people it includes, but more importantly from intentional efforts to create a strong sense of belonging that encourages deep and high-quality connections.
- **Responsible Stewardship:** The FSU Foundation transforms the resources it is given and the

public's trust in the Foundation into powerful impact that betters the lives of those around it, near and far.

- **Engaged Community:** The Foundation upholds the traditions and history that create a small-college culture within a large university. This makes FSU a welcoming place where people discover others like themselves—while also connecting to and learning from classmates and colleagues of vastly different backgrounds and experiences.

## ABOUT THE COLLEGE OF NURSING



Since 1950, the College of Nursing (The College, The CON) has offered rigorous educational, clinical, and research opportunities that have prepared more than 7,000 nurses for rewarding careers in health care. The College offers programs designed to enhance the quality of life among all people. Through innovative practice, scholarly research, and acclaimed educational programs, the College continues to challenge the boundaries of what is possible.

The College educates clinicians, leaders, scholars, and advanced practitioners who can enhance the quality of life for people of all cultures, economic levels, and geographic locations. The CON integrates the liberal arts and sciences with the knowledge, skills, and attitudes essential for lifelong learning, personal responsibility, and sustained achievement in the nursing profession and the communities in which its graduates reside.

The College of Nursing is undergoing a period of transformational growth and achievement. In 2023, the College rose 25 spots in both the B.S.N. and D.N.P. 2023 U.S. News and World Report. The College's achievements and accomplishments include:

1. Rose 35 spots to #8 nationally and #1 in Florida in the 2023 NIH Blue Ridge Rankings.
2. Expansion of BSN program to address nursing workforce shortage.
3. Launch of 2 new research centers: Institute on Digital Health and Innovation & Brain Science and Symptom Management Center.
4. Institute on Digital Health and Innovation: Recipient of a \$72.7 million NIH grant to improve HIV prevention and care interventions among young adults and adolescents.
5. Center of Population Sciences for Health Equity: Recipient of \$14.5 million NIH FIRST award.
6. Launch of PhD in Nursing program.
7. Addition of 2 new DNP Tracks: Lifestyle Medicine and Executive Health Systems Leadership.
8. Significant increase in faculty research and scholarship productivity.
9. Expansion of Simulation Center and Student Success Support.

## ADVANCEMENT LEADERSHIP



### **Marla Vickers, Vice President for University Advancement and President, FSU Foundation**

Marla Vickers has spent the past 24 years in the non-profit arena, 21 of which have been in fundraising in higher education. She returned to her alma mater last October to become FSU's Vice President for University Advancement and President of the FSU Foundation. Prior to joining FSU, she served as Associate Vice President of Advancement at Emory University where she oversaw eight school and unit fundraising teams across the University. Marla has also served as Assistant Vice President of Development at Yale University where she managed nine of Yale's central fundraising teams and served as a thought partner for the planning of the University's current \$7 billion-dollar campaign.

Marla's time at the University of Chicago as Senior Director of Development and Campaign Manager for the College was marked by her leadership of the major gift and leadership annual giving teams, in addition to managing her own portfolio of prospects in the California and Chicago metro areas as part of a \$5 billion-dollar campaign. Additionally, Marla has worked as a fundraiser at George Washington University and Duke University. She launched her development career at Georgetown University where she served in a stewardship and donor relations capacity.

With four different comprehensive campaigns at four universities in her portfolio, she has acquired great visibility into numerous best practices in a variety of settings. In each role throughout her career, she has developed strong relationships with her colleagues, senior leadership, faculty, donors, and volunteers. Marla is excited to lead FSU's next comprehensive campaign in partnership with President McCullough, Provost Clark, and many others across campus.

A graduate of the University of Georgia with a B.A. in history and political science, Marla earned a Master of Arts in Public History and Historic Administration from Florida State University and an MBA from George Washington University. She also holds a Fundraising Professional certificate from Northwestern University's program in in Philanthropy & Nonprofit Organizations as well as a certificate from Indiana University's Lilly Family School of Philanthropy in Non-profit Executive Leadership and Management. Marla is also a Certified Fundraising Executive (CFRE). Marla is currently working on her doctorate in education at Vanderbilt University in the Peabody College of Education and Human Development where she is studying leadership and learning in organizations.



### **Susan Glenn, Associate Vice President of Advancement, Colleges, Schools, and Units**

Susan Glenn recently joined the Florida State University Foundation as the Associate Vice President of Advancement for Colleges, Schools, and Units. Her extensive background in fundraising spans 30+ years in higher education, academic medicine, and complex healthcare systems.

Prior to joining FSU, she served for more than seven years as the Executive Director of Advancement at the University of Central Florida College of Business – one of the largest business colleges in the nation. Glenn focused on principal and major gift strategies to create successful alumni and corporate programs supporting student scholarships, faculty research and professorships, facility renovations and academic programming. She played an integral role in the launch of the IGNITE campaign, a \$500 million fundraising effort, the largest in UCF's history.

Noting previous positions, Glenn served as the Vice President and Chief Development Officer of the Rock Valley College Foundation where she led all aspects of the Foundation, including major gifts, annual

programs, planned giving, board management, communications, alumni relations and special events. She previously served as the Executive Director of Planning and Development at Duke Children’s Hospital & Health Center where she led a \$150 million campaign which was part of the \$1.2 billion Duke Forward Campaign. She served as Vice President of Major Gifts and Executive Development Officer the at Advocate Health Care System – the largest system in Chicago. She led eight major gift teams at eight different hospitals through a \$125 million campaign – the inaugural campaign for the system. She served as a major gift officer at her alma mater Northern Illinois University in the Law School, as well as Executive Director of Development at Lewis University.

Susan earned her BA in Corporate Communications at Northern Illinois University and has completed credits toward her MBA.

## COLLEGE OF NURSING LEADERSHIP



**Jing Wang, PhD, MPH, RN, FAAN, Dean and Professor, Florida State University College of Nursing**

Jing Wang, PhD, MPH, RN, FAAN is Dean and Professor of the Florida State University College of Nursing, and Adjunct Professor in Biomedical Informatics and Public Health at the University of Texas Health Science Center at Houston. She serves as the Board of Trustee at the Robert Wood Johnson Foundation and HCA Florida Capitol Hospital. She’s committed to nursing workforce development and High Tech High Touch approach in nursing education, research, and collaborative practice. Her interdisciplinary research uses mobile and connected health technologies to optimize multiple-behavior lifestyle interventions and improve patient-centered outcomes among the chronically ill and aging populations with multiple chronic conditions, especially among the rural and underserved populations. She’s an elected Fellow of the American Academy of Nursing, 2013 Robert Wood Johnson Foundation Nurse Faculty Scholar, 2015 TEDMED Scholar, 2016 Josiah Macy Jr. Foundation Macy Faculty Scholar, and Harvard Macy Scholar where she continues to teach in the “Leading Innovations in Health Care & Education” program in the Harvard Macy Institute. She is also the editorial board member of The Science of Diabetes Self-Management and Care. She was a member of the Steering Committee that updated the American Nurses Association (ANA) Connected Health Principles from the 1998 ANA Core Principles on Telehealth to guide nursing practice on telehealth and connected health. As a Health and Aging Policy Fellow and American Political Science Association Congressional Fellow, she was a Senior Scientific Advisor to Agency for Healthcare Research and Quality (AHRQ), and works with Centers for Medicare & Medicaid Services (CMS) and the Office of the National Coordinator for Health Information Technology (ONC) as a senior policy advisor. Wang received MSN and PhD from the University of Pittsburgh School of Nursing, MPH from its Graduate School of Public Health, and Graduate Certificate in Clinical and Translational Science from its School of Medicine.

## REPORTING AND IMPORTANT RELATIONSHIPS

The Director of Development will report to the Associate Vice President of Advancement, Colleges, Schools, and Units. The successful candidate will partner with Dean Wang, Associate Vice President of Advancement, Principal Gifts, and other members of the College of Nursing’s development, communication, and alumni team to develop and execute strategic fundraising initiatives on behalf of the College, the University, and FSU University Advancement.

## KEY RESPONSIBILITIES

The Director of Development will be an inspired leader with the demonstrated track record to develop a robust major gifts program for the College of Nursing. S/he will be responsible for the following:

- Rapidly obtain and share a comprehensive understanding of the College of Nursing's philanthropic priorities, effectively matching the specific interests of prospects to those needs;
- Create and implement an annual major gifts plan for the College of Nursing;
- Lead and expand existing fundraising activities while systematically identifying and designing new opportunities with individuals, corporations, and foundations;
- Lead the identification, qualification, cultivation, solicitation, and stewardship of a portfolio of major gifts prospects with capacity to give gifts of \$50,000 and above in an environment where the prospective donor constituency is not immediately obvious;
- Partner with Dean Wang, Associate Vice President of Advancement, Colleges, Schools, and Units, and other members of the College of Nursing's development, communication, and alumni team to develop and execute strategic fundraising initiatives on behalf of the College, University, and FSU's Division of University Advancement;
- Lead a stewardship program to create, inspire, and maintain donor loyalty, interest, and enthusiasm, including the creation of communication and activities (e.g., letters, invitations to appropriate activities, meetings, events, student engagement, campus visits) to express recognition, appreciation, and gift impact;
- Support Dean Wang in her role as a key fundraiser, serving as a strategic and tactical partner to prepare her for the cultivation, solicitation, and stewardship of major gifts; ensure that the dean, faculty, and faculty chairs are well-briefed and that their time spent is highly productive, effective, and results-oriented;
- Build a pipeline of prospects, expand the prospect base, cultivate relationships, and solicit individuals, foundations, and corporations in an environment where the prospective donor constituency is not immediately obvious;
- Provide prospect and donor related assessments and feedback for the College of Nursing and FSU's Division of University Advancement;
- Prepare proposals and gift agreements as required for proper gift documentation;
- Prepare correspondence with prospects and documents communications, solicitation activity and gift information in compliance with University Advancement reporting guidelines;
- Manage the College of Nursing's philanthropic advisory board;
- Partner with colleagues in FSU's Division of University Advancement to identify prospects for planned giving, corporate and foundation giving, and major giving;
- Maintain best fundraising and operational practices, utilizing clearly defined goals, objectives, and transparent methods with which to measure success; and
- Protect confidential information and follow all University Advancement, University, and the State of Florida Sunshine Law pertaining to public records and constituent information.

## KEY QUALITIES

Florida State University seeks a mission-driven professional who will support and ensure the philanthropic success of the College of Nursing. In addition to the **demonstrated ability** to meet and exceed the responsibilities listed in the preceding section, the ideal candidate will possess the following experience and attributes:

- Deep appreciation for, and an ability to articulate eloquently, the educational mission and aspirations of Florida State University and the College of Nursing;
- Strategic and collaborative fundraising leadership with a track record of creating and implementing fundraising initiatives, resulting in significant revenue growth and improved operations;
- Stature, professional experience, and relationship building skills to support Dean Wang, high-caliber administrative and academic leadership, staff, donors, prospects, colleagues, and volunteers in a fast-paced environment;
- Demonstrated track record of leading the design of identification, cultivation, solicitation, and stewardship strategies in an environment where the prospective donor constituency is not immediately obvious;
- Intellectual curiosity with the ability to elicit, understand, and synthesize complex ideas and research and translate this information into compelling cases for support which motivate non-alumni constituencies to give;
- Excellent influencing and communication skills and impeccable writing ability;
- People-oriented and proactive approach, combined with an entrepreneurial spirit;
- Proven ability to increase philanthropic support, including the purposeful, creative diversification of philanthropic revenue sources at an institution of comparable scope and complexity;
- Unquestioned integrity and sound judgment, as well as a sense of perspective;
- Driver's license required; and
- Master's degree and four years of experience in a related advancement field or a Bachelor's degree and six years of related experience required.

## COMPENSATION

The compensation and benefits package will be competitive and commensurate with the successful candidate's background and experience.

## DIVERSITY

FSU is an Equal Opportunity/Access/Affirmative Action/Pro Disabled & Veteran Employer. FSU's Equal Opportunity and Non-Discrimination Statement can be accessed at:

[https://hr.fsu.edu/sites/g/files/upcbnu2186/files/PDF/Publications/diversity/EEO\\_Statement.pdf](https://hr.fsu.edu/sites/g/files/upcbnu2186/files/PDF/Publications/diversity/EEO_Statement.pdf).



## INQUIRIES AND HOW TO APPLY

Florida State University has retained Freeman Philanthropic Services, LLC to assist on this recruitment. FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions.

Please send all inquiries, applications, and nominations directly to FPS via email at [FloridaState-Nursing@glfreeman.com](mailto:FloridaState-Nursing@glfreeman.com).

All applications must include: (1) an up-to-date resume; and (2) a formal letter of interest (addressed to Gail L. Freeman, President of FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity at Florida State University is the logical and desired next step in their career. Additional materials and information will be requested during the search and interview process.