

Pratt

Mission: “To educate artists and creative professionals to be responsible contributors to society.”

www.pratt.edu
Brooklyn, NY
Hybrid Employment

DIRECTOR OF ANNUAL GIVING

ABOUT THE OPPORTUNITY



A world-class and internationally ranked college with programs in art, design, architecture, liberal arts and sciences, and information studies, Pratt Institute (Pratt, the Institute) offers nearly 50 undergraduate and graduate degree programs. Pratt is a renowned artist community that connects a diverse, generous, and creative student body with faculty who serve as active practitioners in their respective fields, creating an educational experience that aligns pedagogy with practicality to ensure student success in creative fields and professional practice.

Pratt is at an inflection point as an institution. The Institute is in the planning and feasibility process of an anticipated nine-figure comprehensive campaign. In parallel, Pratt seeks to deepen its philanthropic sources of support in the coming years to ensure that the team can achieve its goal of increasing operating and endowment funds.

Pratt seeks a creative and strategic Director of Annual Giving (Director) to oversee and expand a robust annual giving program, focused on the growth of direct mail, e-philanthropy, student calling, annual campaigns, and active portfolio management of leadership annual giving prospects. The Director will develop and execute strategies for increasing donor renewals while leading the acquisition of new alumni, parent, family, and friend annual fund donors. The ideal candidate will drive pipeline development and discovery work to target, secure, and retain annual giving prospects while leading moves management to migrate prospects to the leadership annual and major gifts level.

The successful candidate will manage the strategy and operations for the annual giving program, including Pratt's calendar of annual giving activities and touchpoints, giving days, giving societies, and special alumni giving programs. The Director will have the proven ability to effectively engage and solicit support from defined and non-defined constituencies. They will create and carry a portfolio of alumni, family, parent, and friend prospects with capacity to make annual gifts of \$10,000 to \$25,000, while simultaneously structuring and supporting their team's portfolios.

The Director of Annual Giving will report to the Assistant Vice President of Institutional Advancement, Jacob Korb. The Director will lead a team of two direct reports with the opportunity to consider hiring additional staff in the future. The successful candidate will build and structure their team's portfolios of annual and leadership annual giving prospects.

Pratt has retained [Freeman Philanthropic Services, LLC](#) to assist on this critical recruitment.

INSTITUTIONAL ADVANCEMENT AT PRATT



Pratt's Institutional Advancement team is comprised of 37 development professionals in frontline fundraising, events, alumni engagement, prospect research, and operations. In fiscal year 2025, Pratt anticipates raising \$12 million from individuals, corporations, and foundations. In addition, the Institute has a \$325 million endowment.

REPORTING AND IMPORTANT RELATIONSHIPS

The Director of Annual Giving will report to the Assistant Vice President of Institutional Advancement, Jacob Korb. The Director will lead a team of two direct reports with the opportunity to consider hiring additional staff in the future. The successful candidate will build and structure their team's portfolios of annual and leadership annual giving prospects. They will collaborate closely with the Senior Director of Major Gifts and Director of Alumni Engagement.

CHALLENGES AND OPPORTUNITIES

The Director of Annual Giving will expand and build a robust and high-performing annual giving program to ensure Pratt's philanthropic growth. The successful candidate will:

- Develop an extensive understanding of Pratt's mission, culture, programs, and fundraising priorities, and passionately communicate the case for support;
- Lead and expand a robust annual giving program, comprised of direct mail, e-philanthropy, student calling, annual campaigns, and active portfolio management of leadership annual giving prospects;
- Lead pipeline development and discovery work to target, secure, and retain annual fund prospects in support of Pratt's institutional priorities;
- Build and carry a portfolio of alumni, family, parent, and friend prospects with capacity to make gifts of \$10,000 to \$25,000, while simultaneously structuring portfolios for members of the annual giving team;
- Develop and execute comprehensive strategies for renewing existing individual annual donors;
- Continue to upgrade gifts and increase renewal rates, while simultaneously focusing on the acquisition of new annual fund donors;
- Lead moves management, including the identification and migration of annual individual giving donors to the leadership and major gifts level;
- Create and manage Pratt's calendar of annual giving touchpoints;
- Manage and oversee the growth of giving societies and special alumni giving programs; and
- Interpret regular analytical reports (with assistance from the advancement services team) on progress toward fundraising and appeal goals.

IDEAL QUALITIES AND ATTRIBUTES

The Director will have the proven ability to effectively meet the responsibilities listed in the preceding section. The ideal candidate's qualities and attributes include:

- Passion and commitment to Pratt's mission, vision, and values, with an appreciation for the arts, design, architecture, aesthetics, and the creative community;
- Demonstrated track record of building structure for a comprehensive annual fund program, resulting in marked growth;
- Proven ability to lead donor acquisition of defined and non-defined constituencies;
- Effective manager with the ability to motivate, mentor, and leverage a team's existing capacity to further strengthen performance;
- Excellent communication skills (writing, proofreading, speaking, presentation, and listening) and keen attention to detail, with the ability to effectively communicate with all levels of the organization, as well as external constituencies;

- Intellectually curious, entrepreneurial leader with a passion for building annual giving programs;
- Ability to develop, foster, and maintain relationships with volunteers, staff, and members of the community;
- Excellent leadership, interpersonal, communication, and organizational skills;
- High energy level, initiative, and consistent follow-through;
- Commitment to the highest standards of professionalism and best fundraising practices; and
- Inclusive management and team building skills to help guide a development team, while maintaining best practices, camaraderie, clear goals, and shared accountability.

DIVERSITY

Pratt Institute is an Equal Opportunity Employer and recognizes and values the benefits of a diverse workforce.

At Pratt Institute, diversity is represented by a mosaic of individuals from a variety of races, ethnicities, religions, gender expressions, sexualities, geographic backgrounds, cultures, ages, abilities, and socioeconomic groups. As a leading college of art and design devoted to a creative learning community, Pratt recognizes the strength that stems from a diversity of perspectives, values, ideas, backgrounds, styles, approaches, experiences, and beliefs.

COMPENSATION AND BENEFITS

Pratt Institute offers a unique and dynamic work environment and culture for its employees, one infused with the creative energy and intellectual fervor of working artists and professionals, in an extraordinary campus setting in the Clinton Hill section of Brooklyn, as well as in the Manhattan campus on West 14th Street.

The compensation and benefits package will be competitive and commensurate with the selected candidate's background and experience. The compensation range for this position is \$140,000 to \$150,000. For extraordinary candidates, Pratt may consider higher compensation.

The Director of Annual Giving will work in a hybrid capacity.

CONFIDENTIAL INQUIRIES AND HOW TO APPLY

Pratt 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 **PrattAG@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 Pratt is the logical and desired next step in their career. Additional materials and information will be requested during the search and interview process.

ABOUT PRATT

A world-class and internationally ranked college with programs in art, design, architecture, liberal arts and sciences, and information studies, Pratt offers nearly 50 undergraduate and graduate degree programs.

The Institute's impact expands beyond its 25-acre residential campus in Brooklyn and cutting-edge facilities at Dock 72 and the Pfizer building to a landmark building and public gallery in Manhattan, as well as an extension campus, Pratt Munson College of Art and Design in Utica, New York. Another extension of Pratt's main campus is the Research Yard, a 20,000-square-foot facility that brings together the research activities of Pratt Institute under one roof in the Brooklyn Navy Yard (BNY). On Governors Island, Pratt is a founding core partner in The New York Climate Exchange, a research and educational hub poised to establish New York City as the global leader for the most pressing issue of our time: climate change. Pratt is the only independent school of art and design to achieve a Gold rating from the Association for the Advancement of Sustainability in Higher Education.

Since its founding in 1887, Pratt has prioritized diversity and inclusion, welcoming students from all walks of life while developing and sustaining pathways to more equitable workplaces and careers.

Pratt and its exceptional faculty pride themselves on being academically excellent as well as leaders in both in-person and online learning. Pratt students are part of a collaborative, interdisciplinary, research- and inquiry-based education that prepares them for success in creative fields and professional practice. With a long-held commitment to the communities of New York, Pratt partners locally through the Pratt Center for Community Development to work for a more just city. The Institute also offers a variety of programs for local pre-college and continuing education students in the Center for Art, Design, and Community Engagement K–12 and the School of Continuing and Professional Studies. Additionally, Pratt partnered with Bank Street College of Education and the NYC Department of Education to develop and launch a new public high school situated in downtown Brooklyn dedicated to design and social justice, Design Works High School, which opened in fall 2023.

The value of a Pratt education is evident in its graduates' diverse and thriving careers, where their designs, art, work, and environments have reimaged our world. In over 75 countries across the globe, Pratt's 61,000 alumni are advancing the creative economy and making a positive impact through their work, participatory practices, and prescient research, from community-engaged design to sustainable environmental solutions.

ACADEMICS

Pratt undergraduates come to the Institute from the Brooklyn / New York City community, from around the country, and around the world. Pratt's is a diverse and inclusive community, and the Institute is committed—every day—to helping all of its students thrive during their years at Pratt. Blending theory and practice, Pratt's curriculum weaves creative studio work with critical reflection on social impact. It's this dynamic approach that challenges students to reach their full potential here—to think and to make, to lead and to collaborate, and evolve continually above all. In the process, students engage with issues of justice, sustainability, resilience, and global citizenship, developing fluency across disciplines and the skills to solve problems creatively, at Pratt and beyond

Pratt undergraduates pursue one of [22 degree programs](#): the AAS, AOS, or BFA in the School of Art, or perhaps a dual undergraduate / graduate degree in Art and Design Education; a BFA or BID in the School of Design; a BA in the School of Liberal Arts and Sciences; a BArch, BS, BPS or AAS in the School of Architecture.

Pratt's [27 graduate programs](#) provide an academic home for students seeking to continue their studies with the MS, MLA, or M.Arch in the School of Architecture; an MFA, MA, or MPS in the School of Art; an MFA, MID, or MS in the School of Design; an MS or MA in the School of Information; an MA or MFA in the School of Liberal Arts and Sciences.

Pratt's School of Continuing and Professional Studies ([SCPS](#)) serves the lifelong learning needs of nontraditional students through high-quality credit and non-credit programs and courses in [art and design](#), [photography](#), [digital design](#), [perfumery](#), and more, for educational advancement, career change, and enrichment.

To learn more about Pratt's academic offerings, visit [Pratt's website](#).

STRATEGIC PLAN

Over the course of the 2024-25 academic year, Pratt Institute is engaging in a thoughtful, consultative, and collaborative process to develop its next strategic plan. To read more about Pratt's strategic planning process, visit [Pratt's website](#).

LEADERSHIP

Board of Trustees

Pratt's Board of Trustees is comprised of dedicated and engaged leaders committed to Pratt's mission, vision, and continued growth. The Board is a diverse group of students, recent graduates, faculty, esteemed community and corporate leaders, alumni, and leaders in design, art, engineering, architecture, and other creative practitioners.

For a complete list of members of the Board of Trustees, [please click here](#).



President Frances Bronet

Frances Bronet is the 12th president of Pratt Institute. An educator and leader at the forefront of interdisciplinary learning, Bronet came to Pratt in 2018. International rankings, underrepresented enrollment, graduation rates, financial aid, and the endowment have increased during her tenure, and the Institute has invested in high-efficiency models to reduce the school's energy and carbon usage. Under her leadership, Pratt has developed a presence at the Brooklyn Navy Yard through an inaugural research facility and MFA programming, became an inaugural partner of The New York Climate Exchange, and launched a public high school dedicated to design and social justice with Bank Street College of Education in collaboration with the New York City Department of Education.

Before coming to Pratt, Bronet served as senior vice president and provost at Illinois Institute of Technology (IIT) in Chicago. Previously, she served as acting provost at the University of Oregon; before that, she was the dean of the School of Architecture and Allied Arts (now the College of Design). Bronet began her academic career as a faculty member in the School of Architecture at Rensselaer Polytechnic Institute. She also held positions of associate dean of architecture, professor of architecture, and acting dean of the School. Bronet is past president of the Association of Collegiate Schools of Architecture (ACSA) as well as past chancellor for the ACSA College of Distinguished Professors. She is the co-founder of the ACSA Women's Leadership Council.

For almost four decades, Bronet has been developing and publishing work on multidisciplinary design curricula connecting architecture, engineering, science, technology and society (humanities and social sciences), dance, and fine and electronic arts. She has received extensive funding from the National Science Foundation (NSF), the National Endowment for the Arts (NEA), and the National Endowment for the Humanities/Fund for the Improvement of Postsecondary Education (NEH/FIPSE) for work on new pedagogical models using design for technical and/or interdisciplinary learning. Selected

publications include “Quilting Space: Alternative Models for Architectural and Construction Practice,” in *Research in Science and Technology Studies: Gender and Work*; “Space-in-the-Making,” in *Geographies of Dance*; “Teaching the Design: Feminist Practice,” with Linda Layne, anthropologist, in *Feminist Technologies*; and “Product Design and Innovation: The Evolution of an Interdisciplinary Design Curriculum,” in *International Journal for Engineering Education* (with Gary Gabriele, et al).

Bronet installed the NEA-funded performance *Don’t Leave Me* with acclaimed choreographer Alito Alessi, his award-winning mixed-abilities company DanceAbility, University of Oregon faculty and dancers, and renowned Knight Professor and electronic musician Jeff Stolet—in a set of choreographed action installations examining the relationship between space and movement for the National Building Museum in Washington, D.C. Before that, Bronet’s series of funded interactive full-scale architecture, construction, and dance performance/installations (*Beating a Path* and *SpillOut*) with the Ellen Sinopoli Dance Company received critical acclaim. Her first-year design studios have collaborated with Doug Varone, Terry Creach, Emmy Award-winner Branda Miller, the Berkshire Ballet, MacArthur recipient Elizabeth Streb, and the Sandra Burton Dance Company for these “Design in Movement” projects.

Bronet has been named a DesignIntelligence Most Admired Educator (twice) and an ACSA Distinguished Professor, and is past chancellor for the ACSA College of Distinguished Professors. She is a recipient of the Carnegie Foundation for the Advancement of Teaching New York Professor of the Year and the William H. Wiley Distinguished Professor Award for excellence in teaching, research, service, and contributions to the university and community. She is the co-founder of the ACSA Women’s Leadership Council and continues to mentor and lecture on women in leadership nationally. She is one of the only presidents of a college who practiced as an architect, and before that, she was the only architecture provost of a Carnegie-classified research institution.

Since joining Pratt, Bronet has earned many notable accolades, including being named to the PoliticsNY 2022 Power Players in Education, City & State’s 2018 Brooklyn Power 50, the 2019 Brooklyn Power 100, the 2019 New York Women’s Power 100, and the 2020 New York Women’s Power 100 lists, and was honored with Beverly Willis Architecture Foundation’s Oculus Award (2019) for academic leadership supporting scholarship on women in architecture and engineering. She has been profiled in *Design Milk*, *The Architect’s Newspaper*, *Interior Design*, *Madame Architect*, authored an op-ed in *Crain’s New York Business*, and co-authored an opinion piece in *Gotham Gazette*. Bronet has been interviewed on public radio’s *The Brian Lehrer Show*, the Peabody Award-winning *Studio 360* with Kurt Andersen, *Person Place Thing* with Randy Cohen, and Joanne Wilson’s *Gotham Gal* podcast, and is asked to present in international and national fora. She has served as a juror for the international CODAwards.

Underlining her commitment to bolstering New York City’s talent and workforce development to ensure an inclusive economic recovery is Bronet’s appointment to the Mayor’s Office of Talent and Workforce Development. Bronet is chair of the board of trustees of the Association of Independent Colleges of Art and Design (AICAD), a member of the Consortium for Sustainable Urbanization advisory board, and co-chair of the Myrtle Avenue Business Improvement District.

As a thought leader, Bronet has been an invited speaker/panelist/contributor at City & State New York’s 2019 Education Summit, the UN Consortium for Sustainable Urbanization, the IDC Foundation Panel on Innovation at the Intersection of Building Design and Construction (2019), the Municipal Art Society, the Beverly Willis Foundation, the Society for College and University Planners (SCUP), and the Association for a Better New York Young Professionals (2019).

Bronet holds architecture and engineering professional degrees from McGill University; she received her graduate degree from Columbia University. She was licensed by the Quebec Ordre des Architectes, and has practiced in multiple award-winning offices in New York and Canada, including her own in Montreal.



Stephanie Cook, Vice President of Advancement

Stephanie Cook is a highly accomplished fundraising professional with significant experience in non-profit, cultural, and higher education sectors.

Named Vice President for Institutional Advancement at Pratt Institute, in April 2024, Cook brings to the role a track record of establishing successful fundraising campaigns, leading the management of complex teams, and securing gifts in support of higher education, conservation, and the arts.

A passionate practitioner of the arts and longtime professional fundraising executive, Cook joined Pratt following six years with the National Audubon Society, where she served as Vice President, Development. Cook honed her skills and developed a strong reputation for transforming a fundraising program at a more than 100-year-old non-governmental agency (NGO), along with the Chief Development Officer, to achieve the organization's priorities. During her tenure at Audubon, she led robust fundraising teams and development operations efforts, helping to reshape how the organization secured philanthropic support through several team restructures. She expanded the pipeline of major gifts in support of numerous conservation priorities and led her team, and others, to significantly surpass ambitious fundraising goals. Cook also relaunched departmental functions to ensure efficient and effective operations, and established best practices in measuring fundraising success across the team. In her final two years, she helped shape Audubon's current strategic plan and worked across the organization to create compelling success stories to inspire philanthropic investment.

Before joining Audubon, Cook was the executive director of advancement at Syracuse University, leading the New York Regional Office and serving as the university's lead fundraiser in New York City and its surrounding communities. She was responsible for managing a comprehensive fundraising strategy and building relationships with and securing philanthropic support from alumni, parents, and friends to ensure the future of Syracuse University. In a similar role, Stephanie previously worked at Villanova University and, along with campus partners, expanded the pipeline of major gift prospects. She was also instrumental in the expansion of Villanova University's regional advancement efforts in Boston; Chicago; Washington, DC; and on the west coast.

Earlier in her career, Cook served as the director of individual giving for the arts at Columbia University, as a development officer for major gifts at the Wildlife Conservation Society, and supported fundraising efforts on behalf of the Central Park Conservancy.

Cook is a graduate from the University of Kentucky, where she received a Bachelor of Fine Arts. Cook also received a Master of Science in Fundraising and Nonprofit Management from Columbia University.



Jacob Korb, Assistant Vice President of Advancement

Jacob Korb is a dedicated and strategic fundraising leader with more than a decade of experience in fundraising, campaign strategy, and nonprofit management. Appointed Assistant Vice President for Institutional Advancement at Pratt Institute in February 2025, Korb brings to the role a deep commitment to mission-driven fundraising, a collaborative leadership style, and his commitment to mentoring fundraising professionals to grow their careers while advancing institutional goals.

Korb joined Pratt in 2021 as Executive Director of Development, leading a comprehensive fundraising program encompassing annual giving, alumni engagement, planned giving, and corporate and foundation relations. Under his leadership, the Institute saw

increased engagement across constituencies, the development of new regional and international strategies, and the successful solicitation of leadership and major gifts, including seven-figure naming opportunities. He has played a pivotal role in expanding the visibility and effectiveness of institutional advancement at Pratt, including the design and launch of engagement strategies for alumni, industry partners, and key volunteer leaders.

Prior to joining Pratt, Korb served as an Executive Director at CCS Fundraising, one of the world's largest and most respected fundraising consulting firms. At CCS, he partnered with a wide range of organizations to lead campaign planning studies, develop major gift strategies, and design fundraising infrastructures in support of transformational philanthropic growth. His portfolio included national and regional institutions in higher education, the arts, healthcare, and social services.

Earlier in his career, Korb held leadership and development roles in both Pittsburgh and coastal Maine. In Pittsburgh, he served on the Individual Giving team at The Pittsburgh Cultural Trust and supported institutional advancement efforts at The Neighborhood Academy, a college-preparatory school for underserved youth. In Maine, he served as Executive Director of Main Street Bath, a nationally affiliated economic development initiative, where he led community revitalization efforts, managed cross-sector partnerships, and oversaw a broad portfolio of public and private fundraising.

Korb is a graduate of the University of Pittsburgh School of Social Work and brings to his work a passion for building authentic relationships and a belief in the power of philanthropy to strengthen communities and expand opportunity.