



SENIOR DIRECTOR OF DEVELOPMENT, COLLEGE OF BUSINESS
[FLORIDA STATE UNIVERSITY](#)
TALLAHASSEE, FLORIDA



Aspen Leadership Group is proud to partner with Florida State University in the search for a Senior Director of Development, College of Business.

The Senior Director of Development will strategically design and execute a personal solicitation program resulting in philanthropic support through the identification, cultivation, solicitation, and stewardship of high-level prospects for the College of Business in a campaign environment. The Senior Director will secure, on an annual basis, private support at the major gift level (\$100,000) while also identifying, developing, and managing a portfolio primarily consisting of \$1,000,000 and above donors. The Senior Director will uphold and exemplify the operating practices of the Division of University Advancement while raising philanthropic dollars in support of the mission of Florida State University.

One of the nation's elite research universities, 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 and critical thinking. FSU was founded in 1851 and the welcoming campus is located on the oldest continuous site of higher education in Florida, in a community that fosters free inquiry and embraces diversity, along with championship athletics, and a prime location in the heart of the state capital. The university is home to more than 45,000 students from every Florida county and 130 countries. Students enjoy the personalized education afforded by a 17:1 student-to-faculty ratio and can choose from the nearly 300 degree programs offered at the bachelor's, master's, doctoral, specialist, and professional level.

Florida State 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. Florida State University strives to be among the nation's most entrepreneurial and innovative universities, transforming the lives of its students and shaping the future of the state and society through exceptional teaching, research, creative activity, and service. FSU amplifies 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.

Florida State University is fortunate to have a faculty who are widely acknowledged as the finest in their fields. They have distinguished themselves in many disciplines and have gained the high regard of peers around the world. Their academic careers are marked by excellence and the excitement of discovery so important to educating the next generation. Faculty members continually strive to build stronger programs in critical areas of technology and science and in the arts and humanities. The result is the expansion of knowledge as well as the discovery of new inventions, products, and processes benefiting the state of Florida, the nation, and the world.

Florida State's more than 45,000 students work and study amidst an outstanding faculty that includes members of the National Academies, Guggenheim Fellowship recipients, and many Fulbright Scholars. Florida State faculty members lead several scholarly fields in citations of published work and hold multiple honors in the arts, including the Academy Award, Kennedy Center Honors, the Grammy Award, the Capezio and BESSIE Dance Awards, and the Doris Duke Performing Artist Award.

Florida State University is leading a growing movement to involve undergraduate students in the highest levels of academic engagement, helping students take advantage of the very best a preeminent research university has to offer. Through their participation in research, innovation, and creative endeavors, undergraduate students become better thinkers, innovators and problem solvers, cultivating a depth of understanding needed to make a positive difference in the world. About 25 percent of FSU undergraduate students currently conduct out-of-class research with research mentors, with hundreds of FSU undergraduates co-authoring research publications and presentations with faculty members and graduate students every year. The university's signature undergraduate research program, the Undergraduate Research Opportunity Program, helps students from any major participate in undergraduate research by serving as research assistants to faculty members and others across campus.

Florida State University delivers an affordable, high-quality education and offers distinctive opportunities to engage its students. FSU has been named the No. 8 Best Value College in the nation among public colleges and universities according to *U.S. News & World Report's* "Best Colleges 2024" guidebook. Florida State continues to be a strong investment with the highest-rated credit of any public university in the state of Florida with an AA+ rating by S&P and Fitch and an equivalent Aa1 rating by Moody's.

Florida State University reaffirmed its place in the Top 25 among national public universities in the latest *U.S. News & World Report* rankings. FSU is number 23 on the list, marking the fifth consecutive year that the university placed in the Top 25. FSU has also scored its highest-ever ranking among national universities (both public and private) at No. 53. The rankings appear in *U.S. News & World Report's* "Best Colleges 2024" guidebook. *U.S. News & World Report* also ranked 20 of FSU's graduate programs and specialties in the Top 25 among public universities in 2022. *The Journal of Criminal Justice Education* ranked Florida State's College of Criminology and Criminal Justice faculty No. 1 in the nation for research productivity and influence, 2023. *U.S. News & World Report's*, "Best Graduate Schools," 2024 edition, ranks the College of Nursing's Doctor of Nursing Practice No. 1 among Florida's public universities.

The College of Education ranked No. 14 among all public and private universities and No. 1 among Florida's public universities. FSU's College of Motion Picture Arts is ranked No. 15 in the nation among all colleges and universities and No. 4 among public schools by *The Hollywood Reporter*, "Top 25 Film Schools," 2023. *Filmschool.org* also ranked FSU No. 1 in the category of "Best Affordable Film School" for 2022. Florida State ranks No. 19 in *The Hollywood Reporter's* Top 25 drama schools, 2022, reaffirming the School of Theatre as a mainstay in the publication's annual list of best schools for an acting degree. Numerous other programs at Florida State rank in the Top 5. *U.S. News & World Report* currently ranks Florida State No. 30 overall and No. 23 among public universities in its "Best National Universities for Veterans" rankings, which are published annually.

COLLEGE OF BUSINESS

Founded in 1950, the Florida State University College of Business is one of the nation's youngest business schools, yet its reputation for excellence has helped it become one of the largest. Consistently ranked as a top business school by *U.S. News & World Report*, the college has several programs ranked among the nation's Top 10.

FSU's College of Business offers an inclusive and preeminent academic environment geared to enable faculty to produce research impacting the academy and graduates capable of establishing business solutions for a more equitable and sustainable society. It seeks to be recognized as a leader among public business schools, expanding the boundaries of business knowledge and providing exceptional educational experiences. The College of Business is proud of its reputation worldwide. Its internationally acclaimed faculty members consistently receive rankings and recognition for research productivity and relevance. They often serve as visiting professors and lecturers at other prestigious institutions. The College of Business also is well-known for the individual attention given to its diverse student body. Its faculty members identify and foster student leadership, work individually with students to enhance classroom learning, and keep communication lines open between student and instructor.

The College of Business takes pride in the success of its graduates — 73,000-plus and counting — as they leverage their business degrees to fuel their careers and thrive in their chosen industries.

DIVISION OF UNIVERSITY ADVANCEMENT

The Division of University Advancement supports Florida State University's mission of teaching, scholarship, and public service by enhancing the university's leadership, reputation, and private financial support in academics, research, service, and athletics. The Foundation enhances the academic vision and priorities of FSU through its organized fundraising activities and funds management. It is dedicated to engaging alumni, parents and friends, telling the FSU story, and inspiring the hearts and minds of those it serves.

Florida State University recently launched the leadership giving phase of its comprehensive campaign. As such, the Division of University Advancement is accelerating the hiring of additional development professionals campuswide and is excited to build out its team in the College of Business. This is an exceptional time for Advancement professionals who are interested in being a part of a comprehensive campaign from the beginning for their career development, the timing is ideal to join the team.

REPORTING RELATIONSHIPS

The Senior Director of Development, College of Business will report to the Associate Vice President for Advancement, Colleges, Schools, and Units, Susan Glenn and will lead a team of six staff.

FROM THE ASSOCIATE VICE PRESIDENT

Now is an incredibly exciting time to join the Florida State University Advancement team! With new leadership in place (President Richard McCullough and Vice President of Advancement, Dr. Marla Vickers), the university has completed its strategic plan which clearly articulates FSU's path forward — wholly embracing our role, responsibility, and impact as one of the nation's top public universities. Harnessing the power of the plan, we are in the Leadership (Silent) Phase of a \$1B+ comprehensive fundraising campaign. The priorities of the university and campaign are already resonating with alumni and transformational philanthropists.

FSU and specifically, the College of Business, have remarkable fundraising potential. We anticipate significant fundraising success, and we are growing our team with three additional members over the next year. Led by the vision of Dean Michael Hartline, we are building on a solid foundation of excellent and experienced advancement professionals in a remarkably supportive and team-based culture. Joining now allows you to grow with an energetic and collaborative team while benefitting from shared success. You will also play a significant role in the growth and development of a fundraising team.

— Susan Glenn, Associate Vice President for Advancement, Colleges, Schools, and Units

PRIMARY RESPONSIBILITIES

Strategic Fundraising Development

The Senior Director of Development, College of Business will

- develop, oversee, and coordinate the fundraising plans of the College under the guidance of the Dean and the Associate Vice President for Advancement, Colleges, Schools, and Units;
- identify, qualify, and sustain a donor prospect pipeline and portfolio with a giving capacity of \$100,000 or more, while concentrating on the development of major and principal gift prospects at the \$1,000,000 and above level;
- provide oversight and assistance in the determination of the feasibility and type of giving vehicle best suited to the needs of the donor, the College of Business, and the university;
- prepare prospect materials for the President of the University, the Vice President, the Associate Vice President, the Dean, and other senior administration; and
- effectively communicate FSU's mission and represent FSU's culture to external stakeholders.

Management

The Senior Director of Development, College of Business will

- supervise and assist in the professional development and mentoring of the College of Business fundraising staff, to include the monitoring of fundraising metrics;
- establish and maintain a strong, focused, and supportive work environment in alignment with FSU's operating principles; and
- facilitate the development, maintenance, and monitoring of strategically aligned staff work plans.

Administration

The Senior Director of Development, College of Business will

- facilitate meetings, initiate up-to-date communications and informational exchanges, and oversee project and philanthropic coordination with faculty and faculty chairs;
- prepare prospect correspondence and all contact reporting;
- maintain donor interest and enthusiasm through engaging stewardship activities; and
- prepare proposals and gift agreements as required for proper gift documentation; and
- review gift agreements for proper gift documentation.

Board and Volunteer Management

The Senior Director of Development, College of Business will

- design and develop a volunteer structure that supports the fundraising efforts of the College of Business; and
- direct activities with prospects that are designed to enhance the affiliation between prospects and the university.

Central Development Collaboration

The Senior Director of Development, College of Business will

- coordinate with Division of University Advancement colleagues to identify prospects for planned giving, corporate, and foundation giving in partnership with the Office of University Research, and principal giving in partnership with the Principal Gifts Team.

LEADERSHIP

Susan Glenn

Associate Vice President for 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 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.

Michael D. Hartline

Dean and Charles A. Bruning Professor of Business Administration

Michael D. Hartline became the sixth Dean of the Florida State University College of Business on April 1, 2016. As Dean, he leads an amazing family of faculty, staff, students, and alumni in pursuit of the college's "Path to Preeminence." Most programs rank in the Top 25 of public schools, with several in the Top 20 and two in the Top six. He is committed to improving academic programs, enhancing the student experience and job placement, moving forward with fundraising goals, and relocating the college to its new home, Legacy Hall, in fall 2025.

In 2022, Hartline served for six months as Interim Vice President for University Advancement and Interim Executive Vice President and President of the FSU Foundation. He split his time between the offices of the FSU Foundation and the College of Business during the search to find a permanent successor.

Before assuming his current position of Dean, he served as Interim Dean for nine months. As Interim Dean, he played a major role in securing a \$100 million gift from Jan Moran and The Jim Moran Foundation to further expand the Jim Moran Institute for Global Entrepreneurship and establish the Jim Moran College of Entrepreneurship, the largest independent, interdisciplinary entrepreneurship school of its kind in the nation.

As the college's Associate Dean for Strategic Initiatives from 2011 to 2015, he was responsible for external relations, marketing/branding, executive education, and strategic programs. He was involved in strategic planning and innovation and had oversight of many fiscal matters and operations, including technology infrastructure and the physical plant. He served as Chair of the College of Business Building Program Committee, acting as liaison to university administration and the broader community.

From 2006 to 2011 serving as Chair of the college's Department of Marketing, he worked to enhance private funding, implemented shared governance, established formal faculty evaluation and merit guidelines, created an annual strategic planning process, and launched a major in professional sales and a Master of Science in Marketing program.

Before coming to Florida State, he was an Associate Professor of Marketing at Samford University's Brock School of Business from 1999 to 2001, Assistant Professor of Marketing at Louisiana State University's E.J Ourso College of Business from 1994 to 1999, and Assistant Professor of Marketing and Advertising at the University of Arkansas at Little Rock's College of Business from 1992 to 1994.

Dean Hartline has authored or co-authored numerous books and articles, including several publications in premier journals. He has served on the editorial review boards of several academic journals, made numerous presentations to industry and academic audiences and co-chaired two international conferences for the American Marketing Association. He is the former Vice President of Development for the Academy of Marketing Science. He has won numerous teaching and research awards, has taught MBA courses in marketing strategy and corporate reputation management, and taught undergraduate courses in services marketing and retailing. He also has served as a consultant to several for-profit and nonprofit organizations in the areas of marketing plan development, market feasibility analysis, customer satisfaction measurement, customer service training, and pricing policy. His research interests include customer-contact issues in service delivery, service quality and productivity, new service development, and non-ownership consumption.

Dean Hartline earned a Ph.D. in business administration from the Fogelman College of Business and Economics at the University of Memphis, and an MBA and bachelor's in marketing, both from Jacksonville State University (Alabama).

PREFERRED COMPETENCIES AND QUALIFICATIONS

Florida State University seeks a Senior Director of Development, College of Business with

- a commitment to the mission of Florida State University—to preserve, expand, and disseminate knowledge in the sciences, technology, arts, humanities, and professions, while embracing a philosophy of learning strongly rooted in the traditions of the liberal arts;
- an ability to develop and implement comprehensive fundraising strategies that align with institutional goals;

- experience identifying, cultivating, and soliciting major and principal gift prospects with a capacity for significant institutional impact;
- an ability to maintain and nurture donor relationships, assess donor needs, determine suitable giving vehicles, and ensure sustained engagement and support;
- exceptional verbal and written communication skills across platforms and an ability to engage effectively with diverse stakeholders;
- experience supervising, mentoring, and developing fundraising staff to foster a collaborative and high-performing team environment;
- an ability to monitor and analyze fundraising metrics that guide strategic planning and operational adjustments;
- experience planning and executing donor engagement events that enhance relationships and support fundraising goals;
- an ability to prepare compelling proposals and accurately document gift agreements to ensure compliance and stewardship;
- an ability to design and implement a volunteer structure that effectively supports fundraising initiatives and enhances community involvement;
- an ability to collaborate with internal teams, such as corporate and foundation relations, to identify and cultivate a broad range of funding opportunities; and
- a commitment to maintaining confidentiality and upholding ethical standards in all aspects of fundraising and donor interactions.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least six years of principal and planned gift fundraising experience.

SALARY AND BENEFITS

The salary range for this position is \$165,000 to \$180,000 annually. Florida State University offers a [comprehensive package of benefits](#).

LOCATION

This position is in Tallahassee, Florida. As daily engagement with colleagues across the university is critical to the success of this position, remote work is not offered for this role. Frequent travel to meet with alumni, parents, faculty, staff, and friends of FSU is required for this position.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Florida State University as well as the responsibilities and qualifications stated in the prospectus.***

To apply for this position, visit: [Senior Director of Development, College of Business, Florida State University](#).

To nominate a candidate, please contact [Don Hasseltine](#).

All inquiries will be held in confidence.