

PRESIDENT & CHIEF EXECUTIVE OFFICER OF THE MARSHALL UNIVERSITY FOUNDATION, INC.



www.marshall.edu

**The Marshall University
Foundation Inc.**
519 John Marshall Drive
Huntington, WV 25703
www.formarshallu.org



REAL QUICK

RESEARCH FUNDING

68M

DEGREE PROGRAMS

100+

STUDENT ORGANIZATIONS

250+

11,282

STUDENTS

9,441

ON-CAMPUS
HUNTINGTON

1,367

ONLINE

4,615

FIRST
GENERATION

18 : 1

STUDENT TO
FACULTY RATIO

MARSHALL UNIVERSITY

Marshall University, a public research university in Huntington, West Virginia, was established in 1837. Named after John Marshall, the fourth Chief Justice of the United States Supreme Court, it has evolved from a private subscription school into a significant educational institution. The university comprises nine colleges, two schools, and a regional center for cancer research, emphasizing a diverse and comprehensive educational offering. Its rich history includes overcoming challenges like the tragic airplane crash

in 1970, which claimed the lives of 75 individuals, including football team members, and left a profound impact on the university and community. Despite these challenges, Marshall University has continually expanded — adding new programs and facilities like the Bill Noe Flight School in 2021 and appointing Brad D. Smith as its 38th president. The university's commitment to growth and resilience is evident in its history and ongoing developments — such as the expansion into Cyber Security and the

creation of the Marshall For All Program — a unique combination of scholarships, grants, work opportunities, and family contributions that will allow students to leave Marshall with a bachelor's degree, relevant work experiences and just as significant — no student debt.





PRESIDENT BRAD D. SMITH

Meet **BRAD**

West Virginia native Brad D. Smith was elected to the role of Marshall University President, by unanimous decision of the Marshall University Board of Governors in October 2021. He officially stepped into the role in January 2022 and his presidential investiture followed eight months later, taking place in September of that year. Since assuming his presidency, Brad has leaned into his corporate experience as a Silicon Valley CEO, driving the university forward to best serve its students' education and futures. From generating interest among prospective students to preparing current students for the world outside of Marshall, Brad has begun paving new paths for student success by tailoring students' experiences, extending metro tuition and encouraging design-thinking training. All of Brad's work is inspired by his long-held mission

to uplift West Virginia's people and economy. As Marshall's president, Brad believes in inspiring the future workforce now and providing opportunities for the next generation of leaders.

Before his role as President, Brad held executive leadership positions with various companies in Silicon Valley and is best known for his tenure at Intuit, where he served as CEO for 11 years before becoming chairman of the board. Brad

ultimately left the corporate world to put more of his time and attention into his philanthropy — supporting and creating organizations aligning with his mission of bolstering his home state and its people. Brad has also held board memberships at a number of esteemed organizations. He currently serves on the Amazon Board of Directors' Audit Committee, the Humana Inc. Board of Directors and is a Board Advisor for DignifiHealth.



Our MISSION

Marshall University is a public, comprehensive university with a rich history as one of the oldest institutions of higher learning in West Virginia. Founded in 1837 and named after Chief Justice John Marshall, definer of the Constitution, Marshall University advances the public good through innovative, accredited educational programs. Marshall University's mission, inspired by our Vision and Creed, includes a commitment to:

- Offer a wide range of high quality, affordable, and accessible undergraduate, graduate, and professional education that prepares students to think, learn, work, and live in an evolving global society.
- Create opportunities and experiences to foster understanding and appreciation of the rich diversity of thought and culture.
- Maintain a dynamic intellectual, artistic, and cultural life by promoting and supporting research and creative activities by undergraduates, graduates, and faculty.
- Contribute to the quality of life of the community, region, and beyond through applied research, economic development, health care, and cultural enrichment.
- Cultivate the development of an inclusive, just, and equitable community.

Our VISION

To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future.



About MARSHALL

Students

Marshall University is an anchor institution in southern West Virginia that draws over 11,000 students from all 50 states and more than 56 countries. A degree from Marshall is a transformational achievement that changes lives and inspires extraordinary futures. Marshall students benefit from the university's small class sizes, active and engaged classroom instruction, the availability of intensive advising paired with exceptional student success resources, modern facilities, and robust extracurricular programming.

Beyond the classroom, Marshall is home to over 250 recognized student organizations and 20 fraternities and sororities, contributing to a deep campus life and a vast range of extracurricular experiences. Student services include career counseling, resource and writing centers, a women's and gender center, veteran and military support, and counseling and health services. Marshall also has 10 residence halls, a student center and food court, a rec center, and two dining halls.

Faculty and staff

The university's accomplished and committed faculty and staff embody Marshall's student-centered research mission. With an **undergraduate student/faculty ratio of 18:1** and an **average class size of 25**, the faculty forge close relationships with their students as they work to make a profound difference in their students' lives, particularly for those who arrive at Marshall with great potential but lacking some preparation. Through their students and their research — and with critical support from the university's talented and engaged staff — Marshall's faculty positively contribute to the region and beyond.

GOVERNANCE

Marshall University is a **public institution** in West Virginia.

A 16-member Board of Governors oversees the university. Thirteen are lay members appointed by the governor, by and with the consent of the West Virginia Senate. The other three members represent the faculty, student body, and classified employees and are duly elected to the board by their constituencies. The board determines, controls, supervises, and **oversees the institution's financial, business, and educational policies and affairs**. The board also develops a master plan, approves the institution's annual budget, reviews and controls all academic programs offered at the institution, and approves tuition rates and applicable student fees.

The West Virginia Higher Education Policy Commission oversees the public policy agenda for West Virginia's four-year colleges and universities.

ACADEMICS

Marshall is recognized as an R2 Research University with high research activity under the Carnegie Classification system — with a strong emphasis on research and scholarship. Marshall offers many academic programs, totaling more than 100 undergraduate, graduate, and professional degree options. The highest degree offered by the university is a Doctoral degree, which covers both research/scholarship and professional practice, underlining the institution's commitment to both academic excellence and practical application of knowledge.



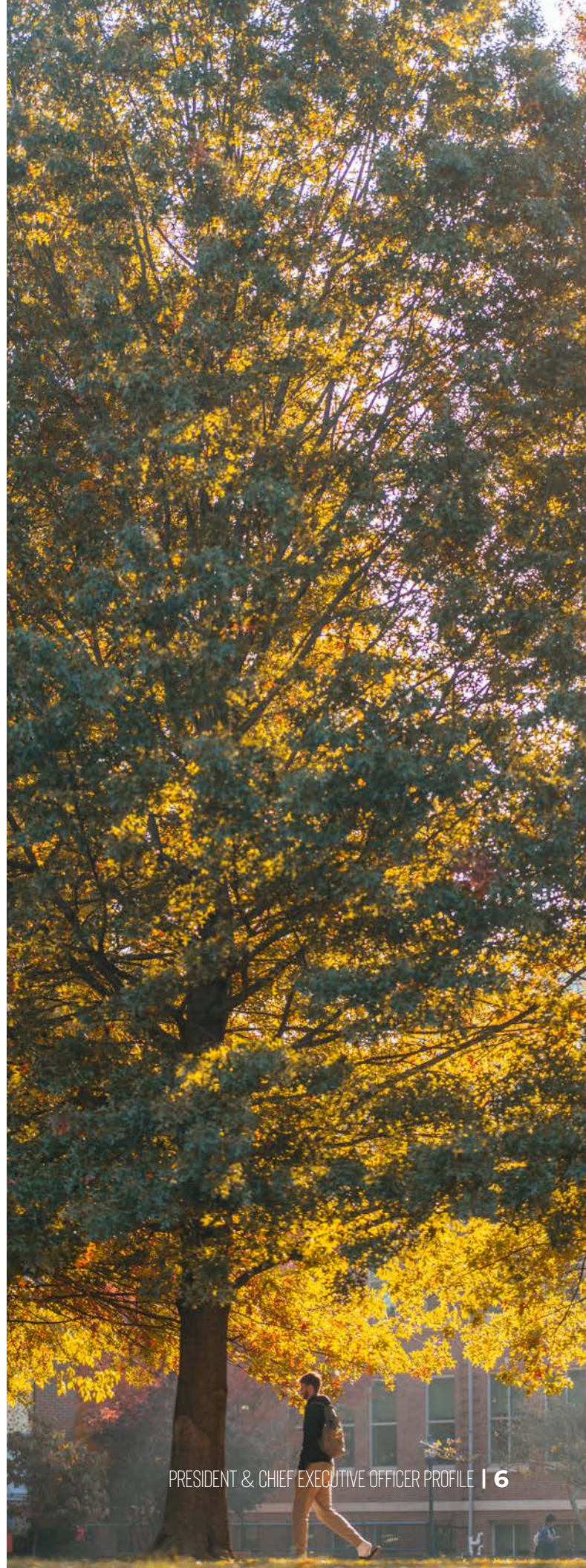
About The **MARSHALL FOR ALL PROGRAM**

Officially launching with the first cohort in 2023, the Marshall For All Program is an opportunity for select students to earn debt-free degrees — with the goal of being available for all Marshall University students over the next decade.

Thanks to a unique combination of scholarships, grants, work opportunities, and family contributions, Marshall For All is an innovative approach to the college experience that will allow our students to leave Marshall with a bachelor's degree, relevant work experiences and, just as important, it will enable them to leave without student debt.

In addition to all the benefits students will receive in a Marshall University classroom — such as smaller classes sizes and more interaction with experienced, knowledgeable faculty — students in the program will engage in learning experiences that emphasize financial literacy, career development, and personal growth. Learn more about the program:

<https://www.marshall.edu/marshallforall/>





MEN'S ATHLETICS

Baseball
Basketball
Cross Country
Football
Golf
Soccer
Track and Field

WOMEN'S ATHLETICS

Basketball
Cross Country
Golf
Soccer
Softball
Swimming & Diving
Tennis
Track and Field
Volleyball

ATHLETICS

The Thundering Herd athletic teams compete in the Sun Belt Conference and support 16 Division I teams across men's and women's sports. The athletic facilities include the Joan C. Edwards Stadium for football, Cam Henderson Center for basketball, Jack Cook Field for baseball (coming spring '24), Dot Hicks Field for softball, Veterans Memorial Soccer Complex, and several others. The historic Thundering Herd mascot is Marco the Bison, and the official team colors are Kelly green and white.

Notably, the Thundering Herd has won three NCAA team national championships, two in football (I-AA) in 1992 and 1996 and one in men's soccer (DI) in 2020.





Our COMMUNITY

A vibrant college town, Huntington is the second largest city in West Virginia and sits on the Ohio River at the point where West Virginia, Ohio, and Kentucky meet. The relationship between the university and Huntington is extraordinarily positive and mutually beneficial. Marshall's **economic impact in the region is estimated at \$1.07 billion annually** — a 14:1 return on public dollars invested in the university.

The downtown area is a draw for shopping, dining and entertainment. Year-round festivals and special events draw crowds to Pullman Square, Marshall Health Network Arena and Convention Center, and the historic Keith-Albee Performing Arts Center.

Students also enjoy spending time in Huntington's Ritter Park and Rose Garden, recognized by the American Planning Association in 2012 as one of America's 10 Great Public Spaces. In addition, the Huntington Museum of Art contains numerous collections, exhibitions, education programs, nature trails, and West Virginia's only plant conservatory.

Although Huntington is only a few hours' drive from major metropolitan areas, West Virginia's population density is considerably less than the national average. The state is considered one of the nation's safest. The cost of living here is, on average, lower than the rest of the country.



The Marshall University Foundation™

Our **MISSION**

The mission of The Marshall University Foundation, Inc. is to maximize continuous financial support for Marshall University and its students by soliciting, receiving, investing, and administering private gift support. The Foundation is committed to providing professional service to Marshall University, its students, and donors.

Our **VISION**

The Marshall University Foundation, Inc., will support and strengthen the continuing development of Marshall University by creating a culture of philanthropy, volunteer leadership, and exemplary fiduciary responsibility.

Core **VALUES**

Integrity – We maintain the highest ethical standards demonstrating our dedication to the principles of honesty and truth.

Respect – We value all individuals and shall treat them in a professional, courteous and respectful manner.

Diversity – We hold in high regard the different backgrounds, talents and points of view of all individuals.

Pride – We strive for excellence in all endeavors and being the best in fostering relationships with supporters of Marshall University.





The Marshall University Foundation, Inc.

Chartered on January 3, 1947, as an independent nonprofit organization to receive, invest, administer, and disburse private resources on behalf of Marshall University. Gifts to the Foundation add a margin of excellence over and above the appropriate level of state support and are not intended to replace state funds. The Foundation plays a crucial role in providing the support critical to the continuing success of a nationally prominent university. The Foundation is dedicated to providing this service in a professional and personal spirit of respect, honesty, cooperation, and goodwill for the benefit of the university.

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About The **FOUNDATION**

Nearly twenty-five years ago, the Foundation assumed primary development responsibility for managing private academic fundraising for Marshall University and today has more than a third of its staff in gift development roles across the donor continuum, managing more than 2,000 major donor prospects. Emphasizing that contributions are meant to complement rather than replace state funding, the Foundation remains dedicated to nurturing Marshall's excellence with integrity, diversity, respect, and pride through its outwardly faced, aggressive fundraising teams.

At the heart of the university's commitment to advancement lies the creation of opportunities for engagement, uniting alumni and friends in support of Marshall University's continuous development.

The integration of the Marshall Foundation, the Marshall University Real Estate Foundation, and the Marshall University Alumni Association underpins a unified effort to serve the university's supporters, reaching alumni and friends across local, national, and global communities. The synergy across these three entities serves to collaboratively facilitate the advancement of university priorities.

Dedicated to engaging all those who hold Marshall University dear, the Foundation fosters connections among alumni, fans, donors, students, parents, and friends. Through diverse programming, events, and opportunities for philanthropy, the Foundation ensures that every individual can meaningfully contribute to Marshall's growth and prosperity.



The MARSHALL UNIVERSITY ALUMNI ASSOCIATION

The Marshall University Alumni Association (MUAA) is dedicated to perpetuating the university's commitment to progress and excellence. Anchored by the university's strategic priorities, MUAA fosters enduring relationships among alumni, students, and various stakeholders, promoting sustained engagement and philanthropic backing. Upholding Marshall's distinctive values, MUAA nurtures lifelong connections while championing the institution's status as a forward-thinking academic hub committed to excellence.

MUAA's primary objectives encompass safeguarding Marshall's rich heritage while elevating its stature as a contemporary, comprehensive university. By effectively communicating accomplishments, needs, and initiatives, MUAA encourages alumni and supporters to contribute their resources — both financial and intellectual — toward advancing the university's priorities. Additionally, MUAA facilitates diverse networking opportunities and tailored programs, maintaining accurate records to foster seamless communication and collaboration among alumni. Ultimately, MUAA endeavors to ensure the continued advocacy and representation of Marshall's alumni and university interests for future generations.



GOVERNANCE

As a 501(c)(3) nonprofit organization, the Foundation serves as the primary medium for private contributions benefiting all aspects of Marshall University. Operating from within the Brad D. Smith Foundation Hall, since February 2010, with 30 full-time employees, the Foundation is overseen by a 27-member Board of Directors, responsible for appointing leadership and guiding its operations. Additionally, the MUAA Board of Directors is composed of nearly 40 alumni representing various sectors and locations.



Marshall **RISES**

In 2022, the Marshall University Foundation, Inc. proudly announced the resounding success of “Marshall Rises,” the most ambitious comprehensive campaign, in Marshall’s history. This transformative campaign galvanized more than 50,000 gifts across 1,300 designations, amplifying the campaign’s impact across diverse university programs and projects.

Launched in October 2019 with a \$150 million goal, the “Marshall Rises” campaign surpassed expectations, ultimately concluding with \$176 million in donations, drawing on efforts in collaboration with the Big Green Scholarship Foundation and the Marshall University Research Corporation. This extraordinary achievement exemplifies the Marshall University Foundation’s commitment to enhancing educational opportunities, fostering innovation, and elevating the university’s national prominence.

The campaign’s impact extends beyond monetary contributions. It has facilitated a substantial increase in privately funded scholarships, empowering 500 more students annually and resulting in a \$1.5 million uptick in annual scholarship distribution since 2016. Moreover, it has led to the establishment of cutting-edge educational programs such as the Bill Noe Flight School and Aviation Maintenance Technology

programs, in partnership with Mountwest Community and Technical College, marking strides in aviation education and innovation.

Importantly, the campaign has garnered crucial corporate support, catalyzing capital projects such as the Brad D. Smith Center for Business and Innovation, a 78,000-square-foot facility, opening in early 2024. This initiative not only enriches Marshall University but also positions Huntington as a burgeoning hub for business innovation, promising sustained regional development.

The Foundation’s impact is also reflected in its growing alumni engagement efforts. With a network spanning over 107,000 alumni across the nation, the Foundation fosters professional growth, community involvement, and social interaction. The alumni chapters are instrumental in fostering connections, organizing networking events, and amplifying the university’s presence within their communities through fundraising and awareness campaigns.



OUR RECENT IMPACT

The committed partnership of Marshall alumni is instrumental in sustaining the Foundation's impact. In the past fiscal year, more than 2,000 alumni generously contributed to Marshall University, reinforcing the culture of giving back and supporting the university's ongoing growth and development.

The Foundation's Annual Fund, a testament to the power of collective generosity, received an impressive \$545,000 from well over 1,500 donors and nearly 6,300 gifts in 2023 including faculty and staff payroll deductions, reflecting the widespread support and commitment to Marshall University's mission. Notably, 76% of these annual fund gifts were under \$250, highlighting the impact of every contribution, irrespective of size.

Moreover, the Foundation's grants and research team demonstrated exceptional progress by applying for 42 grants and successfully closing 21 gifts totaling nearly \$1.43 million. This strategic pursuit of external funding underscores the Foundation's commitment to advancing innovative research and academic endeavors.



The
Marshall University
Foundation™

Planned giving outreach efforts have been equally impactful, securing planned gifts for the future and realized bequests totaling \$2.5 million in the past fiscal year. These generous contributions enable access to higher education for deserving students.

The impact of donor support is felt deeply by Marshall University students, with 74% benefiting from some form of financial assistance. Notably, 66% of these students are recipients of scholarships, affirming the pivotal role of philanthropy in enabling access to education. In the past year alone, the Foundation provided a record \$5.4 million through 2,300 privately funded scholarships, benefiting over 1,700 students, and \$12.3 million in total programmatic support.

The collective philanthropic efforts culminated in an extraordinary achievement, with fiscal year 2023 witnessing the generosity of 3,200 donors contributing nearly \$20 million. Of these donors, 30% fortified the university's endowment with over \$9 million, affirming their commitment to securing the university's future and perpetuating its impact.

Notably, the Foundation's outreach expanded, with over 500 donors making their inaugural contributions to Marshall University. As the result of an increase in the major donor base over the last decade by a factor of 10, the current audit, dated June 30, 2023, reported the current investments were in excess of \$282 million. The endowment of the Foundation has quadrupled over the last 15 years.



Transforming **MARSHALL FOR ALL**

The future of The Marshall University Foundation, Inc. holds promising prospects built on a vision of continued growth, innovation and expanded philanthropic impact. Embracing evolving trends in philanthropy and education, the Foundation aims to strengthen its outreach, engaging a wider network of donors and supporters to elevate further the President's goals, making Marshall For All. With a focus on increasing student access, ensuring affordability and extending the university's economic footprint, the Foundation anticipates leveraging emerging technologies and fundraising methodologies to enhance its efficiency and impact. Through collaborative partnerships, innovative fundraising campaigns, and steadfast commitment to President Smith's mission, Marshall For All, Marshall Forever, the Foundation is poised to play a pivotal role in shaping a vibrant and sustainable future for the university and its community.



REQUIREMENTS & PREFERRED QUALIFICATIONS PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE MARSHALL UNIVERSITY FOUNDATION, INC.



The President and CEO of The Marshall University Foundation, Inc. is an outstanding opportunity for a successful, experienced fundraising professional to lead a great development team committed to advancing the mission and vision of Marshall University through philanthropy. As **President and Chief Executive Officer** of The Marshall University Foundation, Inc., the individual is the Chief Executive and Administrator of the Foundation.

A **bachelor's, master's and doctorate degree** are preferred. The Foundation seeks a President with a record of progressive and increasing responsibility appropriate to this role, including experience with major fundraising and related operations at a comprehensive college or university.

In this capacity, he or she is responsible for and has the requisite authority for the proper management and coordination of the activities of the Foundation. The Foundation President shall actively promote a favorable image of the university with the general public, alumni, public officials, and friends of the university. The Foundation has the responsibility of investing, administering, and accounting for the endowment and other investment funds.

Acknowledging the contractual agreement with Marshall University to provide oversight for the development function, the President and CEO of the Foundation will also carry the title **Senior Vice President** for Development and serve on Marshall University's Presidential Cabinet. The principal responsibilities include serving as the university's chief fundraiser to external interests, motivating alumni and friends, maintaining a high profile for university fundraising and directing the development staff. The Senior Vice President will also function as the chief fundraiser on campus, establishing policy, overseeing a university-wide review system for all private fundraising projects, excluding athletics, and coordinating fundraising goals with the academic planning process.

The ideal candidate will have the following characteristics and attributes:

- An experienced educational professional with strong interest, ambition, and drive to lead the The Marshall University Foundation, Inc. toward higher levels of financial support and excellence.
- Strong expertise in fundraising, including major gifts, annual fund, planned gifts, corporate and foundation relations, and alumni relations.
- Active listener with strong communication skills
- Strong leadership abilities demonstrated by success in fundraising campaigns.
- Proven record in working effectively with college or university students, faculty, and other academic units.
- Someone who genuinely likes to be around people.
- Superb leadership style that is collaborative, open, and positive.
- Analytical work style that is data-informed and results-oriented.
- Has a proven track record of providing leadership and oversight of alumni relations to help in the creation of alumni chapters and the implementation of alumni programs, activities, events, and outreach.
- The ability to engage alumni and promote their active participation.



HOW TO APPLY

The Marshall University Foundation, Inc. is being assisted by Academic Search. Applications should consist of a substantive cover letter, a resume and a list of at least five professional references with full contact information. No references will be contacted without explicit permission of the candidate. Applications, nominations, and expressions of interest can be submitted electronically, and in confidence, to:

MarshallFoundationPresident@academicsearch.org

The position is open until filled but only applications received by **Tuesday, April 23, 2024** can be assured full consideration. Confidential discussions about this opportunity may be arranged by contacting consultants Ann Die Hasselmo at ann.hasselmo@academicsearch.org and Chris Butler at chris.butler@academicsearch.org

The Marshall University Foundation, Inc. is committed to providing equal opportunities to all prospective and current candidates. We do not condone discrimination, in particular based on race, color, sex, religion, age, sexual orientation, disability, or national origin.

