



Stony Brook University

**Director of Donor Experience
Position Prospectus | 2023**





Stony Brook University has partnered with AGB Search to identify its next Director of Donor Experience.

This document provides an overview of Stony Brook University, information and details about the opportunity, and desired candidate qualifications and characteristics.

Throughout the document, [red text passages](#) provide hyperlinks to document pages and online resources with more detailed information.

We invite you to join Stony Brook University as the University “goes beyond the expected.”

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GOING BEYOND THE EXPECTED

Stony Brook is one of America’s most dynamic public universities. We are a center of academic excellence and an internationally recognized research institution that offers all students a world-class education.



HISTORY & MISSION

Stony Brook University, a SUNY flagship, was originally established in 1957 as a college for the preparation of secondary school teachers of mathematics and science. The first campus was in Oyster Bay, Long Island, on the grounds of a former Gold Coast estate. In 1962, a new campus was built near the historic village of Stony Brook on land donated by local philanthropist Ward Melville.

Part of the State University of New York system, the University has grown tremendously and is now recognized as one of the nation’s important centers of learning and scholarship — carrying out the mandate given by the State Board of Regents in 1960 to become a university that would “stand with the finest in the country.”

The University campus lies about 60 miles east of New York City and 60 miles west of Montauk Point. It is only a short distance to the Atlantic beaches of the South Shore and the vineyards of the East End. Situated on 1,039 acres on the North Shore of Long Island, Stony Brook University has a four-season climate, tempered by proximity to the Atlantic Ocean and Long Island Sound.

Stony Brook University has a five-part mission:

1. to provide comprehensive undergraduate, graduate, and professional education of the highest quality;
2. to carry out research and intellectual endeavors of the highest international standards that advance knowledge and have immediate- or long-range practical significance;
3. to provide leadership for economic growth, technology, and culture for neighboring communities and the wider geographic region;
4. to provide state-of-the-art innovative health care, while serving as a resource to a regional healthcare network and the traditionally underserved;
5. to fulfill these objectives while celebrating diversity and positioning the University in the global community.



HISTORY

1957 Founded

2001 Became member of Association of American Universities

LOCATION

60 miles East of New York City

3 miles From West Meadow Beach on the eastern seaboard

1,039 acres On the North Shore of Long Island

THE OPPORTUNITY

"We care deeply about the experiences our donors have with Stony Brook throughout every step of the giving process. We are looking for a dedicated and experienced director of donor relations, who will play a key role in nurturing our constituent relationships and ensuring that all donors to Stony Brook have a positive and enriching giving experience."

-Justin Fincher, Vice President for Advancement & Executive Director of the Stony Brook Foundation.

Advancement for Schools and Colleges

Reporting to the Assistant Vice President for Constituent Experience, the Director of Donor Experience is responsible for building Stony Brook's donor stewardship and recognition strategies and designing, implementing, and coordinating a cohesive vision for the campus. The director leads and oversees the donor relations and stewardship programs, promoting interaction with and recognition of donors at all levels, utilizing traditional, electronic, and social media tools. The priority within these initiatives is to partner with all frontline fundraisers, including college deans, team members of the advancement division, and communications and marketing to ensure that major donors are receiving regular communications about the impact of their philanthropic support and to encourage future gifts and long-term, mutually beneficial relationships.

The director must sustain positive and mutually rewarding relations between the University and its donor constituency, execute best practices for effective stewardship and retention of donors, maintain ongoing and interactive networking with internal and external constituencies, advise on and facilitate recognition events, and coordinate various activities for donors. The director is an effective writer and communicator, responsible for researching and creating stewardship and donor impact reports for donors. The director must bring an entrepreneurial approach to utilizing all available technologies to steward constituents and analyze stewardship metrics and benchmarking. The successful candidate will have excellent oral and written communication skills, including public speaking, the ability to communicate positively and effectively with a diverse audience, and exceptional critical listening and thinking skills.

Required Qualifications:

Bachelor's degree (foreign equivalent or higher). Five (5) years of full-time experience in development, personal solicitation, donor relations, and/or related professions. Experience with Microsoft and/or Google applications.

Preferred Qualifications:

Master's degree (foreign equivalent or higher). Experience working in higher education or in a similarly complex environment.

Key Responsibilities:

Oversight and Strategic Planning of Donor Relations Program:

- Design, document, and implement a systematic and integrated donor relations program encompassing all media. Responsible for devising and using consistent, accurate, and appropriate information-sharing mechanisms for stewarding prospects and donors.
- Proactively support the stewardship responsibilities of the division (Development and Constituent Relations) by collaborating in establishing and coordinating individualized stewardship plans for donors. Compose letters, compile appropriate invitation lists, and obtain donor awards and recognitions.
- Effectively use technology to track, manage, and report stewardship activities, including acknowledgment, recognition, and ongoing communication processes. Manage donor-related activities and maintain engagement records.
- Analyze stewardship metrics and set correlated accountability benchmarks.
- Create, review, and distribute stewardship reports for unrestricted and endowed funds regularly, utilizing print and electronic media.
- Create, review, and distribute donor impact reports for individual donors to show how their gifts are being used and how they benefit Stony Brook's students and the institution.
- Advise on and facilitate the recognition of donors in both print and web-based publications. Contribute donor and gift information for specific publications that showcase donor and philanthropic contributions to the University.
- Recommend and promote on- and off-campus publicity of major gifts and donors with Media Relations.
- Participate in other donor stewardship and communication activities as required.
- Keep up to date with donor relations trends through research and professional development opportunities.

Department Management:

- Direct the work of the professional staff in Donor Relations; establish departmental goals and objectives; inspire productivity and new, strategic approaches.
- Conduct annual performance evaluations and provide feedback regularly, including but not limited to coaching and corrective action; report to the AVP on the work and progress of the team.
- Promote professional growth and provide development opportunities for employees.

UNIVERSITY ADVANCEMENT

It's an exciting time to be a part of Stony Brook University Advancement. The collective efforts of the advancement team directly support the mission of the University and Stony Brook Medicine by creating opportunities for students, researchers, clinicians, faculty, and others. All Advancement staff share a common goal, and that goal is driving what comes next for the University and supporting its impact in the community and around the world.

The Stony Brook University Advancement team helps make connections and build relationships with friends, foundations, corporations, and alumni to raise funds for the University, Stony Brook Medicine, the Long Island State Veterans Home, and related funding priorities that advance the University's mission. Every role, whether in alumni relations, donor experience, advancement services, marketing and communications, fundraising, or the Stony Brook Foundation, is critical to the university's success.

Advancement is composed of six major areas:

- **Advancement Services:** Responsible for Advancement-related operations, including technology management and prospect research.
- **Advancement Marketing and Communications:** Creates the tools and messaging that help persuade friends and alumni to invest in Stony Brook.
- **Advancement Operations:** Focused on HR, talent management, finance, and the development and execution of business strategies that maximize the flow of information and productivity.
- **Development:** Comprises all frontline fundraising activity throughout Stony Brook University and Stony Brook Medicine focusing on major and principal gifts.
- **Constituent Experience:** Manages alumni relations, donor experience, and Advancement-initiated events on and off campus that seek to engage, cultivate, and steward fundraising prospects and donors.
- **The Stony Brook Foundation:** A 501(c) (3) nonprofit organization and advancement partner, the Foundation ensures all gifts to the University are appropriately received, invested, and distributed consistent with each donor's expressed intent.

Awards and Recognition

Stony Brook University – New York's flagship and No. 1 public university – is one of America's most dynamic universities, a center of academic excellence, and an internationally recognized research institution changing the world. Stony Brook is ranked # 26 among public universities and ranked #58 overall. Stony Brook University Hospital was named one of America's 50 Best Hospitals in 2023 by Healthgrades, putting the hospital in the top one percent of the country.

In June 2023, the [Simons Foundation announced a historic \\$500 million endowment gift](#) to Stony Brook University – the largest unrestricted donation to an institution of higher education in U.S. history. In addition to this historic gift and previous gifts to Stony Brook University, following Stony Brook's successful bid to serve as the anchor institution of The New York Climate Exchange, the Simons Foundation committed \$100 million to the project's expected \$700 million budget.

The state of New York has pledged to support Stony Brook University as a flagship campus of the SUNY System, creating an endowment matching program that will help Stony Brook expand its philanthropic endeavors. The program provides authorization for four universities to receive up to \$200 million in a 1:2 state match to support their endowment funds. A total of \$500 million is allocated for the initiative, and universities may obtain more than \$200 million if all funds are not claimed at the end of three years.

ORGANIZATIONAL LEADERSHIP



Justin Fincher, Ph.D.

Vice President for Advancement
Executive Director of the Stony Brook Foundation

Justin Fincher, Ph.D., serves as the Vice President for Advancement at Stony Brook University and Executive Director of the Stony Brook Foundation. Reporting directly to President Maurie McInnis and serving as a member of her senior management team, Dr. Fincher provides leadership for the University's development and alumni relations operations. Prior to joining Stony Brook in August 2021, Dr. Fincher was the Vice President for Advancement Strategy and

Administration at The Ohio State University.

He completed his master's degree in college student personnel and his doctorate in higher education administration at the University of Maryland-College Park. He holds a bachelor's degree in biology, with a focus on human behavior, from Rutgers University.



Brooke Carroll

Assistant Vice President for Constituent Experience

Brooke Carroll serves as the Assistant Vice President for Constituent Experience at Stony Brook University. Reporting directly to the Vice President of Advancement Justin Fincher, and serving as a member of his senior leadership team, Brooke manages the day-to-day operations of constituent experience, which includes the annual giving, alumni relations, events and donor experience teams. This includes many fundraisers collectively supporting Stony Brook's generous alumni, parents, and friends. Prior to joining Stony Brook in

September 2022, Carroll was the Vice President for Advancement at Hawaii Pacific University.

Prior to Hawaii Pacific University, Carroll served as the Director of Development for the School of Music and Dance at the University of Oregon, and was the Executive Director of Annual Giving and Alumni Relations at the University of California, Berkeley School of Law. Carroll holds a bachelor's degree in Art History for Sonoma State University and a master of business administration from Concordia University – Portland.

WE ARE STONY BROOK

Driven by momentum to make a real difference, our students,
faculty and staff are paving the way to a brighter future.

THE COMMUNITY

Stony Brook is a hamlet and census-designated place in the Town of Brookhaven in Suffolk County, New York, on the North Shore of Long Island. Stony Brook began in the colonial era as an agricultural enclave, and experienced growth first as a resort town and then to its current state as one of Long Island's major tourist towns and centers of education. In addition to Stony Brook University, the hamlet is also home to the Long Island Museum of American Art, History, and Carriages and the Stony Brook Village Center, a commercial center planned in the style of a traditional New England village. Stony Brook offers plenty of opportunities for recreational activities like fishing, diving, boating, and other water sports, as well as arts and cultural activities, including art openings and independent films. The entire hamlet is within the Three Village Central School District, a highly regarded system that is a prime attraction for families with school-age children.

Stony Brook University's campus is just miles from the renowned sailing waters of Long Island Sound and near the world-famous Atlantic Ocean beaches on Long Island's South Shore; the Hamptons and Fire Island, the quaint towns of Long Island's North Shore; and the numerous wineries on the island's East End. Stony Brook also is easily accessible to New York City and its world-famous museums, professional sporting and concert events, Broadway shows, and restaurants of every cuisine via an easy commute by car or mass transit. Similarly, Stony Brook is accessible via mass transit or car to the entire New York/New Jersey/Connecticut tri-state area.



HOW TO APPLY

Stony Brook University has retained AGB Search to manage the recruitment process. Interested candidates must submit a current resume and a letter of interest that addresses the leadership opportunities, key responsibilities, and qualifications outlined in this leadership profile.

Applications will be reviewed as they are received, and the position will remain open until filled. Application materials (PDF) should be sent electronically to: <http://bit.ly/3SftCuW>

Questions regarding the application process should be directed to:
StonyBrookDirDonor Exp@agbsearch.com

Please direct all nominations and expressions of interest to one of AGB Search's consultants:

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Stony Brook
University

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