



Executive Director, Advancement Technology and Data Insights

Leadership Profile

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WittKieffer

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Organization Overview

Overview



Auburn University is one of the nation's premier public land-grant institutions. As an R1 research university, Auburn maintains the highest levels of research activity and high standards for teaching excellence, offering bachelor's, master's, educational specialist, and doctoral degrees in the arts and sciences, agriculture, engineering, and the professions.

With a total fall 2022 enrollment of 31,764, the university comprises 25,379 undergraduates and 6,485 graduate and professional students. Organized into 12 academic colleges, Auburn's 1,435 faculty members offer more than 150 educational programs. The university is nationally recognized for its commitment to academic excellence, positive work environment, student engagement, and beautiful campus.

History

Chartered in 1856, Auburn University opened in 1859. The university started out as the East Alabama Male College, a Methodist institution, with 80 students with a faculty of six. In 1872, the school became a state-owned, land-grant institution and was renamed the Agricultural and Mechanical College of Alabama, emphasizing scientific and agricultural programs. As expansion continued, the Alabama Legislature decided in 1899 that a new name was needed to reflect the institution's growth, and the college became the Alabama Polytechnic Institute. The legislature made the final change in 1960 and the Alabama Polytechnic Institute became Auburn University.

Auburn Creed

At the heart of the Auburn Family is the Auburn Creed. George Petrie wrote what he felt all Auburn students, faculty, and staff stood for in 1943. Today, the Auburn Creed is the beloved Auburn doctrine.

- I believe that this is a practical world and that I can count only on what I earn. Therefore, I believe in work, hard work.
- I believe in education, which gives me the knowledge to work wisely and trains my mind and my hands to work skilfully.
- I believe in honesty and truthfulness, without which I cannot win the respect and confidence of my fellow men.
- I believe in a sound mind, in a sound body and a spirit that is not afraid, and in clean sports that develop these qualities.
- I believe in obedience to law because it protects the rights of all.
- I believe in the human touch, which cultivates sympathy with my fellow men and mutual helpfulness and brings happiness for all.
- I believe in my Country, because it is a land of freedom and because it is my own home, and that I can best serve that country by "doing justly, loving mercy, and walking humbly with my God."
- And because Auburn men and women believe in these things, I believe in Auburn and love it.

Mission Statement

As a land-grant institution, Auburn University is dedicated to improving the lives of the people of Alabama, the nation, and the world through forward-thinking education, life-enhancing research and scholarship, and selfless service.

University Leadership

Christopher B. Roberts, President

Dr. Christopher B. Roberts became Auburn University's 21st president on May 16, 2022, beginning a new era of continued excellence for the university he has called home for nearly three decades. He began his career at Auburn in 1994 as an assistant professor in the Department of Chemical Engineering and became department chair in 2003. He was named dean of the Samuel Ginn College of Engineering in July 2012.

Prior to his presidency, Roberts served as the dean of Auburn's Samuel Ginn College of Engineering from 2012 to 2022. The college has more than 6,000 students and about 400 faculty and staff members. Roberts was a factor in the success of the university's Because this is Auburn campaign, which raised \$1.2 billion. Under Roberts' leadership, more than \$357 million in donations to the college were made during and since the campaign.



Roberts earned a bachelor's degree in chemical engineering from the University of Missouri in 1990 and master's and doctoral degrees in chemical engineering from the University of Notre Dame in 1992 and 1994, respectively.

Auburn Fast Facts

Size

206 academic buildings, 427 total buildings, 1,841 acres

Tuition

Information about Auburn University tuition can be found on the Office of Institutional Research and Assessment's Web site for [term matriculation fees](#), [annual matriculation fees](#), and [cost of attendance information](#).

Fall 2022 Enrollment

- Total: 31,764
- Undergraduate: 25,379
- Graduate: 5,323
- Professional: 1,062
- Male: 49%
- Female: 51%

Employees

- Faculty: 1,435
- Administrative/Professional: 2,619
- Staff: 1,490
- Total Full-Time: 5,552

Faculty Profile

- Faculty with terminal degree: 86%
- Full-time faculty: 1,435
- Minority faculty: 330
- Student/faculty ratio: 20:1

Schools and Colleges

- College of Agriculture
- College of Architecture, Design & Construction
- Raymond J. Harbert College of Business
- College of Education
- Samuel Ginn College of Engineering
- College of Forestry and Wildlife Sciences
- Graduate School
- College of Human Sciences
- College of Liberal Arts
- College of Nursing
- James Harrison College of Pharmacy
- College of Sciences and Mathematics
- College of Veterinary Medicine
- University College
- Honors College



Position Summary

The Executive Director of Advancement Technology and Data Insights oversees strategy and operations for the Auburn Advancement Information Technology team. This role leads the Auburn University Foundation's Technology and Data initiatives, collaborating with leadership to craft and implement tech-enabled strategies in line with Advancement's goals for fundraising, engagement, and communications. Responsible for maintaining data integrity and security, they also provide innovative data analysis strategies to bolster fundraising, communication, and engagement efforts.

Reporting Relationships

Reporting to Erin Lewis, Vice President Advancement & Chief Advancement and Strategy Officer with approximately 20 FTE's.

Responsibilities

The successful Executive Director, Advancement Technology and Data Insights candidate will:

- Provide organizational leadership on technology and data insights. Serve as a leader of the Advancement IT team, embracing Advancement's core values of Purpose, Production, Collaboration, and Innovation.
- Serve as the Chief Information Officer of the Auburn University Foundation, ensuring the Foundation's comprehensive data ownership policies and practices.
- Regularly report to the AU Foundation board on any data and technology practices.
- With the Chief Operations Officer and the Chief Financial Officer of the AU Foundation, prepare budgets related to technology investments, analyze risks to Foundation assets, and participate fully in all AUF board meetings and activities.
- Serve the Administration and Finance Committee of the AU Foundation on relevant policies.
- Serve as the technology and data expert for the AU Foundation's Audit Committee and annual external audit.
- Ensure technology services are planned and delivered in a timely and cost-effective manner, supporting business requirements, with a customer-service mindset, in alignment with organizational direction, objectives, and expectations.
- Ensure effective use of technology platforms and leverages university systems and/or infrastructure appropriate to support Foundation and Advancement business applications in a secure, reliable, maintainable, and cost-effective manner.
- Provide team leadership for the functions of infrastructure services, business intelligence, data governance and insights, enterprise application development, project management, and help desk support services.
- Maximize the use of AI for Advancement purposes, ensuring data privacy and security, as well as the creation and documentation of leading practices in fundraising, engagement, and communications.
- As the primary data steward for the AU Foundation, ensure processes are in place for IT data security, risk management, disaster recovery and business continuity, and that these processes are reviewed regularly to remain current and comprehensive, according to university and foundation objectives.

- Work collaboratively with the university's Office of Information Technology on system and data security, as well as consistency in university IT practices.
- Work with Advancement leadership to plan and maintain data quality; standardize business rules and data definitions through a data governance model.
- Convene the Advancement IT Governance Committee, informing the decision-making process of project prioritization. Identify and recommend major initiatives to best serve the strategic needs of AU Advancement and the AU Foundation for leadership consideration and approval.
- Provide leadership to the data analytics strategy to develop data-driven insights to maximize organizational fundraising productivity and engagement results.
- Keep current with technological changes, advances, trends, issues, and pricing associated with IT in the business environment, including best practices, security and compliance, infrastructure and applications; develop and maintain staff expertise in current and anticipated information technologies.
- Oversee the IT project management function and establish project management standards to optimize project resources, improve quality, and reduce risk.
- Maintain regular communications with supervisor, regarding issues, objectives, and activities.
- Plan and oversee the overall operational, reporting, budgetary, and financial responsibilities; develop and maintain work systems, procedures, and productivity standards that advance the mission and goals of Advancement and the AU Foundation; manage all aspects of the employee life-cycle including professional development and a culture of trust and mutual respect; allocate staff and resources to effectively accomplish the work of Advancement IT; monitor, evaluate, and aim to improve effectiveness of unit operations; ensure a customer-service mindset across the team; make business decisions that are consistent with the Advancement mission, organizational culture and values.

Goals and Objectives

The following goals and objectives have been identified as priorities for this position:

- Partner closely with senior leadership in Auburn University Foundation, university-wide colleagues, and university IT to understand the present state of advancement technology and data insights. Identify opportunities for improvement.
- Lead the digital transformation efforts of Auburn University's Advancement program, including the successful implementation of the Salesforce CRM conversion project.
- Serve as a future-focused leader for the Advancement IT team, developing modern systems and associated business processes that anticipate the needs of the Advancement team.
- Assess, prioritize, and create a comprehensive strategy to address ongoing business needs including a customer-service model of delivery, cloud-based solutions, and data-analysis efforts to support fundraising, alumni engagement, and communication needs.
- Develop collaborative relationships across Auburn Advancement, and with colleagues across the university, including centralized IT leaders.
- Lead the Advancement IT team through the establishment of a strong culture within the department focused on collaboration, innovation, purpose, and production.
- Develop collaborative relationships across Auburn University and the Foundation and Advancement board of directors. Help to create a strong culture within the department.
- Listen, understand, and implement a technology model to support forward-thinking data analysis strategies to support fundraising, communication, and engagement efforts.

Candidate Qualifications

Education/Certification

- Bachelor's degree in information systems or related field and 10 years of relevant experience required in a fundraising, nonprofit, higher education, or similar setting.

Knowledge and Work Experience

- Experience in higher education advancement and/or the non-profit industry (501c3 experience).
- In-depth understanding of Customer Relationship Management (CRM) systems and data analytics.
- Salesforce and Marketing Cloud experience.

Leadership Skills and Competencies

- Ability to design and create data collection analysis along with interpretation and reporting.
- Ability to work collaboratively and foster partnerships with stakeholders across differing schools, departments, and functional teams.
- Ability to manage multiple priorities and perspectives.

The Community

Auburn, Alabama



Auburn, Alabama, residents enjoy a thriving community. The city is recognized as one of the best-performing small cities in U.S. by the Milken Institute and in Livability's Top 100 Best Places to Live. It features a moderate southern climate and easy access to large cities, beaches, and recreational mountain venues.

The city's historic downtown exudes a warm ambiance, offering a variety of boutique shops, cozy cafes, and local eateries that cater to all tastes. Auburn's commitment to preserving its heritage is evident through its heritage trails, museums, and annual festivals that celebrate the city's past, present, and future.

Situated along the rapidly developing I-85 corridor between Atlanta, Georgia, and Montgomery, Alabama, the combined Auburn-Opelika, Alabama/Columbus, Georgia statistical areas have a population of over 500,000, with excellent public-school systems, outstanding recreation areas and an exceptional regional medical center.

More information is available through the [City of Auburn](#) and [Auburn-Opelika Tourism](#) websites.

Procedure for Candidacy



All applications, nominations and inquiries are invited. Applications should include, as separate documents, a CV or resume and a letter of interest addressing the themes in this profile.

WittKieffer is assisting Auburn University in this search, which will remain open until an appointment is made.

Application materials should be submitted using the WittKieffer [Candidate Portal](#). Candidates can also find this portal via the WittKieffer website at www.wittkieffer.com and selecting the "Become a Candidate" button.

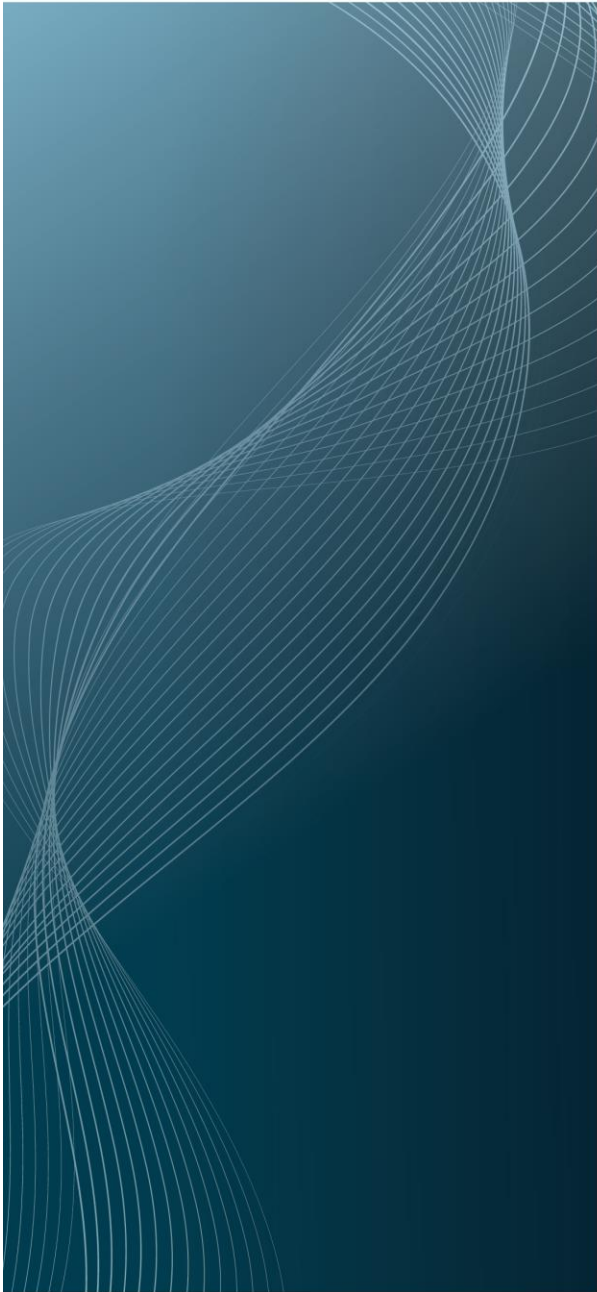
Nominations and inquiries can be directed to:

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Auburn University values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other status protected by law.

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