

Brandy Cox Jackson, CFRE

August 11, 2022

Mr. Kenny Daugherty
President
Myers McRae Executive Search and Consulting

Dear Mr. Daugherty:

Thank you for considering my qualifications and potential to be the next Vice President for University Advancement at Winthrop University. As a passionate advocate for higher education with fundraising and alumni relations experience at public and private universities, I believe my heart to help students achieve success and my commitment to plan for the future align clearly with the priorities set forth in Dr. Serna's strategic plan for Winthrop University.

I realized very early in my professional journey that helping others was key to my personal and professional happiness and satisfaction. I am grateful to have found a profession that allows me to build relationships and support fundraising for education, including three comprehensive campaigns. Working with Winthrop University to deliver lasting educational impact and build the university's financial stability connects to the mission of student support that resonates deeply with me.

As a leader, I have developed relationships through a combination of authentic, servant, and adaptive leadership styles. In my current role, I have worked with a national board of directors, university leadership, and association staff to write a strategic plan and then built trust with the team to implement the plan. My ability to think and plan ahead has become a significant factor for growing trust and respect to strengthen my team, build and rebuild programs, and better collaborate with colleagues and key stakeholders.

The Winthrop University strategic plan shows a thoughtful approach and tactical planning for the university's future, and I am excited to support these priorities. If given the opportunity, I believe my visionary and strategic thinking will be of incredible service to Winthrop University for future success.

Thank you again for considering me to be the next Vice Chancellor for University Advancement at Winthrop University.

Sincerely,

A handwritten signature in black ink that reads "Brandy Cox Jackson". The signature is written in a cursive, flowing style.

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Career Highlights

- Successful professional experience in increasing leadership roles with proficiency communicating strategic messages to diverse constituents achieving collaborative and impactful outcomes
- Seventeen years in development and alumni relations including comprehensive understanding and management of development operations consisting of major gift fundraising, planned giving, direct mail, telemarketing, prospect research, stewardship strategies, and campaign events
- Fifteen years of volunteer management experience
- Eight years leading a university related interdependent 501(c)3 with a \$4 million annual budget and a staff of 22
- Leadership positions in three comprehensive campaigns, including two \$1 billion campaigns
- Strategic role with Board of Trustees and Alumni Board of Directors, including university presentations, program updates, and committee support

Professional Experience

University of Arkansas

Associate Vice Chancellor and

Executive Director for the Arkansas Alumni Association

Fayetteville, AR

2014-Present

Leadership and Planning

- \$4 million annual budget, direct supervisory for five staff members with a total staff report of 22
- Strategic plan written and implemented in 2018
- Implemented annual staff workshops and semi-annual one on one reviews with all staff members
- Worked with all staff members to create “Communication Norms” promoting effective communication practices and expectations

Fundraising and Scholarship

- Advancement Leadership Team for \$1 billion *Campaign Arkansas*
- \$12.7 million raised for the Arkansas Alumni Association, more than \$10.5 million for student support
- Oversee the awarding of more than 450 scholarships each year, totaling more than \$1.2 million in awards
- Review and supervise all scholarship agreements and stewardship plans

Management and Finance

- Strong financial oversight – taking over the organization after a qualified audit, hiring a strong financial team, and establishing a clean and healthy finance structure
- Increased cash and investments by \$4.46 million
- Established compliance and reporting protocols
- Rewrote the association bylaws to provide compliance with nonprofit legal requirements

Diversity and Inclusion

- Researched and conducted the first inclusion training to alumni volunteers
- Reviewed and changed senior awards application and selection process to support a more diverse applicant pool
- Organized and held the first virtual Alumni Town Hall Series: Conversations on Race

Communications

- Manage branding and website
- Email outreach platform and strategy for more than 50 departments on campus
- Oversee social media strategy for four channels
- Supervised and supported magazine redesign (Quarterly *Arkansas Magazine*)

Oklahoma State University Foundation

*Sr. Director of Development and
Team Lead, University Programs*

Stillwater, OK

2012-2014

Administration and Management

- Hired specifically to implement and build the Oklahoma State University Foundation University Programs unit including hiring all staff and building business plans and development portfolios for university wide initiatives as a part of the \$1 Billion Branding Success Campaign
- Conducted donor visits and implemented strategy with the OSU Provost, Vice President of Student Affairs, Dean of the Library, Dean of the Graduate College, and other leadership across campus

Fundraising and Stewardship

- Performed identification, qualification, cultivation, solicitation and stewardship of prospects with an emphasis on prospects of \$100,000 plus
- Conducted a minimum of 140 personal visits with donors, prospective donors, and their advisors to solicit major and planned gifts

Culture and Recognition

- Recognized by the OSU Foundation Executive Team for leadership and collegiality among university partners and foundation staff: 2012 Rookie of the Year and 2013 Culture Keeper Award for Teamwork
- Respected and sought out to support human resources development as a peer mentor and reviewer for development officers in varying major gift roles

University of the Ozarks

*Director of Development and
Director of Alumni Relations*

Clarksville, AR

2005-2012

- ❖ As Director of Development, I served closely with the Executive Vice President in all administration of the development program. I was a major gift fundraiser and team manager. My supervision and areas of direction included planned giving, major grant writing, affinity fundraising, annual fund, church relations, and alumni affairs.
- ❖ As Director of Alumni Relations, my work was multifaceted. I unified campus constituents and transcended generations to better unite and engage the university family with all academic divisions, admissions, athletics, public relations, and numerous affinity groups.

Leadership and Administration

- Reviewed the University's \$80 million endowment on a quarterly basis as a member of the University's endowment committee
- Implemented the official Arkansas license plate, providing a new revenue stream for the Alumni Association which doubled the original investment and increased publicity for the institution across the state
- Provided training and guidance to staff members regarding use of Raiser's Edge, fund raising Best Practices, and trends in Higher Education
- Served on the North Central Higher Learning Commission Criterion 4 subcommittee and the Faculty and Staff Benefits committee member
- Evaluated record keeping, donor recognition, and assessment through Raiser's Edge

Major and Annual Gifts

- Secured gifts for a \$40 million comprehensive campaign ranked as the seventh most ambitious in the U.S. relative to size (CASE Campaign Report 2006)
- Solicited and closed major gifts with individuals and foundations, including writing annual scholarship and endowment agreements through active work in the donor cycle
- Met and surpassed annual giving goals for seven years to support an annual balanced budget for the University of the Ozarks
- Prepared annual fund appeal materials and evaluated ROI for all appeals (segmentations – LYBUNTS, SYBUNTS, non-donors; constituent coding – alumni, trustees, corporations, churches, parents, friends; and affinity groups – athletics, majors, class reunions)
- Increased efficiency of phonathons through data review and implemented a second annual phonathon targeting alumni participation

Stakeholder Engagement and Volunteer Management

- Researched and recruited members of the Board of Trustees and Alumni Board of Directors
- Reviewed, revised and provided position descriptions to all Alumni Board members
- Reviewed policies and bylaws for Board of Trustees and Alumni Board of Directors

Education

Certified Fund Raising Executive
Certificate of Proficiency in Fundraising

CFRE International
Assoc. of Fundraising Professionals

Doctoral Student
Ph.D. in Higher Education

University of Arkansas
Fayetteville, AR

Master of Arts
Journalism

University of Arkansas
Fayetteville, AR

International fellowship studying Freedom of Speech at Oxford and Cambridge

Bachelor of Arts
Radio/Television/Film

University of the Ozarks
Clarksville, AR

Alpha Chi National Honor Society and Magna Cum Laude graduate

Professional Membership and Volunteerism

Council for Advancement and Support of Education

2018-2020 District IV Cabinet member

2020 Chairperson for first women's leadership preconference workshop

2019 District IV regional conference chairperson

Council of Alumni Association Executives

Fellowship selection committee member

Research committee member

Association of Fundraising Professionals

Workshop presenter for Fundamentals in Fundraising and CFRE Review Course

2012 Board of Directors for the Arkansas Chapter of AFP