

Pratt

Brooklyn, NY

Director of Alumni Relations & Annual Giving

The Opportunity

Globally recognized for its distinguished academic reputation, [Pratt Institute](#) is one of the most prestigious independent specialized colleges in the United States. Pratt's interdisciplinary programs – in architecture, art and design, information and library science, and liberal arts and sciences – are consistently ranked among the best by *U.S. News & World Report*, *The Princeton Review*, *Design Intelligence*, and others. Pratt's inspirational campus in the beautiful Clinton Hill section of Brooklyn and in Manhattan on West 14th Street places it in one of the world's multicultural epicenters for arts, culture, design, and business and provides its students an exceptional learning and working environment that extends beyond its campus.

Celebrating its 125th year, Pratt is at a pivotal moment in planning for future generations of students and global citizens. To help support Pratt's essential vision and ambitious goals, the Office of Institutional Advancement is strategically expanding its team. Pratt has retained [Freeman Philanthropic Services, LLC](#) to assist in recruiting the Director of Alumni Relations and Annual Giving.

Under the supervision of the Vice President for Institutional Advancement, the Director of Alumni Relations and Annual Giving will lead an active alumni fundraising and engagement program for one of the nation's preeminent schools of art, design and architecture. The Director oversees a staff of five full-time fundraisers and additional part-time staff and volunteers in achieving ambitious strategic goals for the Institute. The Director is a senior member of the Institutional Advancement team, and works in close collaboration with other fundraising and communications directors and staff within the division, as well as with the Institute's academic and administrative leaders.

Responsibilities

- Develop, implement and evaluate a strategic, multi-year fundraising plan for *The Fund for Pratt*, the institution's annual fund
- Generate regular analytical reports (with assistance from Development Operations team) on progress toward fundraising and appeal goals
- Oversee growth of Pratt Leadership Societies (\$1K+) annual giving and donor engagement program

- Personally manage a portfolio of at least 125 donor prospects for cultivation and solicitation; supervise donor portfolio management of other alumni relations and annual giving team members
- Expand development of special alumni giving programs, including Young Alumni and Undergraduate Giving, Reunion Giving, Parent Giving, and Gatekeepers Society (5+ years consecutive giving)
- Create volunteer networks of alumni leaders, and coordinate activities of associated alumni groups, including the Black Alumni of Pratt
- Manage a phonathon fundraising program, and engage student leaders as callers
- Participate in regular and strategic collaboration with the Provost and Deans, Academic Directors, and Officers
- Supervise an active year-round calendar of alumni engagement events both on- and off-campus
- Provide primary logistical and programming support for the Institute's 125th Anniversary and related special activities throughout the anniversary year (Sept 2011-Dec 2012)
- Participate in the development of an alumni travel program
- Oversee the active management of a full social media and electronic engagement platform, including an interactive web community, alumni events calendar and e-announcements, and electronic fundraising appeals
- Ensure the timely provision of alumni relations and annual giving materials and content for Pratt Institute publications
- Supervise a staff of 5.5 (FTE) fundraising professionals and relevant student workers and volunteers
- Manage and closely monitor effective use of Alumni Relations and Annual Giving operating budget, and work with vendors, as needed
- Oversee effective utilization of the Raiser's Edge database, management and regular updating of alumni records, and integration of e-commerce and database processes for the alumni web community
- Participate, as needed, in the planning and implementation of capital campaign activities that engage alumni
- Balance successfully essential travel needs and responsibilities to campus programs and staff
- Serve as the Institute's liaison to alumni, parents, and friends; represent the Institute as needed and directed by the Vice President for Institutional Advancement
- Other duties as assigned by supervisor to promote office alumni relations and fundraising goals and objectives of the Institute

Desired Qualifications & Experience

While the position requires a range of technical skills, the ideal candidate for the role of Director of Alumni Relations and Annual Giving will be – first and foremost – an energetic, self-motivated and goal-oriented fundraising professional with superior writing and public speaking abilities, strategic vision, and strong project management skills who thrives in a team-based environment.

Other requirements include:

- Proven track record in leading successful annual fund fundraising campaigns
- Five+ years of managerial/supervisory experience required
- Excellent communication skills
- Ability to analyze quantitative data
- Demonstrated experience and background in art and design a plus
- Strong computer skills with excellent working knowledge of the Microsoft Office Suite of programs, particularly Microsoft Excel and Word
- Knowledge of Raiser’s Edge or equivalent database preferred
- Availability to travel and work frequent evening events essential
- Bachelor’s degree required; advanced degree preferred

Compensation

The compensation and benefits package will be competitive and commensurate with the successful candidate’s background and experience.

Freeman Philanthropic Services (FPS)

FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions. Please visit our [website](#) for more information about this recruitment and our work.

Confidential Inquiries & Applications

Please send all confidential inquiries, applications, and nominations directly to FPS via e-mail at PrattAlumni@glfreeman.com. Pratt is an Equal Opportunity/Affirmative Action Institution.

About Pratt

Founded in 1887, Pratt offers undergraduate and graduate degree programs in architecture, art and design, information and library science, and liberal arts and sciences to 4,700 students from around the world. Pratt's programs are consistently ranked among the best in the country, and its faculty and alumni include the most renowned artists, designers, and scholars in their fields. Its interdisciplinary curriculum promotes collaborative and creative strategies for design thinking and provides students with unparalleled training facilities.

History

Pratt Institute was founded by Charles Pratt, a philanthropist who made his fortune in petroleum. Regretting his own meager student experience, he sought to ensure that future generations would have access to an education that enabled them to pursue their artistic and creative goals. The Institute opened on October 17, 1887 with a drawing class of 12 students, and quickly expanded its course offerings, attracting more than 1,000 students by fall 1888. Reflecting Charles Pratt's concern with the welfare of the general public, the Institute's library, which opened in January 1888, served as Brooklyn's first free public library until the establishment of the Brooklyn Public Library in 1897. Charles Pratt remained actively involved in the school's development until his death in 1891, when his sons assumed responsibility for the Institute. In 1938, Pratt awarded its first bachelor's degree, and has since established an international reputation for excellence as one of the world's leading specialized colleges.

Mission

The mission of Pratt Institute is to educate artists and creative professionals to be responsible contributors to society. Pratt seeks to instill in all graduates aesthetic judgment, professional knowledge, collaborative skills, and technical expertise. With a firm grounding in the liberal arts and sciences, a Pratt education blends theory with creative application in preparing graduates to become leaders in their professions.

President

Dr. Thomas F. Schutte became the 11th president of Pratt Institute in 1993. During his 18-year tenure at Pratt, the Institute has become a highly selective national and residential school, reflecting Dr. Schutte's vision for Pratt. Pratt is currently one of the largest colleges of art, design, and architecture in the world. Dr. Schutte is a founding member, trustee, and chair of the Myrtle Avenue Revitalization Project, a neighborhood collaboration that has revived the portion of the avenue that runs through Clinton Hill and Fort Greene into a thriving retail district. He is chair of the Brooklyn Arts Council and also served for a decade as president of the Rhode Island School of Design and as president of the Philadelphia College of Art.

Innovation

Sustainability: Pratt's Center for Sustainable Design Studies and Research (CSDS) strives to integrate green design principles into its educational curriculum. The Pratt Design Incubator for Sustainable Innovation, a part of CSDS, is a vibrant and energetic atmosphere supporting the entrepreneurial



talents of designers, artists, and architects selected from the Pratt community who share a common goal: linking the social entrepreneur with the business of design. In addition, Pratt values environmentally conscious practices in its construction, facilities, and operations.

Corporate Sponsored Studios: Through design studio sponsored projects, corporations gain access to new unbridled approaches to a design or business problem, while participating student designers gain real world experience. Pratt's creative students and faculty collaborate to tackle design problems and work toward possible solutions within the context of Pratt's academic curriculum. Current corporate partners include Barnes & Noble, Colgate-Palmolive, Cotton Incorporated, General Mills, and Umbra.

Impact

Global: Pratt maintains various forms of contact with art, design, and architecture institutions in Europe, Asia, South America, and Australia. Currently Pratt enrolls students from 48 states and 63 countries and its alumni reside in over 100 countries. Pratt offers more than 20 study abroad and international exchange programs in more than a dozen locations, including Florence, Milan, Copenhagen, London, and Tokyo.

Local: The Pratt Center for Community Development works for a more just, equitable, and sustainable city for all New Yorkers, by empowering communities to plan for and realize their futures by supporting community-based organizations in their efforts to improve neighborhood quality of life, attack the causes of poverty and inequality, and advance sustainable development. The America Reads/Counts program at Pratt Institute provides mathematics and literacy services to more than 5,000 children and their families each year. Pratt programs such as Saturday Art School, the Summer Design Program, and Design Initiative for Community Empowerment allow hundreds of elementary, middle, and high school children in the local Brooklyn community to gain exposure to art and design courses.



Points of Pride

Prestigious Faculty: Pratt's nearly 1,000 faculty members are working professionals and scholars who have received more than 18 Tiffany, Fulbright, and Guggenheim awards as well as other prestigious professional awards including the Rome Prize.

Academic and Industry rankings:

- ❖ *U.S. News & World Report's 2009 Guide to America's Best Graduate Schools*
 - Interior Design graduate program 1st nationally
 - Industrial Design undergraduate program 4th nationally
 - Communications/Package Design graduate program 9th nationally
 - Master of Fine Arts degree program 15th nationally
- ❖ *DesignIntelligence 2011:*
 - Interior Design graduate program 1st nationally
 - Interior Design undergraduate program 2nd nationally
 - Industrial Design undergraduate program 4th nationally
 - Industrial Design graduate program 7th nationally
 - Architecture undergraduate program 9th nationally
- ❖ Pratt was recognized as one of the country's most environmentally responsible colleges, according to *The Princeton Review's Guide to 286 Green Colleges*.

- ❖ Pratt was recognized as one of the country’s best values in private colleges and universities according to *Kiplinger’s Personal Finance*, which ranked Pratt as one of the top values for academic quality and out of more than 600 private institutions surveyed in a 2010 report.

Media recognition: Pratt is ranked first among the country’s colleges of art and design in terms of its “electronic buzz” and coverage in global print and electronic media outlets, on the Internet, throughout the blogosphere, and in social media outlets, according to the Global Language Monitor’s (GLM) TrendTopperMediaBuzz™ Winter/Spring 2011 Rankings, which also lists Pratt as 14th among all colleges in the United States and fifth among all colleges and universities in New York State for its overall media presence. Pratt was the only college of art and design out of the top 20 institutions listed in the college category.

Inspirational Environment

Pratt Sculpture Park: The entire 25-acre Brooklyn campus is home to the Pratt Sculpture Park, the largest in New York City, which features sculptures by such artists as Arman, Richard Serra, Donald Lipski, and Mark di Suvero. The Pratt Sculpture Park was recognized as one of the 10 best college and university campus art collections in the country by *Public Art Review* in 2006.

Galleries: Pratt Manhattan Gallery is a public art gallery that strives to present significant, innovative, and intellectually challenging work in the fields of art, architecture, fashion, and design from around the world and to provide a range of educational initiatives to help viewers relate contemporary art to their lives in a meaningful way. Established in 1985, The Rubelle and Norman Schafler Gallery on the Brooklyn campus mounts faculty and student exhibitions as well as thematic shows featuring the work of unaffiliated artists. Pratt has more than 15 additional galleries located on its Brooklyn and Manhattan campuses.

Location

As one of the world’s multicultural epicenters for arts, culture, design, and business, New York City provides Pratt students and faculty, many of whom are active contributors to the city’s creative sector, with an exceptional learning and working environment that extends beyond the Pratt campuses to the city’s five boroughs. New York City is home to more Fortune 500 companies than any other city in the U.S., which offers Pratt an advantage in securing sponsored studio projects that allow students real-world experience and simultaneously provide corporate representatives the opportunity to benefit from innovative thinking at Pratt.



Brooklyn: The 25-acre main campus is located in the Clinton Hill section of Brooklyn and is bordered by numerous 19th-century brownstones and mansions, a number of which were built by founder Charles Pratt for his large family. The schools of art and design, architecture, and liberal arts and sciences are located on this campus.

Manhattan: The seven-story, 80,000-square-foot Romanesque revival building at 144 West 14th Street serves as Pratt’s Manhattan campus in the city’s Chelsea district. The seven-story property offers state-of-the-art facilities within a turn-of-the-century building. The School of Information and Library Science is located on this campus as well as Pratt’s associate degree programs, and its graduate program in Communications/Package Design, and its public art gallery, Pratt Manhattan Gallery.

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