



**Stony Brook University**

**Senior Director of Development for Athletics/Associate  
Athletic Director  
Position Prospectus | 2024**





Stony Brook University has partnered with AGB Search to identify its next Senior Director of Development for Athletics/Associate Athletic Director.

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

Reporting to the Interim Vice President for Advancement, the Senior Director of Development for Athletics/Associate Athletic Director will play a key role leading the fundraising efforts for Athletics. Working closely with the Interim Vice President for Advancement and the Athletic Director, and serving as a member of the leadership team in development and in Athletics, they will design and lead a team to execute a comprehensive fundraising plan and strategy for Athletics. The Senior Director of Development/Associate Athletic Director will meet with key prospects and individual donors, cultivate relationships with them, solicit them for gifts, and manage all faculty fundraising activities. While subject to change based on an individual development officer's portfolio, the Senior Director of Development/Associate Athletic Director will be required to meet clearly defined metrics annually.

The role of intercollegiate athletics at Stony Brook is vital as the University continues to make a positive impact on lives throughout the region, state, and world. Stony Brook Athletics supports the fundamental belief that students possess the ability to change the world. The power of intercollegiate athletics is significant in that its reach extends deep within the hearts and minds of those who are connected to Stony Brook. It also provides a unique pathway for the University to spread its message to a broader audience. Athletics is a visible marketing arm of Stony Brook, and it has the power to bring the community together in ways that are unmatched by other programs. Since making the transition to Division I for the 1999-2000 academic year, Stony Brook Athletics has grown in size and scope while providing a tangible source of pride for students, alumni, and the campus community.

*A Transformative Vision for Stony Brook Athletics*, the Athletic Department's Strategic Plan, was developed to present the department's roadmap for the next five years and highlights avenues for growth as well as critical areas for investment. In order to enhance the University's goal of becoming a top 20 public research institution, Athletics must be a prominent leader that is capable of enhancing Stony Brook's institutional profile on a local, regional, national, and global level. A significant financial investment will be required in order to implement the entirety of the plan. Stony Brook Athletics supports nearly 600 student athletes across 16 teams, and a variety of versatile facilities and venues.

Stony Brook University is one of the newest and youngest members of the Association of American Universities, a group comprised of the top 66 research universities in the United States and Canada, and is eager to continue its trajectory toward the top of higher education institutions in the world. As a young research institution with unlimited potential, the University enables both excellence and access in equal measure. The next Senior Director of Development will champion the vibrant community of Stony Brook and support the mission of being a national leader in generating social mobility for its students.

In fiscal year 2023-24, the University closed a record year, raising over \$665 million in gifts and pledges through the generous support of nearly 9,193 donors. This group comprised thousands of first-time donors, and supported research, endowed faculty positions, scholarships, fellowships, facilities, campus life, and other academic support.

**Required Qualifications:**

A bachelor's degree is required (foreign equivalent or higher). Six (6) years of full-time fundraising experience, sales, or related experience in a higher education institution, a large non-profit, or complex healthcare system. Proven record of success in cultivating, soliciting, and closing major level (\$100,000+) gifts from individual donors or institutions. Experience managing numerous priorities and a broad portfolio of donor/client relationships.

**Preferred Qualifications:**

A master's degree is preferred. At least one (1) year of athletic administration experience. An additional one (1) year of full-time fundraising experience in higher education, a large non-profit, or a complex healthcare system. Comfort working with high net-worth individuals, including the ability to maintain confidential information. Experience managing staff and volunteers, and sport oversight. Fundraising campaign experience, and experience with contact management software.

**Key Responsibilities:**

- **(45%):**
  - Develop short-term and long-term strategies for prospect cultivation and solicitation. Identify, qualify, cultivate, solicit, and/or steward prospects capable of making major (\$100,000+) gifts. Steward existing donors appropriately to encourage long-term relationships. Achieve specific and measurable goals for contacts, effective portfolio management, proposals presented, and dollars raised.
- **(20%):**
  - Recruit, train, and supervise staff and Advancement volunteers in Athletics; establish and monitor goals, provide performance feedback and coaching, and support professional development; direct team and manage workflow, prioritizing and delegating work; complete annual performance management procedures; manage performance issues; use independent, consistent, and fair judgment in exercising authority; develop procedures, assign and prioritize work, and ensure that the resources needed to accomplish work are provided.
- **(20%):**
  - Assist with administrative functions within the department of Athletics, which could include sport oversight and/or other areas, as determined and agreed to by the Athletic Director. Attend appropriate athletic, alumni, and University events that present opportunities to advance prospect or donor relationships.
- **(10%):**
  - Serve as a member of the Stony Brook Advancement and the Athletics leadership teams, coordinating efforts with the broader work of University Advancement, participating as a professional and team member in various Advancement tasks and functions, and communicating clearly and consistently with colleagues about goals, progress, and activities.
- **(5%):**
  - Projects as assigned as appropriate to rank and departmental mission.

The salary range for this position is \$137,000-\$177,000, plus a location pay of \$3,400 annually.

## UNIVERSITY ADVANCEMENT

The Stony Brook University Advancement Division builds relationships with friends, foundations, corporations, alumni, faculty, staff, and grateful patients to raise funds that advance the University's mission. Advancement is composed of these major areas:

**Operations & Strategy:** The team is composed of Gift Administration, Legal, Finance, Human Resources, and Data Services. Gift Administration supports the acceptance, documentation, administration, and compliance of philanthropic gifts to the Stony Brook Foundation. Data Services manages the Advancement database, information systems, and online solutions. Finance oversees budget resources for Advancement. Human Resources works with the University's HR to support recruiting, hiring, and talent management needs.

**Marketing and Constituent Experience:** The team is composed of Alumni Relations, Annual Fund, Donor Experience, Events, and Marketing. Alumni Relations engages Stony Brook alumni, students, and friends. The Annual Fund raises support through fundraising campaigns, reaching over 250,000 constituents yearly. Donor Experience focuses on stewardship and building donor loyalty to enhance philanthropic support. Events manages activities to engage fundraising prospects and donors. The Marketing team develops, leads, and directs a comprehensive content and multi-platform marketing strategy.

**Communications:** Creates the tools and strategic messaging that help persuade friends and alumni to invest in Stony Brook.

**Stony Brook Foundation:** As a 501(c)(3) nonprofit organization, the Stony Brook Foundation partners with Advancement to support the mission of Stony Brook University.

**Development:** Comprises all frontline fundraising activity including Major Gifts, Planned Giving, and Foundation and Corporate Relations.

### Awards and Recognition

Stony Brook University's Advancement division has earned numerous accolades in recent years, a testament to our philosophy of embracing innovation. In 2020, Stony Brook was one of only two public research doctoral universities with a hospital that received the Council for Advancement and Support of Education (CASE)'s Overall Improvement award. Recently, the Advancement division was recognized for its innovative work by SUNY Council of University Advancement Directors (SUNYCUAD), garnering four awards of excellence for alumni relations, events, social media campaigns, and senior class giving. Additionally, the division earned the Gold Award from the CASE District II region for its groundbreaking work on digital advertising.

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

### Scott Barrett

Interim Vice President for Advancement



Scott Barrett joined the University Advancement team at Stony Brook in August of 2022 as Senior Associate Vice President for Development and Chief Development Officer. In that role, he has led a team of 52 major gift officers, as well as leadership annual giving and prospect management and research teams. Under Barrett's leadership, the development team has achieved back-to-back record fundraising years that have generated \$840M of philanthropic investment in the University.

Prior to joining Stony Brook, Barrett was the Vice President for Advancement at California State University-Dominguez Hills. Through major and annual giving, government and community advocacy, volunteer and alumni relations, and talent management, he led the Division of University Advancement in efforts to secure record resources—more than \$100M in private philanthropy and member item support—to help further extend CSUDH's success across Los Angeles and California.

Barrett has also served as Associate Dean of External Affairs at Syracuse University's Maxwell School of Citizenship and Public Affairs, where he led strategic planning and implementation in communications, media relations, domestic and international fundraising, alumni relations, and all other external affairs. Barrett and his team increased annual fundraising by more than 400% and led the communications effort to recapture the Maxwell School's #1 ranking in *U.S. News and World Report*.

Barrett has also held top management positions at other campuses, including Vice President of Institutional Advancement for Le Moyne College; Director for Annual Giving at Hamilton College; and Executive Director of Philanthropy for the Bassett Healthcare Network, an affiliate of Columbia University.

Barrett earned a Bachelor of Arts degree in Government from Hamilton College.



### Shawn Heilbron

Director of Athletics

Shawn Heilbron has guided Stony Brook to unprecedented heights since becoming Director of Athletics in July of 2014. His implementation of *Together We Transform: 2015-2020*, a five-year strategic vision for Stony Brook Athletics, has led to historic athletic success, record-breaking revenues, new and revitalized facilities, and a transformative student-athlete experience with significant advances in academics, mental health, life skills, nutrition, sports medicine, and high performance. Heilbron arrived at Stony Brook after serving as the Senior Associate Athletics Director at Oregon State University. At OSU, he led efforts to complete the Athletic Department's \$157 million fundraising goal as an element of OSU's fundraising campaign.

Heilbron earned a Bachelor of Science in Radio-Television-Film from the University of Texas at Austin.

## 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 such as 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/47imyDA>

Questions regarding the application process should be directed to: Lynn DellaPietra, Ph.D., Executive Search Associate, [lynn.dellapietra@agbsearch.com](mailto:lynn.dellapietra@agbsearch.com)

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

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