

**STATE OF SOUTH CAROLINA
FRANCIS MARION UNIVERSITY**
**POSITION DESCRIPTION/EMPLOYEE PERFORMANCE EVALUATION FORM FOR
UNCLASSIFIED EMPLOYEES**
*(To be used for Administrative Staff, Executive Compensation Employees, Academic
Administrative Staff, Professional Librarians, and Coaches)*

Name	Performance Review from:	Performance Review to:
Darryl L. Bridges	January 1, 2015	December 31, 2015

University Title	Class Code/Slot/Position No.	Date Assigned to Current Position	State Employment Date
Vice President for Development/ Executive Director of FMU Foundation	UP15/0002/001536	July 1, 2013	September 1, 1997

PLANNING STAGE ACKNOWLEDGMENT
(Sign this section as your Planning Stage)

Rater/Supervisor: Dr. Fred Carter Date: _____

Reviewing Officer: N/A Date: _____

My Planning Stage and Combined/Position description have been reviewed with me.

Employee: Mr. Darryl L. Bridges Date: _____

Section 1
Briefly describe your management functions as they related to your agency's overall mission. What is the primary purpose of your position?

Plans, directs, and administers a comprehensive University development program and coordinates all fundraising activities. Directs the capital campaign efforts for the University and the FMU Foundation. Effectively manages Development/Foundation programs, administration, financial affairs, and budget. Oversees entrepreneurial activities related to Development.

Section 2
Briefly describe the major end results toward which the efforts and activities of your position are directed.

To increase private support of the University through planning, research, organization, implementation of resources, fundraising activities, and related business opportunities.

Section 3

Essential and Marginal Job Functions of Position Description

Performance Level = P (1,2,3,4); Weighted Level = W (Your weighted points will be 95 for Essential Functions and 5 for Marginal Functions)

#	Essential Job Functions and Success Criteria	P	W
1	<p>Essential Job Function: Plans and directs fundraising programs for the benefit of the University.</p> <p>Success Criteria: Establishes policies, procedures and goals for fundraising activities to include the Capital Campaign, annual fund, capital development, and special programs. Provides leadership and supervision to staff to accomplish fundraising goals and objectives.</p>	█	40 (U)
2	<p>Essential Job Function: Oversees research, prospect identification, proposal design and solicitation strategies.</p> <p>Success Criteria: Develops and maintains prospective and current donor lists. Identifies and maintains contact with prospects to develop their interest and participation in Francis Marion University. Plans events and activities to cultivate and solicit prospects. Coordinates staff actions to research and write Foundation proposals. Reviews and edits proposals developed by others.</p>	█	10 (U)
3	<p>Essential Job Function: Implements planned giving program.</p> <p>Success Criteria: Maintains working knowledge of federal and state laws as they apply to charitable trusts and other planned gifts (bequests, insurance, etc.). Prepares tailored planned gift strategies for appropriate prospects.</p>	█	10 (U)
4	<p>Essential Job Function: Manages the fiscal operation of the FMU Foundation and related entrepreneurial functions.</p> <p>Success Criteria: Prepares annual operating budget and financial reports to donors and Board members. Ensures that all gifts are properly recorded and acknowledged. Responsible for operation of The Cottage. Works with accountants and investment managers and other professionals to assure that business operation(s) are in compliance with state and federal laws and that the corpus of the Foundation is maintained. Advises the administration concerning options for new revenue-producing business opportunities related to the Foundation and the University.</p>	█	15 (F)
5	<p>Essential Job Function: Maintains positive University/Community relations with the Pee Dee area, State and Region.</p> <p>Success Criteria: Helps place the University in the best possible light within the region and the constituencies served. Seeks opportunities to promote the University and Foundation with other organizations and agencies to increase good will and philanthropic intent.</p>	█	10 (U)
6	<p>Essential Job Function: Completes the Position Description/Employee Performance Evaluation for employees supervised and handles other personnel matters appropriately and effectively.</p> <p>Success Criteria: Assures that the Position Description/Employee Performance Evaluation is submitted in an accurate and timely fashion for each employee being supervised; assures that employees are kept abreast of appropriate policies and procedures; and assures that the policies and procedures are followed.</p>	█	5 (U)

7	Essential Job Function: Success Criteria:		
8	Essential Job Function: Success Criteria:		
TOTAL WEIGHTED POINTS FOR ESSENTIAL FUNCTIONS			75 (U) 15 (F)

#	Marginal Function	P	W
1	Marginal Job Function: Assists the President with special projects as they occur. Performs related duties. Success Criteria: Uses time effectively and efficiently in accomplishing those tasks that are not required on a regular basis. Displays interest and enthusiasm in performing other related duties. Motivates by creating an organizational environment or climate where employees can perform. Meets agency affirmative action goals in such areas as hiring, promoting, or placement; level of personal and organization commitment to equal opportunity; progress toward achieving a fully integrated and representative work force; and contribution toward minority programs and other social/economic equal opportunity goals.	■	10 (U)
TOTAL WEIGHTED POINTS FOR MARGINAL FUNCTION			10 (U)

Section 4

What are the primary sources of requests for your services?

Foundation Officers
University's central administration
Deans
Department Chairs
Faculty
Donors

Section 9

What educational credentials, special licensing, special formal training or prior work experiences are required for your position at entry?

Appropriate degree relating to the designated program area and three to five years of experience. Knowledge of procedures and practices associated with funding prospect identification, cultivation, and solicitation of gifts; preparation of gift requests; establishing contacts with potential donors and making visits with potential donors; and ability to supervise staff members; knowledge of the Foundation and the University and their missions.

Section 10

Give any additional information you believe would help someone better understand your position.

As part of the senior administrative staff, the Vice President is involved in strategic planning and operations for the institution. A high level of familiarity with the University's mission, goals, and functions is required to communicate effectively with the diverse constituencies required by this position. Positive and effective interpersonal communication skills are necessary for successful interaction with members of the community, faculty, staff, administration, students, and parents. The Vice President is often challenged to solve unusual problems, respond to a variety of crises, and represent the university in dynamic situations.

Section 11

Supervisory Responsibilities

If this position includes supervisory responsibilities, please indicate the class title and number of positions of the three highest-level subordinates.

#	CLASSIFICATION TITLES OF THREE HIGHEST LEVEL SUBORDINATES	#			
1	Assistant Vice President	1			
2	Academic Program Director	2			
3	Administrative Coordinator I	2			
Number of Employees Directly Supervised		6	Total Number Indirectly Supervised:	4	10

Section 12

Job Requirements

1. Must be able to communicate via telephone for incoming and outgoing calls and in person 100% of the time.
2. Must be able to interpret handwritten and typewritten documents 100% of the time.
3. Must have experience in complex organizations and/or program administration.
4. Must have five years minimum experience in higher education or related environments.
5. Must have knowledge of principles and procedures pertaining to professional fund-raising activities.
6. Must have knowledge of federal and state tax laws as they apply to charitable giving and charitable trusts.