

CLIFFORD PORTER JR., JD

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SENIOR HIGHER EDUCATION ADMINISTRATOR PROFILE

A Specialist in Higher Education, Institutional Advancement, Brand Management and Fiscal Oversight

A visionary and impactful executive with the ability to conceptualize, develop, and launch new programs, foundations, strategies, and events in support of institutional development. A detail-oriented leader who inspires and guides others to execute strategies, exceed expectations, and meet all goals. Proven capabilities in strategic planning, community engagement, student support, resource acquisition, and academic support. An effective communicator able to engage with board members, community members, administrators, elected officials, and industry professionals in a tactful and friendly manner. Well-versed in building the town and gown experience between universities and communities.

CORE PROFICIENCIES

Community Engagement | Brand Management | Grant Management | Budget Administration
Major Gift Solicitation | Stewardship | Relationship Building and Management | Board of Directors relationship management

CAREER HIGHLIGHTS

- ✦ Secured more than \$200M in fundraising through engagement programs, legislative advocacy, and community activities.
- ✦ More than 20 years of success in overseeing high-performing teams through coaching, hands-on leadership, development, and motivation.
- ✦ Facilitated and developed strategic and beneficial partnerships with external agencies and organizations.
- ✦ Engaging and calm communicator with exceptional skills in written/verbal communications, presentation delivery, and interpersonal relations.

PROFESSIONAL EXPERIENCE

Norfolk State University

6/2020 to present

Vice President for University Advancement

- ✦ Initiated Presidential Development dinners to cultivate relationships with major donor prospects.
- ✦ Launched lunch and learn series to educate and engage campus units within development activities.
- ✦ Strengthened policies and procedures for university advancement operations.

Note Accomplishments:

- Secured more than \$83M in fundraising since beginning employment; largest single gift in university history of \$40M
- Implemented new technology into fundraising activities including Boodle Artificial Intelligence and Donor Search platforms.
- Secured multiple transformational gifts (\$1M+) since beginning employment.
- Fostered new relationships with Bank of America and the Jack Kent Cooke Foundation resulting in more than \$1M.
- Developed strategies to build endowments for each academic unit.

Campus Community Experience:

- ✦ **ACADEMIC ENGAGEMENT;** Coordinated partnership with the faculty senate to increase faculty participation in university fundraising initiatives.
- ✦ **STUDENT ENGAGEMENT;** Mentor and lecturer for males in the Spartans Promise to Persist with Purpose (SP3) program.
- ✦ **ENROLLMENT MANAGEMENT;** Coordinated marketing efforts to support enrollment management goals resulting in year over year increases in enrollment.
- ✦ **BUDGET MANAGEMENT;** Member of the University Budget Strategy committee, staff for Board of Visitors Strategic Finance committee, responsible for review and approval of the annual operating budget for the university.

Bethune-Cookman University

2/2017 to 5/2020

VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT

- ✦ Strengthen university marketing and communications efforts through an advocate newsletter, new websites, and a digital newsletter focused on good news and happenings.
- ✦ Championed the review and revision of policies, processes, and procedures related to institutional advancement.
- ✦ Upgrade University Radio station; renovated building with updated design, obtained a van for remote broadcasting, grew market share by 25-mile radius and installed Wide-Orbit automation.

Noted Accomplishments:

- Achieved more than \$15M in fundraising since beginning employment; \$368K was toward the \$400K goal for the Mary McLeod Bethune Statuary fund within 120-days of employment.
- Directed the conceptualization and development of the Dr. Mary McLeod Bethune Statuary Hall Foundation to support historic placement of Dr. Mary McLeod Bethune statute in National Statuary Hall. The first statute of an African American representing a state.

Campus Community Experience:

- ✦ **ACADEMIC ENGAGEMENT;** Participated in academic program review team to ascertain changes in academic programming for the institution.
- ✦ **STUDENT ENGAGEMENT;** Served as the Pre-Alumni Club Advisor
- ✦ **ENROLLMENT MANAGEMENT;** Composed the Daytona 500 student recruitment plan to increase freshman enrollment by 500 students in 2018. Coordinated marketing and alumni engagement plans to support enrollment management goals for areas throughout the southeastern United States. Member of the enrollment management task force.
- ✦ **BUDGET MANAGEMENT;** Responsible for developing and management of the advancement, marketing and alumni annual budgets.

Albany State University

1/2015 to 5/2016

CHIEF OF STAFF (2/2014 TO 5/2016)

- ✦ Served as Senior Strategist and Advisor for the President of the university; consulted on external affairs, leadership practices, public and governmental affairs improvements, university social responsibility, and media relations functions.
- ✦ Drove the campus risk management assessment to identify and mitigate risks efficiently.
- ✦ Built and cultivated relationships with elected officials, government officials, business, and industry professionals to advocate on policies/laws and represent the ASU community to increase internship, services, employment, and awareness opportunities.
- ✦ Collaborated with staff members to design and initiate short- and long-term engagement plans and strategies in alignment with mission, values, and objectives while promoting the university brand.
- ✦ Delivered community development events to enhance university brand and awareness, including veteran's day celebrations, congressional staff visitation days, luncheons, president's circle dinners, and more.

Noted Accomplishments:

- Worked on teams to secure more than \$40K in funding for the Tournament of Roses Parade and \$19.8M in state funding for fine arts and academic centers.
- Coordinated a campus-wide improvement process with procedural reviews and process mapping. ○ Organized community participation for the veteran's memorial bridge dedication and the first state budget signing on campus.

VICE PRESIDENT OF INSTITUTIONAL ADVANCEMENT (3/2008 to 1/2014)

- ✦ Spearheaded all oversight, development, and growth initiatives for the ASU Real Estate Foundation LLC and Campus Facilities LLC.
- ✦ Executed fiscal functions, including Federal Title III grant administration, financial investment management, fundraising potential and opportunity assessment, and sustainable growth.
- ✦ Expanded institutional advancement efforts through collaborative, inclusive, and transparent culture focused on philanthropy.
- ✦ Facilitated partnerships with external organizations and professionals to enhance the quality of employers at career fairs, career services, and career path opportunities/benefits.
- ✦ Key member of the City of Albany Mayor's Workforce Development roundtable while effectively leading divisional activities, communications, and alumni affairs.

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Noted Accomplishments:

- Delivered various projects, including \$35M in student housing and student center initiatives, career services growth and development, strategies to create career opportunities, and a \$4M homecoming program that directly impacted local economy.
- Obtained \$1.2M in sales tax funding for a pedestrian bridge, the largest alumni legacy gift in university history at the time, and 10% growth of contributions for six consecutive years.
- Launched operational improvement initiatives, including Blackbaud/Raisers Edge/Financial Edge software implementation, alumni relations growth strategies, RamLink program expansion, programs to meet business/industry/organizational needs and updated curricula.

Campus Community Experience:

- ✦ ACADEMIC ENGAGEMENT; Served as adjunct faculty member teaching freshman orientation, legal environment of business, employment law and U.S. and GA Government. Also participated in academic affairs strategic planning teams to secure financial support for accreditation and enrollment growth of key academic programs.
- ✦ STUDENT ENGAGEMENT; Young Democrats Advisor, Student Government Leadership Institute lecturer, Male Summit panelist.
- ✦ ENROLLMENT MANAGEMENT; Coordinated Presidential recruitment tour to GA cities to recruit students for Presidential Scholarship program.
- ✦ BUDGET MANAGEMENT; Executive Director responsible for development of the ASU foundation annual budget.

ADDITIONAL EXPERIENCE

- ✦ DIRECTOR OF GOVERNMENTAL AND MILITARY AFFAIRS | Albany Area Chamber of Commerce; *Lobbied for \$180K reauthorization for key programs, fostered long-term relationships with community members, and oversaw sponsorship obtainment, event execution, legislative agenda development, and five-year strategic plan development efforts.*
- ✦ PRESIDENT / CEO | Porter Consulting Services; *Launched company to assist clients with achieving 501-C3 status, creating business strategies, chairing campaigns, and arranging all start-up initiatives. Services also include trusteeship and estate administration.*
- ✦ VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT / LEGAL ADVISOR | Albany State University; *Directed development of a \$30M public-private student housing facility with ASU Foundation, negotiated contracts, and built a strategic partnerships to support scholarships and other activities; Created the model alumni participation model program, established the Ram for a Day program, and supervised the construction of the Albany State University Coliseum.*
- ✦ MANAGING FIELD REPRESENTATIVE | United States Representative Sanford D. Bishop; *Coordinated and executed campaigns for three consecutive years, resulting in re-election. Enhanced constituent services productivity investigated community issues to find resolution, and created a comprehensive handbook on policies. Secured a \$1M grant for a community oriented policing and oversaw grant efforts for a water system.* PRESENTATIONS
- ✦ HBCU Philanthropy Symposium Advisory Board
- ✦ Royal Canine Black History Month Diversity, Equity and Inclusion Symposium
- ✦ Member of HigherEd Jobs Diversity Advisory Council

- ✦ Member HBCU Philanthropy Symposium Advisory Board
- ✦ Publishing Concepts Strategic Advisory Council Board Member

EDUCATION & CREDENTIALS

Juris Doctorate, Nova Southeastern University
Bachelor of Science in Management, Albany State College