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### Introduction of Matt Ter Molen, Chief Advancement Officer

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*Syracuse University*

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# Syracuse University

Remarks by Chancellor Kent Syverud

Delivered on Thursday, January 8, 2015

Location: Schine 304 ABC

Remarks: Introduction of Matt Ter Molen, Chief Advancement Officer

Good morning and thank you for being here.

I especially wanted to thank those of you who worked so hard over the last two weeks to close out 2014. I appreciate the time you spent during Green Days while most of the campus was closed to ensure that we met our goals for the year.

I want to acknowledge Tom Walsh, Chuck Merrihew, Deb Armstrong, and Lil O'Rourke for their leadership and counsel during the past year.

I also want to thank everyone who served on the search committee or supported the process to find our new Chief Advancement Officer.

Tuesday, January 13th, will mark one year since I became Chancellor of Syracuse University.

It is hard to believe it has been one year. I have dedicated much of that time to listening and learning so we can strategize on how we can be a great university that provides the best possible education for our students.

In order to deliver on that promise, we have been focusing on four priority areas.

We are going to envision and provide an outstanding student experience at Syracuse University. We will do that by ensuring that students have excellent teachers, innovative research opportunities, and all kinds of learning experiences--both in Syracuse and around the world--that quench their thirst for knowledge. We have already begun work on building the

best College of Arts and Sciences--the heart of the liberal arts experience at Syracuse University.

We will invest in interdisciplinary research that targets specific and emerging areas of need, enhancing our standing as a research university that can meet the needs of both the local and global communities and can respond to them.

We will embrace innovation and challenge, and not be afraid to do things that challenge the concept of “business as usual.”

We will also continue to build on the example set by Chancellor William Pearson Tolley in the 1940s of embracing our nation’s veterans who were coming home from World War II and helping them earn their education through the newly implemented GI Bill.

Through our nationally renowned Institute for Veterans and Military Families and other cross-campus initiatives, we will give veterans the tools they need to set bold educational and professional goals for themselves and achieve them in the years to come.

To help us reach our goals in these four areas, we have launched an ambitious strategic initiative called Fast Forward Syracuse. This plan provides a framework for all we will do and identifies students as our primary focus.

Fast Forward Syracuse is a three-pronged initiative that includes:

A Strategic Plan, centered on academics, which lays out a shared vision for the University and identifies clear priorities and the action steps needed to achieve it.

A Campus Master Plan, which provides the framework to guide decisions about the University’s strategic infrastructure needs; and

An Operational Excellence Program to help the University be more effective, maximize efficiencies and create opportunities and resources for funding investment in the Strategic Plan and Campus Master Plan.

In order to be successful in many facets of the Fast Forward initiative, the people in this room will need to be the mechanisms for change and innovation. Part of that process begins here today as we welcome new leadership to our team.

I am pleased to formally introduce you to Matt Ter Molen, Syracuse University's Chief Advancement Officer and Senior Vice President.

Matt's official appointment will begin on February 1, 2015. He was confirmed by the Board of Trustees on December 4, 2014.

Matt comes to Syracuse from Northwestern University, where he recently served as associate vice president and campaign manager for "We Will. The Campaign for Northwestern," a \$3.75 billion fundraising effort to support the vision established in Northwestern's strategic plan, "Northwestern Will." As of Aug. 31, the campaign had raised more than \$1.73 billion.

I said when Matt was appointed that I want, "to continue the University's strong fundraising momentum, and that I'm confident Matt is the right person to lead us in securing the resources necessary to enhance our academic mission, support our students and faculty, and take our University to the next level."

Matt is here to provide counsel in determining long-term expectations for a best-in-class advancement organization, including planning, timeline, allocation of resources, capacity projections and infrastructure needs.

He will cultivate, secure and steward complex principal gifts and create an environment of continuous improvement for the advancement organization.

He will also foster collaborative relationships with deans and representatives from schools and colleges and administrative units, supporting their fundraising needs.

But most importantly, Matt will help us establish new methodologies for moving forward; to remain competitive with our peer institutions, continue to nurture existing relationships, and generate new partnerships to ensure the great legacy that is Syracuse University.

Matt, I am so glad to have you here today to lead us in a new chapter in advancement which will ultimately serve our students.

On many occasions, I have asked the Executive Team members, the Chancellor's Council members, the University Leadership Team members, and the members of our Board of Trustees the same question, "Is this good for the students?"

Today, I am confident to say that your work here as a group and the addition of Matt to this outstanding team, is very good for our students!

Please join me in welcoming, Matt Ter Molen.

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