

## Laurie L. Musgrove



Laurie L. Musgrove, Senior Consulting Vice President, brings more than 30 years of experience leading advancement programs at both public and private universities. Since joining GG+A, she has worked with numerous colleges and universities, academic medical centers, and other nonprofit institutions to build fundraising success in ongoing development efforts and in campaigns.

Laurie has extensive experience in evaluating programs; identifying opportunities and solutions for growth; training staff and volunteers; developing major and principal gifts programs; defining successful donor strategies; developing stewardship programs; and guiding the planning and execution of major

campaigns. Recent client work includes:

- At **Dartmouth College**, leading a team of GG+A consultants to provide planning and program support as Dartmouth continues to grow its private philanthropic support. The focus of this work includes stewardship programming, annual giving support at both the institutional level and among the professional schools as well as enhancements to reporting.
- At **Drexel University**, completing a review of current institutional programming and the organizational structure in Advancement and outlining the steps required to significantly increase total annual private support. She is currently leading a team in conducting a feasibility study to provide insight into factors critical to campaign success.
- For the **University of Florida**, completed a study assessing the preparatory steps underway as UF continues planning for its next major effort.
- At **Middlebury College**, she led a team charged with evaluation the productivity, staffing levels and structure, and programming for new institutional and advancement leadership.

Previously, Laurie served for ten years as Vice President for University Advancement at Bryant University, leading Bryant's first comprehensive campaign and exceeding the goal one year ahead of schedule. She also served as Assistant Vice President for Development and Major Gifts at Villanova University during the \$125 million *The Campaign for Villanova*, managing the major gifts program and associated volunteer structure.

In addition to serving as Associate Vice President and Director of Development for Drexel University, Laurie also held key development positions at The Pennsylvania State University during *The Campaign for Penn State*, including management of the school-based major gift staff and the Regional Major Gifts Initiative. She also served in several development and administrative leadership positions at the University of Texas at Dallas.

Early in her career, Laurie served in development roles at the Dallas Symphony Orchestra, the Dallas Ballet, the Fort Worth Opera Association, and the University of Missouri-Columbia. Laurie holds a bachelor's degree in music history and literature from Southern Methodist University.

During her tenure at GG+A, Laurie Musgrove has provided counsel to the following client institutions:

<i>Albright College</i>	<i>Emerson College</i>	<i>Oregon State University</i>
<i>American Heart Association</i>	<i>Emory University</i>	<i>Parkview Foundations</i>
<i>University of Calgary</i>	<i>University of Florida</i>	<i>The Pennsylvania State University</i>
<i>California University of Pennsylvania</i>	<i>Fordham University</i>	<i>Penn State Milton S. Hershey Medical Center</i>
<i>University of California, Los Angeles</i>	<i>Georgetown University</i>	<i>University of Pennsylvania</i>
<i>Cancer Institute of New Jersey Foundation</i>	<i>University of Illinois Foundation</i>	<i>Pennsylvania Horticultural Society</i>
<i>Carnegie Mellon University</i>	<i>University of Iowa College of Medicine</i>	<i>University of Pittsburgh Alumni Association</i>
<i>College of Charleston Foundation</i>	<i>The Richard Ivey School of Business, University of Western Ontario</i>	<i>University of Pittsburgh Medical and Health Sciences Foundation</i>
<i>University of Chicago</i>	<i>The Jackson Laboratory</i>	<i>Rensselaer Polytechnic Institute</i>
<i>University of Chicago Medical Center</i>	<i>James Madison University</i>	<i>Ripon College</i>
<i>Children's Hospital of Philadelphia Foundation</i>	<i>Johns Hopkins University</i>	<i>Rush University Medical Center</i>
<i>Children's Medical Center, Dallas</i>	<i>The LDS Philanthropies, Brigham Young University</i>	<i>University of San Diego</i>
<i>The City University of New York</i>	<i>La Salle University</i>	<i>Smithsonian National Zoological Park</i>
<i>Clemson University</i>	<i>Loyola University New Orleans</i>	<i>University of South Carolina</i>
<i>Colgate University</i>	<i>Ann &amp; Robert H. Lurie Children's Hospital of Chicago</i>	<i>St. Mary's College of Maryland</i>
<i>University of Colorado</i>	<i>Lutheran Social Services of Illinois</i>	<i>Saint Joseph's University</i>
<i>Concordia University, Montréal</i>	<i>The Madeira School Memorial Hermann Foundation</i>	<i>St. Paul's School, Maryland</i>
<i>Cornell University</i>	<i>McGill University</i>	<i>University of St. Thomas, Houston</i>
<i>Dartmouth College</i>	<i>Mercy Corps</i>	<i>Stanford University</i>
<i>Donald Danforth Plant Science Center</i>	<i>Middlebury College</i>	<i>Teachers College, Columbia University</i>
<i>University of Delaware</i>	<i>Missouri Botanical Garden</i>	<i>Texas Children's Hospital</i>
<i>DePaul University</i>	<i>National Public Radio</i>	<i>The University of Texas Health Science Center at Houston</i>
<i>Drexel University</i>	<i>University of Nebraska Foundation</i>	<i>University of Texas Southwestern Medical Center at Dallas</i>
<i>Duke University</i>	<i>University of New England</i>	<i>The University of Texas MD</i>
<i>Duke University Medical Center</i>	<i>New Mexico State University</i>	
<i>The Ellis School</i>	<i>New York Eye &amp; Ear Infirmary</i>	
<i>Elon University</i>	<i>University of North Carolina at Chapel Hill</i>	
	<i>University of Notre Dame</i>	
<i>Embry-Riddle Aeronautical University</i>	<i>The Ohio State University</i>	

*Anderson Cancer Center  
The University of Texas  
at El Paso  
University of Toronto  
Tufts University Medical  
Center  
Vanderbilt University Medical  
Center*

*University of Virginia  
Virginia Polytechnic Institute  
and State University  
Wake Forest University Baptist  
Medical Center  
Washington University, St.  
Louis  
University of Washington*

*University of Western Ontario  
Wichita State University  
and Foundation  
Women's College Hospital  
Foundation, Toronto*