



**Search for the  
EXECUTIVE DIRECTOR  
BROCKPORT AUXILIARY SERVICE CORPORATION  
BROCKPORT, NEW YORK**

**ABOUT ORGANIZATION**

The Brockport Auxiliary Service Corporation (BASC) seeks a seasoned and entrepreneurial leader to serve as its next Executive Director (ED). The Executive Director serves as the Chief Executive Officer of BASC and is the organization's primary fiscal and fiduciary officer. BASC is the nonprofit 501 (c)(3) corporation responsible for operating the dining facilities, college bookstore, and other activities and services on behalf of SUNY Brockport. The Executive Director will have the distinct opportunity to lead an organization that is integral to the well-being of the SUNY Brockport community, leading auxiliary services that support a thriving campus community.

Reporting to the BASC Board of Directors and overseeing a team that includes the Assistant Executive Director, the Accounting & Finance Director, the Director of Dining Services, and the Executive Administrative Assistant, the ED holds primary responsibility for all BASC operations and activities. In addition to direct reports, the ED is responsible for an overall BASC team that includes 35 management, administrative, and professional staff, 67 full-time union members, 35 part-time dining employees, and 100 student team members. The ED also has a dotted line reporting relationship to SUNY Brockport's Vice President for Administration and Finance and collaborates closely with the President's Cabinet. The ED guides BASC's operational and strategic direction, providing oversight and long-range strategic planning for financial, operational, marketing, and facility development in a unionized environment. The ED collaborates closely with SUNY Brockport leadership to maintain alignment of BASC's business model and associated external market forces with the goals and strategic objectives of the university, providing services to 6,424 students, 575 faculty, and 710 staff.

The new ED will be a creative, engaged, visionary leader with a proactive customer service focus. They will be an inspirational, entrepreneurial leader with strong financial skills and a continuous improvement mindset. The ED will have a record of successful strategic leadership and innovation for an organization with similar complexity and focus. BASC seeks a leader who brings innovative revenue-generation ideas along with exceptional skills in operations, contract management, and service management. Beyond these qualifications, ideal candidates will possess outstanding oral and written communication skills, as well as the interpersonal and relational style to build relationships of trust and credibility with a wide range of stakeholders, including students, faculty, staff, and leadership.

BASC has retained the national executive search firm Isaacson, Miller to conduct this critical search. Please direct all confidential inquiries, nominations, and applications to the firm as indicated at the end of this document.

### **THE STATE UNIVERSITY OF NEW YORK BROCKPORT**

Founded in 1835, SUNY Brockport is a 6,424-student public university nestled into the bucolic Village of Brockport, New York, 20 miles west of Rochester and 10 miles south of Lake Ontario. Students enjoy a small college atmosphere and easy access to Rochester's culture, shopping, professional sports, and diverse cuisine. Located on a gorgeous 464-acre campus, the University offers over 100 undergraduate majors and more than 60 master's degree and certificate programs. The University employs 575 full and part-time faculty and 710 full and part-time staff and is a significant economic driver in Monroe County and beyond. Approximately 89% of first-year students live in university-owned housing, and students in these residence halls are required to purchase a meal plan. The University has an approximately \$189 million budget and more than \$30 million of endowed and managed assets. To learn more about SUNY-Brockport, please follow this link: <https://www.brockport.edu/about/>

### **BROCKPORT AUXILIARY SERVICE CORPORATION**

BASC is a 501 (c)(3) nonprofit corporation contracted by SUNY Brockport to support campus life and provide and manage self-operated dining services, self-operated and contracted-out catering, contracted-out bookstore, laundry, and vending services, and manages the [Easy Money program](#). BASC's offices are located on the SUNY Brockport campus, and its mission is to be "an innovative and entrepreneurial organization that delivers key services with integrity and efficiency to foster student success, enhance the quality of life, and support the strategic initiatives of the University." State-operated campuses in New York State are authorized to contract with campus-related Auxiliary Service Corporations (ASCs). ASCs are then authorized to provide a defined set of auxiliary services where students, faculty, and staff have a significant interest in the quality and price of the services provided. ASCs may also provide services to campus-related entities, other related entities, and members of the public at events that are consistent with the university's mission. An independent, self-supporting organization, BASC is innovative and entrepreneurial. An eleven-member Board of Directors governs the organization, and it is subject to New York State Not-For-Profit Corporation Law and SUNY policies and regulations.

## **ROLE OF THE EXECUTIVE DIRECTOR**

The Executive Director of Brockport Auxiliary Services Corporation reports to the BASC Board of Directors with a dotted line reporting relationship to the SUNY Brockport Vice President for Administration and Finance. They have a staff of four direct reports, including the Assistant Executive Director, the Accounting and Finance Director, the Director of Dining Services, and the Executive Administrative Assistant. The ED provides leadership and vision for BASC and holds primary responsibility for all operations and activities. They provide long-range strategic planning for financial, operational, marketing, and facilities development and oversee the day-to-day management of these functions. The ED researches and initiates new business opportunities and strategies, develops business and marketing plans, and leverages technology and modern culinary techniques to provide optimal services and offerings to BASC customers.

BASC seeks an Executive Director to advance the organization's mission and goals and align them with the university's goals and the expectations of a student-centered customer base. The ED must be a financially savvy leader who is comfortable developing long-term strategies while also addressing emergent issues that require the ED's immediate attention.

## **KEY OPPORTUNITIES AND CHALLENGES FOR THE EXECUTIVE DIRECTOR**

The Executive Director will enter a dynamic and exciting environment where they will be expected to engage in the following key opportunities and challenges:

### ***Lead an auxiliary function supporting the needs of a thriving, diverse community***

The Executive Director is an essential leader within the SUNY Brockport community. They will leverage strong communication skills and an adept ability to navigate a unionized environment and a customer base whose tastes are varied in dietary scope. Adept financial skills will be needed to strategically position BASC to address market fluctuations while providing a quality customer experience that is reactive to trends and highly responsive to the unique needs of a university and its community members. They will leverage technology and automation and invest in updated capital equipment to increase operational efficiency. Future collaborative, financial, and programmatic success by this ED may result in expanding revenue line oversight.

### ***Develop a dining master plan***

The Executive Director will develop a new master dining plan. Using transparent communication and feedback mechanisms, they will develop a strategic framework developed as a product of a deliberate stakeholder engagement process. The result of this process will be the implementation of a revitalized dining function. The University recently introduced its strategic plan, [Building A Better Brockport](#). In collaboration with the university leadership, the ED will seek to align BASC's dining master plan with the university's strategic objectives. The ED will join a BASC team who is committed to providing an

outstanding dining program that students, faculty, and staff are proud of and that is highly regarded in the SUNY system.

***Collaborate closely with SUNY-Brockport stakeholders***

To succeed, the Executive Director must collaborate closely with university leadership, including the soon-to-be-named Vice President of Administration and Finance, developing trusting relationships that benefit both organizations from a financial, customer service, and engagement perspective. The ED will engage in proactive planning that supports short- and long-term business needs while reacting to trends and its unique customer base's changing tastes and dietary needs.

***Lead a passionate staff and ensure staffing levels support strategic needs***

BASC has a talented and dedicated staff, a unionized workforce who relish their role in the coeducational experience of SUNY-Brockport students. In many cases, BASC staff know the names of the students they serve. The Executive Director will have nuanced interpersonal skills with an approachable, supportive leadership style. They will develop plans ensuring quality staff recruitment, training, and retention. They will work with student leaders and other university stakeholders to develop pipelines for student workers seeking on-campus employment.

***Continue an entrepreneurial spirit***

As the auxiliary service provider for a dynamic university community, the new BASC Executive Director has the opportunity to continue an entrepreneurial spirit of service. They will keep abreast of food service trends, particularly in higher education. They will identify appropriate opportunities to partner with local, regional, and national vendors to supplement BASCs portfolio of offerings. They will investigate new business lines, collaborating closely with university leadership to identify potential growth areas and ways that provide exceptional service to the campus community.

**QUALIFICATIONS AND CHARACTERISTICS**

The Executive Director will join a dynamic and exciting environment. They will be a financially adept leader, a seasoned and entrepreneurially centered person, likely bringing significant experience in service operations and/or contract management in complex environments. Experience in higher education or similar institutional settings is preferred.

Ideal candidates will demonstrate many of the following personal qualifications, skills, and experience:

- Progressively more senior experience leading dining and food service in a multifaceted environment, including experience in dining management, finance, and operations.

- Experience in higher education or a similar complex institutional setting or environment is preferred.
- Significant expertise in contract negotiation.
- Strong communication skills: seasoned, mature professional adept at navigating politics and the unique position of being the Executive Director of a non-SUNY 501 (c)(3).
- Adept financial skills: marked experience preparing/assessing organizational budgets, including increasing revenue and minimizing expenses without sacrificing quality.
- Experience collaborating with community partners.
- Intuitive and creative nature to create and implement successful programming for the campus community.
- Experience with a unionized workforce.
- Exceptional interpersonal skills: approachable (team members are comfortable coming to the Executive Director with concerns, questions, or positive comments; a good listener with empathy) and humble.
- MBA degree or master's degree in hospitality management from an accredited institution is desired.

### **Applications, Inquiries, and Nominations**

BASC is assisted in this recruitment by the executive search firm Isaacson, Miller. All inquiries and nominations should be directed to the search firm. Electronic submission of materials is required. Please send a CV or resume and a letter of interest in strict confidence to the following:

Dan Rodas, Partner,  
Tim Lanigan, Senior Associate  
Isaacson, Miller

<https://www.imsearch.com/open-searches/brockport-auxiliary-services-corporation/executive-director>

***BASC is an Equal Opportunity Employer.***

***We recognize that our people are our single greatest asset in achieving our mission and vision. To our team members we promise to provide meaningful work, fair wages, the tools for success, and a supportive work environment that is reflective of our company values and provides opportunity for growth and development.***