

CASNR STAFF AWARD

Nominee: Matt Williams

Job Title: Senior Director of Development Department: Development & Alumni Relations

Nominator: Leehu Loon

Job Title: Department Chair and Professor Department: Landscape Architecture

CASNR/TTU Excellence:

Item A: How does nominee consistently demonstrate a customer-oriented, flexible and responsive focus when accomplishing his/her work? *List in detail examples of specific behaviors and activities that demonstrate how these criteria are met and to what degree. What does this person do that is extraordinary?*

Senior Director of Development Matt Williams exemplifies a customer-oriented, flexible, and responsive focus in his position leading the Davis College Office of Development and Alumni Relations. His exceptional dedication to understanding and addressing the needs of donors and stakeholders consistently sets a high standard of excellence.

Customer-Oriented Focus:

Matt Williams prioritizes the unique needs and goals of each Davis College department and each donor, ensuring that every interaction is personalized and meaningful.

Examples include:

- Personalized Donor Engagement: Matt is always willing to meet with prospective or current donors of any department in the Davis College. Prior to the meeting, Matt conducts donor research to understand their interests and philanthropic goals.
- Feedback-Driven Improvement: After meeting with donors, Matt strategizes on how to refine opportunities to further connect with donors while understanding the needs of the department connected to that donor.

Flexible Approach:

Matt Williams demonstrates remarkable flexibility in adapting to changing circumstances and donor needs, ensuring that the department's goals are being met even in ever-changing environments. Matt always does this with a smile on his face!

Examples include:

- In working with the Department of Landscape Architecture (DoLA), Matt met with Department Chair Loon to understand the needs of the DoLA, and how to connect these with a donor (Dr. B. Dan Kamp) who was looking to create a gift that supports the students and faculty of the DoLA.
- Through this process with Dr. Kamp, Matt connected Loon with the TTU Foundation and Legal Counsel multiple times so that this unique gift agreement would work for the DoLA and the vision of Dr. Kamp.

Responsive Focus:

Matt Williams ensures timely and effective communication with all department chairs, stakeholders, and donors, building trust through promptness and reliability.

Examples include:

- **Proactive Problem-Solving:** When faced with challenges, such as a hesitant donor, Matt swiftly addresses concerns and provides solutions. For example, when it was clear that Dr. Kamp wanted to meet in person, Matt extended a trip to stay longer in Dallas so that Dr. Kamp, Dean Krehbiel, and Matt could meet in person.

Extraordinary Contributions:

Matt Williams balances multiple priorities while maintaining a high standard of service. Matt's innovative thinking and deep understanding of stakeholder needs result in exceptional outcomes for the Davis College.

Example:

- Matt worked tirelessly with the DoLA to make sure that Dr. Kamp's unique gift agreement would serve both the DoLA and Dr. Kamp. This took a considerable amount of time and patience. Working this much for one of the Davis College's smaller departments shows how committed Matt is to his work.

Item B: Going the Extra Mile. Has this employee made a significant contribution to quality within the department, college, and university and/or has this employee gone above and beyond the call of duty in responding to the needs of the customer, internal or external? *List specific examples that describe how the employee meets these criteria and the impact actions have had on the customer.*

Significant Contributions to Quality:

Matt Williams has made substantial contributions to the quality of TTU, the Davis College, and the departments in the college by consistently going above and beyond in responding to stakeholder needs.

Examples include:

- **Innovative Fundraising Initiatives:** To enhance the Davis College fundraising capabilities, Matt works tirelessly to develop donor agreements that strategically align with the needs of the department as well as the vision of the donors. This not only increases donor participation but also raises the Davis College profile within the university community.

Above and Beyond the Call of Duty:

Matt Williams consistently exceeds expectations in responding to the internal and external needs of the Davis College and donor needs. This demonstrates exceptional dedication and initiative.

Examples include:

- Matt's work with the DoLA, for the Dr. Kamp gift and other development and alumni initiatives shows that he is willing to go anywhere at any time to meet with DoLA friends, alumni, and stakeholders.

Impact on Customers:

Matt Williams has had a profound impact on Davis College donors and stakeholders. His efforts have strengthened donor relationships, increased financial support, and enhanced the overall quality and reputation of Davis College and TTU.

Matt Williams' consistent demonstration of a customer-oriented, flexible, and responsive focus, combined with his extraordinary effort to go the extra mile, makes him an exemplary candidate for the Davis College Staff Award. His significant contributions and unwavering dedication have had a lasting positive impact on the Davis College, TTU, and all stakeholders.