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New Vice President for Institutional Advancement is S.C. Native

Winthrop University

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New Vice President for Institutional Advancement is S.C. Native

Quick Facts

- The South Carolina native has a career that spans nearly 30 years in fundraising at six different higher education institutions.
- At Winthrop, he will oversee the offices of Alumni Relations, Development and University Relations.
- The current vice president, Kim Keel, will remain in her role as executive director of the Winthrop Foundation and will assume the role of vice president for community engagement and impact.



Danny Nicholson

ROCK HILL, S.C. – **Dr. William D. “Danny” Nicholson II** will join Winthrop University on Nov. 1 as **vice president of institutional advancement**.

The South Carolina native has a career that spans nearly 30 years in fundraising at six different higher education institutions. He has worked since 2009 as the vice president for advancement at **Carson-Newman University** in Jefferson City, Tenn.

At Winthrop, he will oversee the offices of Alumni Relations, Development and **University Relations**. The current vice president, **Kim Keel**, will remain in her role as executive director of the **Winthrop Foundation** and will assume the role of vice president for community engagement and impact.

“I’m looking forward to the significant contributions **Danny Nicholson** will make here,” **President Jayne Marie (Jamie) Comstock** said. “It seems serendipitous that Danny desires to return to his home state, with a wealth of experience that he has gained over the years, at a time of such critical importance in Winthrop’s history. With Danny on our team, we gain a proven fundraising leader with contacts throughout our state, and Danny finds himself doing what he loves much closer to his childhood home of Hartsville, S.C.”

The highlights of Nicholson’s career include working on **capital campaigns** at several institutions. At **Coastal Carolina University**, he planned and implemented its first two campaigns, including the 50th Anniversary Initiatives Campaign, which combined with a second campaign, brought in more than \$25 million over five years. He also implemented the first capital campaign at **Glennville State College** and was the primary creator for a marketing/communications plan that branded a renewed image for the Glennville, W.Va., school.

At **Carson-Newman**, Nicholson oversaw a \$25 million “Students First” campaign and recruited high-profile leaders including Billy Graham, Ricky Skaggs and Darrell Waltrip to serve as branding agents. He worked closely with the Carson-Newman president to implement a major donor system and with new board members who could create major gifts.

Born and raised in Hartsville, Nicholson graduated from **Charleston Southern University** with a communications degree. He also earned a master’s degree and a Ph.D. in higher education administration from the **University of South Carolina**.

He worked at **Coker College** for a decade as director of development and then joined the **Medical University of South Carolina** in 2000 as director of corporate and foundation relations. His first appointment as vice president for advancement was at **Coastal Carolina University** in 2002.

"I have long admired Winthrop's dedication to providing a distinctive educational experience for its students. I believe Jamie Comstock to be a tremendous leader and consummate professional who will undoubtedly carry the university to ever-greater heights of excellence. I'm thrilled to be joining her team," said Nicholson, who first met Comstock in 2007 when both attended the **Harvard Institutes for Higher Education's Management Development program** at Harvard University.

An active member of the **Council for Advancement and Support of Education (CASE)** since 1986, Nicholson served on the Board of Directors for **CASE International** and was CASE District III conference co-chair in 2004. He was awarded the **John Grenzebach Award** for outstanding doctoral dissertation in educational philanthropy by CASE. He also has extensive experience in community engagement and working with service clubs, most recently with the **Boys and Girls Club** and **Rotary Club**.

For more information, contact **Judy Longshaw**, news and media services manager, at 803/323-2404 or e-mail her at longshawj@winthrop.edu.

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