

NEWS RELEASE

Wilfrid Laurier
University



Laurier appoints new assistant vice-president of development

Scott Hayter to focus on development strategy, stewardship activities and upcoming campaign

For Immediate Release

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WATERLOO – Scott Hayter, an experienced development professional who, by 2002, had increased the funds raised for the University of Durham in the United Kingdom (UK) by more than 700 percent over 1996 levels, has been appointed assistant vice-president of development at Wilfrid Laurier University.

Hayter, who officially joins the Wilfrid Laurier University advancement team on January 1, began a two-week visit to campus on October 24 so he could attend convocation and other events, and meet various members of the university community.

Selected after a national search and bringing an exceptional track record in fundraising to his new role, Hayter will be responsible for all aspects of the university's development function, including the forthcoming capital campaign. The position reports to the vice-president of university advancement, Arthur Stephen.

"We're absolutely delighted that Scott has agreed to join us," Stephen says. "This is a key appointment and will have a significant impact on the institution's ongoing success. Scott's proven ability in fundraising, as well as his understanding of the overall advancement field, make him an ideal person to lead not just the day-to-day development activities, but also our next capital campaign."

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Hayter’s responsibilities will include providing the leadership necessary to enhance Laurier’s financial resources by seeking and establishing key relationships with a variety of constituencies. He will also develop and execute strategies to enhance donor cultivation and stewardship, with a view to maximizing support for the university among its stakeholders.

“I am very pleased to be joining the university advancement team at Laurier and to becoming part of the ‘Laurier story’. Laurier has always impressed me as a vibrant, successful academic community with a well-deserved reputation for providing a high quality educational experience,” Hayter says. “There is a strong commitment to enhance and grow the development activities of the university. I look forward to building on past successes and helping Laurier continue to realize its development potential.”

Hayter joined the University of Durham in 1997 as director of development and alumni relations. Since 2002, he has been responsible for development, alumni relations, communications, international relations and overseas student recruitment in his role as director of corporate development and communications for that institution.

Prior to moving to the UK, Hayter was associate director of external relations (development) at Brock University (1995–1996), deputy headmaster at Robert Land Academy (1988–1995) and an officer in the Royal Canadian Regiment, Canadian Army (1980–1988).

Hayter is an experienced consultant, workshop tutor and conference presenter. He has authored numerous articles and conference papers, and is active in the Council for Support and Advancement of Education (CASE), most recently acting as chair for the CASE 2003 European Spring Institute for Educational Fundraising.

Hayter has a master of education in educational administration from Brock University and a bachelor of arts in history from Royal Military College.