



**ASSOCIATE VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT/CAMPAIGN DIRECTOR
METROPOLITAN STATE UNIVERSITY OF DENVER**

Denver, Colorado

<http://msudenver.edu>



The Aspen Leadership Group is proud to partner with Metropolitan State University of Denver in the search for an Associate Vice President for University Advancement/Campaign Director.

The Associate Vice President for University Advancement/Campaign Director serves as a leader in driving and overseeing the transformational, major, planned, and annual fundraising activities of the Development Team.

MSU Denver is a comprehensive, baccalaureate- and master's-degree granting urban university that offers arts and sciences, professional, and business courses and programs to a diverse student population. MSU Denver has transformed the lives of more than 90,000 people in Denver and Colorado through affordable degree programs, innovative public-private partnerships, and a commitment to diversity. MSU Denver provides a high-quality, accessible, enriching education that prepares students for successful careers, post-graduate education, and lifelong learning in a multicultural, global, and technological society. To fulfill its mission, MSU Denver's diverse university community engages the community at large in scholarly inquiry, creative activity, and the application of knowledge.

MSU Denver's location is in the heart of the state's largest metropolitan area, and its mission of accessibility, diversity, and academic excellence, embody entrepreneurial and courageous principles in providing a relevant education. Its educational programs are aimed at meeting the needs of the local and state economy, Colorado businesses, and the community organizations that fuel them. It is powerfully poised to apply the intellectual capital of its faculty and harness the energy of its students to solve real-world problems and meet real world needs. MSU Denver has the ability and the self-confidence to assume a measure of responsibility for the economic health, cultural health, and well-being of the community to benefit the public good.

The MSU Denver Foundation is a nonprofit, direct-support corporation with a mission to promote the development and general welfare of the University by receiving, investing, and administering private support. Originally established in 1965 to purchase a house for the first president of the University, the Foundation now defines itself as an organization dedicated to promoting the University in the community and raising funds for University departments, programs, and student scholarships. As the University has matured, so has the Foundation and it has grown to include community leaders, heads of foundations, and CEOs from the most celebrated businesses in Colorado.

REPORTING RELATIONSHIPS

The Associate Vice President for University Advancement/Campaign Director will report to the Vice President of University Advancement and Executive Director of the MSU Denver Foundation.

PRINCIPAL OPPORTUNITIES

MSU Denver recently retained the services of Benz Whaley Flessner to conduct a campaign feasibility study. The study will occur in two phases: Phase I to test the feasibility of creating a new fifth School, The School of Hospitality, Events, and Tourism (HEaT); the second phase of the study to begin in July 2018 is to test the feasibility of a planned \$50M to \$75M Comprehensive Capital Campaign.

The Associate Vice President for University Advancement/Campaign Director reports to the Vice President of University Advancement/Executive Director of the MSU Denver Foundation and serves on the senior leadership team and will serve as a leader in driving and overseeing the transformational, major, planned, and annual fundraising activities of the Development Team.

This position will also direct a planned \$50M to \$75M comprehensive capital campaign currently being tested in a feasibility study. The AVP/Campaign Director will manage a team of gift officers, the prospect research team, and support staff while building and maintaining an active portfolio of high-level donors. As a member of University Advancement's senior leadership team, the AVP/Campaign Director assists the Vice President of University Advancement in overall departmental leadership and establishing and maintaining strategic direction for both the campaign and the division.

A senior advancement leader could not choose a better time to join this growing urban university poised to make a tremendous impact in the State of Colorado and in the nation.

Dino M. Hernandez
Vice President of University Advancement
Executive Director of the MSU Denver Foundation

PRIMARY RESPONSIBILITIES

The Associate Vice President for University Advancement/Campaign Director will

- manage a portfolio of 75-150 major gift donors that includes predominantly individuals, corporations, and foundations;
- achieve fiscal goals and metrics related to donor visits, solicitations, and gifts and pledges closed;
- generate major gift strategies and proposals that directly support the University's top fundraising priorities based on its strategic plan and major initiatives;
- in conjunction with the Vice President of University Advancement and campaign counsel, direct a comprehensive capital campaign which includes determining the endowment component; capital priorities for the campaign and identification of prospects; designing and printing of all campaign collateral; leading the activities of the volunteer campaign steering committee and fundraising solicitations of the MSU-Denver Foundation Board of Directors; and galvanizing efforts campus-wide to promote and build a culture of philanthropy;

- collaborate with industry advisory councils and/or foundation project initiatives/task forces as assigned to engage volunteers in the identification, cultivation, and solicitation of major gift prospects;
- engage various University faculty, staff, and administrative leaders in partnerships to cultivate and/or solicit major gift donors;
- collaborate with staff, faculty, volunteers, and University Advancement prospect research to expand, qualify, and diversify the donor base and prospect pipeline for identifying funding priorities;
- lead a team of six major gift, annual gift, and planned gift fundraisers and one prospect researcher across all colleges in setting and achieving goals related to donor visits, solicitations, and gifts and pledges closed;
- plan and facilitate regular Major Gift Prospect Management meetings to drive strategy needed to accomplish fundraising goals;
- represent University Advancement and/or the Vice President of University Advancement as an active participant on various task forces and/or committees assigned; and
- provide updates to the Vice President of University Advancement and other administrative staff on the status of fundraising performance, staff-related matters, and campus updates and keep them informed of any and all critical issues.

OFFICE OF THE PRESIDENT



It is an exciting time at MSU Denver and especially within the Division of University Advancement. On July 24, 2017, Dr. Janine Davidson started as the new President of MSU Denver. Dr. Davidson is an accomplished leader, scholar, national security strategist, and distinguished veteran. Her primary focus is on student retention and graduation and work force readiness—better serving the nearly 20,000 current students that call the University home—and preparing them to launch into the workforce. While MSU Denver is a leader in educating Coloradans through programs relevant to the state’s economy, Davidson aims to build the institution’s reputation both nationally and internationally.

Dr. Davidson grew up in a Navy family in California and Virginia and was commissioned as an Air Force second lieutenant in 1988. She flew combat support, airdrop, and humanitarian air mobility missions in the Pacific, Europe, and the Middle East in both the Lockheed C-130 Hercules and the Boeing C-17 Globemaster cargo aircraft, and also served as an instructor pilot at the United States Air Force Academy. She was a Distinguished Graduate of Air Force Squadron Officers’ School and was the first woman to fly the Air Force’s tactical C-130.

She served as Under Secretary of the United States Navy, only the second female civilian ever appointed to this role, from 2016 to 2017. She is the author of *Lifting the Fog of Peace: How Americans Learned to Fight Modern War*, a study of organizational learning and institutional change within the U.S. military. Dr. Davidson attended the University of Colorado at Boulder and earned a B.S. in Architectural Engineering. She later earned a master's degree and Ph.D. in International Studies from the University of South Carolina.

A key component of her new vision for MSU Denver is to fulfill the promise of helping students and alumni achieve the American Dream. This vision will emphasize experiential learning and internships/co-ops and work-study opportunities working closely with industry. In addition, her vision is to immediately address and broaden the revenue opportunities at MSU Denver especially within fundraising (individuals, corporations and foundations, state/federal grants, and public private partnerships).

Her first Cabinet appointment was Dino Hernandez as Vice President of University Advancement and Executive Director of the MSU Denver Foundation.

KEY COLLEAGUES



Dino Hernandez

Vice President of University Advancement

Executive Director of the MSU Denver Foundation

Mr. Hernandez brings over 29 years of experience ranging from non-profit association membership recruitment and fundraising to higher education advancement. He has experience securing transformational, principal, and major gifts as well as leading two comprehensive campaigns. In 1995, Hernandez began a 22-plus-year career, specifically in higher education advancement. He has worked for Oakland University, the University of Michigan-Flint, Lawrence Technological University, Sierra Nevada College, and Notre Dame de Namur University.

Mr. Hernandez has served with many award-winning teams and comprehensive campaigns, including the University of Michigan's \$1 Billion Campaign for Michigan, which concluded at \$1.4B. He successfully directed the \$20M Campaign for Lawrence Tech: *A Commitment to Our Students*, which concluded at \$46.6M on June 30, 2006, and the *Proud Heritage-Bold Future Campaign*, which launched July 1, 2006 with a goal of \$75M and stood over \$120M toward a stretch goal of a \$100M. In addition, Mr. Hernandez and his team at NDNU met and exceeded a daunting \$6M Taube Challenge in record time, under 12 months. At NDNU, he and his former team raised over \$25M to complete the *Campaign to Save Ralston Hall* and set new records in both alumni participation and fundraising. His teams at OU, U of M, LTU, and NDNU have received some of the highest awards for excellence. A frequent presenter to both CASE and AFP, he has contributed to the profession on fundraising topics locally, nationally, and internationally.



Fallon Hand

Executive Administrator for the MSU Denver Foundation

Vice President of University Advancement

Fallon has been with MSU Denver since January 2014, and she has over ten years of professional experience in higher education. In her current role, Fallon provides executive support to the MSU Denver Foundation Board of Directors and the Executive Director

of the Foundation/Vice President of University Advancement. Fallon serves as liaison for Board members' interactions and communications with employees of the University, and she acts as the primary contact for the Vice President and the Division and their affairs, including interfacing with community leaders and their staff. She graduated from Red Rocks Community College, is a certified holistic health practitioner, and attends classes at MSU Denver where she is working toward a Bachelor of Arts in Psychology.



Steve DeVisser

Chief Finance and Operations Officer

Chief Strategic Business Analyst

Steve DeVisser started with MSU Denver in 2010. Since 1989, he worked in senior financial leadership positions of several not-for-profit organizations. In addition to his work as Chief Finance and Operations Officer/Chief Business Analyst of the MSU Denver Foundation and University Advancement, he served as Vice President and Chief Financial Officer of the Colorado Symphony Orchestra, Chief Financial Officer of Tennyson Center for Children, Senior Vice President and Chief Operating Officer of Human Services Inc., and Controller of the Archdiocese of Denver. Steve holds a Bachelor of Science degree in accounting from Colorado Mesa University and is a Certified Public Accountant. He is a Colorado native, is an enthusiastic Colorado Rockies fan, enjoys traveling, and has a fondness for animals.



Jamie Hurst

Assistant Vice President of Strategic Engagement

Jamie Hurst is originally from California and started with MSU Denver in December 2013. Previously, she worked at Upper Iowa University as the Director of Corporate and Foundation Relations after working in college athletics for nearly a decade at Upper Iowa, Iowa State University, and Indiana State University. Jamie earned her J.D. from Hamline University School of Law, M.A. in Sport Management from Indiana State University, and B.A. in Religious Studies/Human Development from the University of California, San Diego where she was an NCAA Division II softball student-athlete. As the head of Alumni Relations and Giving, Jamie provides leadership, vision, and direction to the Alumni Relations and Annual Giving as well as the new Office of Grants teams while also serving as the Executive Director of the Alumni Association. In her spare time, she is an avid Roadrunner Softball fan, loves all things baseball, enjoys playing guitar, and woodworking. She and her wife live in Westminster and enjoy the Colorado outdoors with their two dogs, Rowdy and Copper.



Traci McBee Rowe

Director of Donor Relations and Advancement Special Events

Traci McBee Rowe joined MSU Denver in February 2017 following a five-year career as the Assistant Director of Major Gifts and Major Gifts Officer at Regis University, and a seven-year career as the Associate Director of Alumni Networks and Coordinator of Alumni Networks with the Colorado State University Alumni Association. Her current role melds together her many years of volunteer and event management with fundraising and relationship development. A native of Colorado, Traci earned a B.S. in Business Administration from CSU and a Master of Nonprofit Management degree at Regis.

As a first-generation college graduate, Traci combines her passion for access to education with a focus on demonstrating impact when communicating with donors. She and her husband Mike spend a lot of time tailgating for CSU football and Rapids soccer, traveling as often as possible, or being attacked by their dog Glarus and cat Buffy while doing yoga.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Associate Vice President for University Advancement/Campaign Director should have

- excellent communication skills, both written and oral;
- ability to engage, influence, and build effective, goal-oriented relationships;
- demonstrated ability to work both independently and as an integral member of a team;
- experience working with university or non-profit faculty and staff on conceptualizing and implementing complex and strategic procedures to raise funds for organizational priorities; and
- facility with Raiser's Edge or similar contact management database software.

A Bachelor's degree is required for this position as is at least 7 years of professional fundraising experience in higher education or other non-profits with demonstrated success in personally soliciting and closing six and seven-figure gifts; 5 years of supervisory experience. A Master's degree is preferred.

SALARY & BENEFITS

Metropolitan State University of Denver offers a comprehensive benefits and compensation package.

LOCATION

Metropolitan State University of Denver is located on the Auraria Campus in the heart of Downtown Denver within walking distance to theme parks, event centers, performing arts, restaurants, shops, and nightlife.

DIVERSITY AND INCLUSION

Metropolitan State University of Denver is committed to becoming the preeminent public urban university in the nation, and believes that placing a high value on diversity and inclusion are essential elements toward reaching this important goal.

MSU Denver values diversity as it is one of its five core values and supports and promotes diversity and inclusion in all aspects of campus life to include the design and development of initiatives that embrace and support diversity, and that move the institution down the path of "Inclusive Excellence."

Inclusive excellence is the practice of moving beyond numeric measurements as the only strategy to promote diversity. Inclusive excellence involves embedding the practices and philosophies that encourage diversity in every aspect of an organization. Moreover, inclusive excellence involves institutionalizing systemic practices and philosophies, thus generating a broader outcome in regards to inclusivity, excellence, cultural competence, innovation, synergy, and pride.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

*To nominate a candidate, please contact Angelique Grant,
angelique@aspenleadershipgroup.com.*

All inquiries will be held in confidence.

