



**VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT  
EXECUTIVE DIRECTOR, MIRACOSTA COLLEGE FOUNDATION  
MIRACOSTA COLLEGE  
Oceanside, California  
[MiraCosta College](#)**



The Aspen Leadership Group is proud to partner with MiraCosta College in the search for a Vice President for Institutional Advancement and Executive Director of the MiraCosta College Foundation.

The Vice President for Institutional Advancement will build visibility and resources for the MiraCosta Community College District (MiraCosta College). The Vice President will be responsible for the overall leadership and performance of a comprehensive advancement program for the District directing the areas of Public and Governmental Relations, Marketing and Communications; Development and Alumni Relations; Grants; and Special Events. The Vice President will empower and direct an effective and cohesive team that sets and fulfills clear, ambitious, and achievable goals including the formulation of policies and programs that grow the financial and human investment in the District and further enhance its culture of philanthropy. The Vice President will oversee the continued implementation of a cohesive communications, government relations, marketing, and branding strategy for the District in all forms of media for the purpose of broadening the visibility, reputation, and utilization of the District and its resources to external constituencies. The Vice President also serves as the Executive Director of the MiraCosta Foundation and is the primary liaison with the MiraCosta College Foundation and will have the primary administrative and fundraising relationship with its Board of Directors.

MiraCosta College fosters the academic and holistic success of its diverse learners within a caring and equitable environment to strengthen the educational, economic, cultural, and social well-being of the communities it serves. MiraCosta College achieves this mission through innovative teaching, learning, and support services, and by offering degree, certificate, career education, adult education, transfer, and life-long learning opportunities. The District is committed to creating a racially just campus climate. Individuals and their diverse cultures and identities are welcomed, nurtured, and validated.

The MiraCosta Community College District includes Oceanside, Carlsbad, Leucadia, Encinitas, Olivenhain, Rancho Santa Fe, Cardiff, Solana Beach, Del Mar, Carmel Valley, and parts of Camp Pendleton. With its coastal location, beautiful campuses, and strong academic programs, MiraCosta College attracts students from throughout San Diego County, the state, and the country, as well as from abroad. The student population in the credit program is approximately 20,000. Students take credit courses at the Oceanside Campus, the San Elijo Campus in Cardiff, and several off-campus locations, as well as online. A small number of credit courses are also available at the College's Community Learning Center, which serves about 3,000 students in noncredit programs. An additional 4,300 students are enrolled in fee-based programs through the District's Technology Career Institute in Carlsbad.

The [MiraCosta College Foundation's](#) mission is to promote the benefits of the College and secure resources that transform lives in the community. The Foundation is a 501(c)(3) nonprofit corporation governed by a volunteer board of community leaders and administered by the Office of Development and College Foundation. Over the past five years, the Foundation has more than doubled contributions to the College, which in turn tripled the number of students who receive scholarships and doubled private resources that support campus programs. One of the Foundation's priorities is the *MiraCosta Promise*, which will subsidize tuition for all first-time, full-time college students to attend MiraCosta College for two years. College affordability and student support are primary drivers for the foundation.

Individuals, corporations, and civic groups work with the MiraCosta College Foundation to achieve their philanthropic goals. Many choose to fund scholarships, while others support the enhancement of academic programs and facilities through the President's Circle. Benefactors contribute between \$1,000 and \$10,000 annually and support a variety of needs at the College, including student scholarships, capital projects, program enhancement grants, and educational equipment. President's Circle members are invited to meet with MiraCosta's President annually to learn about the College and its role in the community and to share their ideas, thereby creating a valuable link between MiraCosta College and the communities it serves.

#### **REPORTING RELATIONSHIPS**

The Vice President for Institutional Advancement will report to the President, Dr. Sunita Cooke and will serve as a member of the President's leadership team. The Vice President will oversee a team of ten, and directly supervise the Director of Public and Governmental Relations, Marketing, and Communications; Associate Director of Development; Development Services Analyst/Events Specialist; Secretary; and Grants Assistant.

#### **FROM THE SUPERINTENDENT/PRESIDENT**

*The incoming Vice President will have a unique opportunity to define and refine the advancement function started at MiraCosta College approximately three years ago. The position works to leverage a strong public information/marketing and governmental relations arm of the College to strengthen messaging for a fundraising campaign on behalf of our nearly 28,000 students and the College. The successful Advancement professional will also have the opportunity to build and develop a high functioning, permanent Foundation team as they work to maximize friend-raising and fundraising in support of the College's mission. This is a terrific opportunity for a talented Advancement professional to build a team and take our efforts to the next level.*

–Dr. Sunita Cooke, , Superintendent/President

#### **MIRACOSTA COLLEGE'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

MiraCosta College is committed to providing a strong, supportive, and authentic environment where difference is valued, respected, encouraged, and honored; where all faculty, staff, and students experience a sense of belonging and the freedom to express themselves; and where their experiences are recognized and valued. MiraCosta College strives to be a model for equity and inclusion.

The District is committed to creating a racially just organizational climate. Individuals and their diverse cultures and identities are welcomed, nurtured, and validated. The District takes institutional responsibility for closing the equity gap for disproportionately-impacted populations including Latinx and Chicax communities, Black and African American communities, Native Hawaiian and Pacific Islander communities, Native American communities, lesbian, gay, bisexual, trans, queer/questioning, intersex, and asexual (LGBTQIA+) communities, veteran communities, former foster youth, adult students, and students from low socioeconomic statuses. MiraCosta will continue to serve all constituents with values rooted in equity, diversity, inclusion, and community.

### **PRIMARY RESPONSIBILITIES**

The Vice President for Institutional Advancement and Executive Director, MiraCosta College Foundation will

- serve as a member of the President's leadership team, setting and carrying out strategic initiatives, policies and procedures, goals and objectives, and budget and resource planning for the department and Foundation;
- advise the leadership team on issues and strategies related to District advancement;
- maintain effective relationships with deans, directors, faculty, students, and other staff as well as external constituencies to advance the strategic priorities and initiatives of the District;
- participate in planning and training activities both on and off campus as they relate to District activities including community events, meetings, boards, committees, and other outreach efforts;
- hire, guide, and evaluate professional and administrative staff and oversee accountability and professional development to ensure a dynamic, entrepreneurial, goal-oriented department;
- assure strict adherence to state and federal regulations regarding donor and gift administration policies;
- plan, organize, and implement an effective marketing and communications program for the College and Foundation;
- develop and submit annual budgets for the department and participate in responsible fiscal planning and budgeting;
- manage the Foundation's committee work and meeting agendas, and support board members and other leading volunteers in advancement activities, managing the engagement of prospects for District and Foundation's priorities;
- support the President in her advancement activities, managing engagement of prospects for major District priorities, providing research, and conferring on strategies;
- manage a personal portfolio of donor and Foundation board member prospects;
- advance a culture of philanthropy internal and external to the District, serving as a College advocate in the community and building relationships that closely link the community with the College and Foundation;
- oversee the development and effective execution of a comprehensive, consistent public and government relations, marketing, and communications program to internal and external constituencies to meet goals for targeted and general populations using various media platforms;
- monitor and report on national and state legislation affecting community colleges;
- supervise strategies to advance District initiatives to legislators, elected officials, officers, and staff of other governmental and community agencies, and other internal and external constituencies;
- cultivate relationships and effectively advocate District interests with local, state, and federal elected and appointed government officials and the California Community Colleges Chancellor's Office;

- facilitate District involvement in regional and statewide organizations and coalitions focused on legislation, economic development, and communications/marketing;
- oversee the development and maintenance of the Foundation's and District's public websites in the areas of usability, aesthetic, interaction design, and information architecture in coordination with Academic Information Services; and
- coordinate the grants program including working with deans, faculty, and staff to identify grant resources appropriate to meet college needs.

## **LEADERSHIP AND KEY COLLEAGUES**

### **Sunita Cooke, PhD**

#### **Superintendent and President**

Dr. Sunita “Sunny” Cooke began her tenure as the Superintendent and President of MiraCosta Community College District in 2015 and has been a recognized California community college CEO for 13 years. She started as a Biology/Biotechnology faculty member and has been an educator for over 26 years after receiving her PhD in Biology from Georgetown University.

Under her leadership, MiraCosta College has implemented new degrees and certificates including a unique biomanufacturing bachelor’s degree. Graduation and transfer rates have significantly improved, and the College has received recognition as an *Achieving the Dream Leader College*. In addition, its academic and student equity programs have been recognized by the Academic Senate for California Community Colleges. In 2016, Cooke was recognized as *San Diego Business Journal's* Women Who Mean Business and the NAACP Salute to Women of Color. In 2019 and 2020 Cooke was named in the San Diego Top 500 list and in 2020 was recognized as the CEO Awardee for the Pacific region by the American Association of Community College Trustees.

Cooke has worked at local and state levels in economic and workforce development in Texas and California. In 2015, she chaired the Statewide Task Force on Workforce and a Strong Economy, ensuring that California state and the community college system remain vital leaders in this work. The work has resulted in an ongoing annual investment of approximately \$260 million to enhance California community college career education. She serves as a chair of the San Diego and Imperial Counties Strong Workforce Regional Oversight Committee overseeing planning efforts to meet the regional workforce needs over the past four years and represents community colleges on the California Forward board (CAFWD).

Cooke is an active member of the greater San Diego community and national boards, including the San Diego Regional Economic Development Council and its Inclusive Economic Development Steering Committee, Biocom, and the Carlsbad Chamber of Commerce. She serves on the board of the American Association of Community Colleges (AACC), and on the AACC Commission on Diversity, Equity and Inclusion. She also serves on the Community College Survey of Student Engagement (CCSSE), the California Community Colleges Baccalaureate Association (CCCBA), and the National Academy of Sciences Board of Science Education.

### **Tim Flood**

#### **Vice President, Administrative Services**

Tim Flood has worked within the California public education system for 36 years, 20 of those years in administrative roles within the California Community College system. Flood currently serves as the Vice President, Administrative Services for the MiraCosta Community College District and is responsible for the development and effective management of district's administrative, fiscal, logistical, and physical

resources, which includes fiscal services, capital construction, facilities, maintenance, custodial, food service, warehouse, mailroom, purchasing and contracts, bookstore, college police, and cashiering services.

Flood's previous roles include serving as the Vice President for Business and Administrative Services at Southwestern Community College District and Vice President Administrative Services and Director of Campus/District Facilities and at Grossmont College. Flood has also served as the interim President of Grossmont College and acting Superintendent/President of Southwestern Community College District during their presidential search processes. Flood has been instrumental in the development, approval, and/or oversight of five successful proposition 39 general obligation bond campaigns totaling more the \$1.6 billion.

In addition to his administrative roles, Flood is an active member of several statewide organizations, serving as the chair of the California Community Colleges/Independent Owners of Utilities Committee (CCC/IOU) and the California Community College FUSION system taskforces. He also serves on the California Association of Chief Business Officials (ACBO) Facilities Advisory Committee. Flood has taught at the Claremont Graduate University and the University of California, San Diego 4-day Enrollment Management Academy for community colleges.

Flood was an adult re-entry student, earning his A.A. degree from Grossmont College in his late 30's. He subsequently went on to earn a Bachelor of Science degree in accountancy, and Master of Public Administration, with an emphasis in finance from National University.

#### **Rick Cassar**

##### **President, MiraCosta College Board of Trustees**

Rick Cassar was elected to the Board of Trustees of the MiraCosta Community College District in November 2014. He resides in Cardiff-by-the-Sea, representing Area 2. Cassar and his wife, Kristine, are the proud parents of three children, two of whom attended California community colleges.

Cassar grew up in Detroit, Michigan, and earned his bachelor of arts degree in psychology and sociology at the University of Michigan, and his master of science in counselor education at San Diego State University. A proud California resident since 1982 and a Cardiff resident since 1995, Cassar has worked as a counselor, psychology professor, and department chair at the San Diego Community College District since 1984.

As a first-generation college student and first-generation American, Cassar understands not only the importance of education, but the challenges students face as they attempt to negotiate their way through the college and university system. Throughout his 30-plus-year career as an educator, Cassar has been committed to changing lives through community college education.

#### **Alec J. Babiarz**

##### **President, MiraCosta College Foundation**

Foundation President Alec J. Babiarz is a business leader, engineer, and innovator who is committed to the value of education. In 1983, alongside two of his colleagues, he co-founded Asymtek, a manufacturer of automated fluid dispensing systems. In just over a decade, despite no initial venture capital support, the three founders built the business into a global industry leader before it was ultimately acquired by the Nordson Corporation. Following the acquisition, Babiarz stayed on as Senior Vice President for Asymtek Sales and Marketing, then President of Business Development for the Nordson Advanced Technology systems (ATS) group. During his tenure under Nordson, he was responsible for investigating and analyzing new business models, acquisitions, and market forecasting. Babiarz also participated as a member of a team of key executives that worked to define the strategic business platform for Nordson.

Now retired, Babiarz still remembers his first connection with the MiraCosta community like it was yesterday. While at Asymtek, Babiarz's neighbor and MiraCosta professor Rita Soza asked if she could bring one of her classes to visit the company on a field trip. Over the years, she would continue to take students to Asymtek to see firsthand what Babiarz and the company were building.

Since that first field trip, Babiarz has remained connected to MiraCosta and would later join the Foundation Board in 2011. When asked why he has been involved for so long, he is quick to cite the MiraCosta students and their stories. With so much need in the community, Babiarz is proud to serve as Foundation Board President for an organization that not only provides the highest quality community college education but uplifts students by ensuring they have the basic needs and resources to excel inside and outside the classroom.

In addition to his Foundation Board volunteerism, Babiarz remains committed to the community and serves on the Independent Citizens' Bond Oversight Committee, which oversees funds raised by the \$455 million Measure MM bond that was passed in 2016. Babiarz received a BSE degree from Arizona State University and MSME and MSEE degrees from Stanford University. He currently holds 33 patents worldwide and has written more than 20 papers and articles on fluid dispensing and jetting.

### **Raye Clendening**

#### **Vice President and Incoming Foundation President, MiraCosta College Foundation**

Incoming Foundation Board President Raye Clendening is one of San Diego County's most respected educators. Now retired, Clendening spent decades as a teacher in the Los Angeles and San Diego areas, before serving a combined 14 years as Principal for Martin Luther King, Jr. Middle School; Maie Ellis Elementary School; and Potter Junior High School. She finished her career by directing all student services and special education programs for Oceanside Unified School District, where she worked with countless young people who went on to achieve success after attending MiraCosta College.

A junior college attendee herself, Clendening understands firsthand the value of a community college education. In fact, she attributes much of her career success to her early experiences at Pasadena City College. As a teenager, Clendening did not have the money to go straight to a four-year university, so community college provided a bridge for her to ultimately complete her degree and pursue her passion as an educator.

Despite calls from her friends to slow down and enjoy the fruits of her labor, retirement for Clendening was only the beginning of a new career in volunteerism. Encouraging, empowering, and educating the community is her life's work. As Clendening explains, there was a community of individuals who invested in her early on and she sees her volunteer service as another way to invest in the lives of similar young women and men in the community.

In addition to her Foundation Board service at MiraCosta, Clendening is a founding member of the North County Business and Professional Women's Organization, as well as the North County African American Women's Association. She has also served on the Board of Vista Community Clinic, the African American Advisory Board for Cal State, San Marcos, Women's Resource Auxiliary Board, and the Oceanside/MiraCosta GearUp Advisory Board.

Thanks to her efforts to close achievement gaps and prepare students to be college and career ready, Clendening has received numerous accolades and awards honoring her impact in the region, including the Fran Alshire Leadership Award from Leadership North County, the Middle Grades Principal of the Year for the State of California, and the City of Oceanside Martin Luther King, Jr. Community Service Award.

**Kristen Huyck, Ed.D.****Director, Public & Governmental Relations, Marketing & Communications**

A San Diego native with a passion for California Community Colleges, Kristen Huyck brings her professional experience as a public affairs practitioner and career dedicated to education to her position as the Director, Public & Governmental Relations, Marketing & Communications at MiraCosta College.

Huyck leads the award-winning MiraCosta College Public Information Office (PIO) that creates awareness and shares the story of MiraCosta College, and its impact on the community.

PIO develops and executes strategic marketing communications campaigns; implements the district's governmental relations; and serves the college community by offering publicity, promotion, advertising, marketing, and branding assistance. This office also acts as a resource before, during, and after emergency situations by providing guidelines and information to help manage crisis situations.

Huyck is an active member of both of the regional and statewide community. Through her workforce development efforts, she is an active Board member of both the Oceanside Chamber of Commerce and the San Diego North Economic Development Council, She also serves as the active past chair of CCPRO California- Community College Public Relations Organization.

Huyck's commitment to the California Community Colleges has been engrained in all that she does. As a strong advocate for community colleges, that are dedicated to serving a diverse student population, her personal life experience has led her to education and to sharing the value to others. She earned an Ed.D. in Organizational Leadership from Pepperdine University where the focus of her dissertation was incentives for part-time faculty participation in the shared governance process. She also holds a master's in political science from California State University, Fullerton. She has worked for MiraCosta College since 2009 as a political science associate faculty member and has also taught history, sociology, and organizational leadership at other southern California institutions.

**PREFERRED COMPETENCIES AND QUALIFICATIONS**

MiraCosta College seeks a Vice President for Institutional Advancement and Executive Director, Mira Costa College Foundation with

- a commitment to a comprehensive, student-oriented environment that facilitates learning and student development;
- an ability to establish and maintain good public and community media relations including knowledge of marketing and crisis communication strategies;
- knowledge of governmental relations including legislative processes at the local, state, and national levels;
- strong interpersonal skills including an ability to communicate effectively both orally and in writing with the media and others, and write and edit clear, concise, accurate, and effective materials for public distribution;
- knowledge of budgeting methods and practices including financial and statistical record keeping techniques, as well an ability to interpret and prepare complex financial reports;
- an ability to hire, manage, and mentor staff;
- an ability to understand District organization, operations, policies, and objectives, and interpret, apply, and explain rules, regulations, policies, and procedures including appropriate sections of State Education Code and other applicable laws and regulations; and
- an understanding of diverse academic, socioeconomic, cultural, ethnic, and disability issues.

Graduation from an accredited four-year college or university with a bachelor's degree, and at least five years of experience in one or more of the following: institutional advancement, fundraising, or communications and marketing, including two years of supervisory experience is required for this position. A master's degree is preferred.

#### **SALARY AND BENEFITS**

MiraCosta College offers a competitive salary and [benefits package](#).

#### **LOCATION**

This position is located in Oceanside on the California coast, 38 miles north of San Diego.

#### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission and values of MiraCosta College as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Vice President for Institutional Advancement and Executive Director of the MiraCosta College Foundation, MiraCosta College.](#)

*To nominate a candidate, please contact Don Hasseltine:*

[donhasseltine@aspenleadershipgroup.com.](mailto:donhasseltine@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*