

ASPEN • LEADERSHIP • GROUP

ASSOCIATE ATHLETIC DIRECTOR FOR ANNUAL GIVING

SAN JOSÉ STATE UNIVERSITY

San José, California

<http://sjsu.edu>



The Aspen Leadership Group is proud to partner with San José State University in the search for an Associate Athletic Director for Annual Giving.

The Associate Athletic Director for Annual Giving is responsible for identifying and prioritizing donor prospects, working with a portfolio of assigned prospects to engage and solicit support, developing fundraising strategies, and collaborating with Annual Giving and Special Gifts Office to design and manage annual giving appeals. The Associate Athletic Director maintains and grows annual fund support for Athletics and the development, implementation, management, and refinement of programs that engage and encourage participation of alumni, students, faculty, staff, parents, and friends in supporting SJSU Athletics. The incumbent manages the donor relations officer position, complex project planning, management and evaluation of Annual Giving direct-marketing appeals (phone, print, email, social media), and reaches constituents through a highly coordinated series of multichannel online, email, direct mail, and personal contact solicitations in order to solicit and increase philanthropic support for SJSU Athletics. The incumbent has key responsibility for donor relations and stewardship activities and programs within the department and participates in Athletic programs and events that engage and connect alumni.

San José State University is a major, comprehensive public university located in the center of San José and in the heart of Silicon Valley. SJSU is the oldest public university in the West, and the founding campus of the California State University system. Its distinctive character has been forged by its long history, by its location, and by its vision—a blend of the old and the new, of the traditional and the innovative. Among its most prized traditions is an uncompromising commitment to offer access to higher education to all persons who meet the criteria for admission, yielding a stimulating mix of age groups, cultures, and economic backgrounds for teaching, learning, and research. SJSU takes pride in and is firmly committed to teaching and learning, with a faculty that is active in scholarship, research, technological innovation, community service, and the arts.

San José State enriches the lives of its students, transmits knowledge to its students along with the necessary skills for applying it in the service of society, and expands the base of knowledge through research and scholarship. Through its seven colleges, the university offers 73 Bachelor's degrees (146 with all concentrations) and 71 Master's degrees (104 with all concentrations) in 134 areas of study. One of the 200 top research universities in the nation, SJSU offers rigorous course work and research opportunities to more than 33,000 undergraduate and graduate students.

San José State's intercollegiate athletic program is an integral part of the University and exists to promote the common good through athletic competition by providing equitable opportunities for men and women to compete at the NCAA Division I Level. The athletic program strives to create a diverse and inclusive environment emphasizing academics, compliance, student-athlete welfare, fair play, sportsmanship, and Spartan Pride.

San José State's location in the Silicon Valley makes it an exceptionally rewarding learning environment for students. Silicon Valley firms and agencies seek SJSU students for internships, summer work programs, and for assistance with research and development projects. San José State is the number one supplier of education, engineering, computer science, and business graduates to Silicon Valley.

REPORTING RELATIONSHIPS

The Associate Athletic Director for Annual Giving will report to the Deputy Director for Athletics Advancement.

PRINCIPAL OPPORTUNITIES

A newly formed partnership involving San José State University Spartan Athletics and University Advancement will elevate athletics fundraising efforts, better leverage advancement resources, and enhance day-to-day collaboration, connectivity and alignment as the university works to increase resources for its student athletes, coaches and support staff. This reorganization stands to reinvigorate SJSU's athletics annual fundraising efforts, encompassing a review and analysis of annual giving, donor recognition levels and other elements, with the larger goal of raising support for athletics to levels at peer institutions.

This new partnership will set a standard for campus-wide collaboration while enhancing the university's efforts to support its student athletes and coaches. This new arrangement will heighten SJSU's ability to raise resources in support of the on-going renovation of South Campus and to meet other facility needs. In addition, the university will strengthen support for top priorities, including building its annual fund, and growing its endowment. As part of a new Athletics Advancement group led by a team of fundraising professionals with specialized expertise, the Associate Athletic Director for Annual Giving will become part of the university's advancement team, assimilating athletics-focused fundraising and outreach into broader institutional development efforts.

PRIMARY RESPONSIBILITIES

Annual Giving Program

The Associate Athletic Director for Annual Giving will

- assist the Deputy Director for Athletics Advancement with development of all fundraising goals, program plans, and relevant budgets;
- create, direct, and oversee annual giving strategies for former athletes, alumni, and friends in concert with all 21 athletic programs and their head coaches; and
- develop strategies to increase donor retention, upgrades, and donor acquisition in all annual giving programs.

Engagement

The Associate Athletic Director for Annual Giving will

- manage a portfolio of approximately 75-100 leadership annual giving prospects and develop, document, and implement engagement and solicitation strategy for each assigned prospect;
- prepare written proposals, informational materials, gift illustrations, and other materials needed to secure multi-year pledges or major gifts;

- actively collaborate with Planned Giving, Corporate and Foundation Relations, and the Development major gifts officers in preparing and communicating solicitation strategies for assigned prospects in portfolio;
- ensure that university guidelines are adhered to, embracing high ethical and moral standards of behavior;
- provide excellent customer service by responding to complaints and/or concerns in a timely manner; and
- provide oversight of coordination of sport specific giving groups annual fundraising efforts.

KEY COLLEAGUES



Dr. Paul Lanning, CFRE
Vice President for University Advancement

Paul joined SJSU in 2015 from Ascend Partners Group, a Sacramento-based consulting firm he co-founded in 2011 to provide strategic and hands-on counsel to California-based non-profit organizations. In addition to managing day-to-day operations and business development activity, Paul was the lead consultant to institutions spanning the education landscape, including K-12 school districts, community colleges, and four-year universities.

From 2007 to 2011, Paul served as president and CEO of the Foundation for California Community Colleges. Under his leadership, the foundation secured the largest-ever gift to any two-year system of higher education in the U.S. to establish the system's first statewide scholarship endowment; raised national awareness of the need for increased private support to public two-year colleges; established resource development and marketing/communications departments to increase the foundation's capacity to attract support; and grew and strengthened numerous programs and services benefiting California's community colleges. From 2002 through 2007, Paul served at the University of the Pacific, first as director of corporate and foundation relations and later as assistant vice president for university advancement. He contributed meaningfully to a comprehensive campaign that raised \$330 million (well-exceeding its \$200 million goal). Prior to that, he founded and led a communications firm that was named Entrepreneur Business of the Year in 2000 by the Sacramento Metropolitan Chamber of Commerce. Paul began his career with the Los Angeles Dodgers organization and spent several years working with professional and amateur sports organizations in corporate sponsorship, fundraising, media, and event management.

Paul earned his Ed.D. in Education Administration and Leadership from University of the Pacific. He also has an M.S. in Sport Management from the University of Massachusetts, Amherst and a B.A. in Political Science from the University of California, San Diego. He is also a Certified Fund Raising Executive (CFRE).



Marie Tuite
Director of Athletics

Marie Tuite was promoted to the position of director of athletics at San José State University on May 19, 2017 after seven years of university service in several executive positions. Twice, she was the interim director of athletics from February to May 2017 and from April to June 2012. As of June 30, 2017, Marie is one of nine women who is an athletics director at a NCAA Division I Football Bowl Subdivision (FBS) institution. She originally joined San José State in June 2010 as a senior associate athletics director and the athletics department's chief operating officer. Marie also held the position of deputy director of athletics/internal operations and fulfilled the role of senior woman administrator (SWA) before being named athletics director.

Her first athletics administrative position was at Alma (Michigan) College in 1981 as the director of women's athletics programs and activities. She joined the University of California women's athletics staff in 1984 as an assistant athletics director. Marie worked for the NCAA as an assistant director of championships from 1989 to 1994. She assisted the organization's sport committees in the administration of the National Collegiate Championships program and coordinated the Association's corporate partner, merchandising, promotional, and official ball programs for NCAA championships. She returned to a campus setting in 1994 as a senior associate athletics director at the University of Washington. Her duties included overseeing the process and appointment of new head coaches, directing day-to-day operations including fiscal responsibility and leadership opportunities for numerous sports, and initiating and implementing "keys to success" for priority Husky sports programs.

A two-sport student-athlete and graduate of Central Michigan University, she was inducted into the university's Athletics Hall of Fame in 1990 as just the third female inductee. Marie played field hockey and was a star basketball player who majored in physical education. She earned her Master's degree from her alma mater in athletic administration. Marie is a member of NACDA (National Association of College Directors of Athletics), Women Leaders in College Sports, and the Women's Sports Foundation. In May 2012, she was one of 41 local female executives honored at the 28th annual Tribute to Women Awards program by the YWCA Silicon Valley.

The native of Livonia, Michigan, has two sons, Michael, a 2015 University of Washington graduate, and John.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Associate Athletic Director for Annual Giving should have

- broad knowledge of the principles of fundraising and the ability to participate in all aspects of the gift cycle;
- knowledge of the theories, principles, and practices of fundraising for higher education and superior knowledge of the best practices within the athletics annual giving field;
- demonstrated ability to design, implement, and evaluate a comprehensive athletics annual giving program, establishing goals and objectives that translate into operating plans;
- knowledge of best practices within the athletics' annual giving field;
- demonstrated ability to identify, qualify, cultivate, solicit, and steward prospects/donors and effectively move prospects through the development cycle;
- sensitivity and understanding of Title IX issues, and an innate ability to interact with individuals from diverse backgrounds;
- knowledge of NCAA Division 1 intercollegiate athletics and knowledge of NCAA and conference guidelines, policies, rules, and regulations;
- strong verbal communication skills and demonstrated ability to write clearly and persuasively;
- strong customer service ethic;
- knowledge of donor-driven customer service and stewardship practices;
- ability to recognize opportunities, identify high pay-off activities, and prioritize them to attain goals;
- ability to develop and initiate new strategies;
- ability to articulate compelling cases for major gifts and annual discretionary support;
- proven interpersonal skills and the ability to work with a diverse constituency and all levels of the organization;
- proven ability to work cooperatively and supportively with colleagues, in varied teams, as well as, independently;

- demonstrated ability to effectively present material and respond to queries from constituents and the public; and
- ability to understand the needs and interests of alumni and donors in order to develop relationships between them and the university.

A minimum of three years of related development experience, preferably, in an educational institute is required for this position as is a Bachelor's degree from a four-year college or university. An advanced degree is desirable.

SALARY & BENEFITS

As an employee of the California State University (CSU), SJSU employees enjoy a competitive salary as well as a comprehensive program of health benefits including medical, dental, vision, and flexible benefits programs.

LOCATION

San José State is conveniently located on 154 acres in downtown San José, midway between San Francisco and the Monterey/Carmel area at the sunny southern end of the San Francisco Bay. It is easily accessible from area freeways. San José is a newly revitalized city which hosts major sports, the arts, museums, and restaurants serving a wide variety of cuisines. The Santa Cruz coastline is less than an hour away and San Francisco is one hour to the north.

DIVERSITY AND INCLUSION

San José State University defines diversity as the active appreciation, engagement, and support of all campus members in terms of their backgrounds, identities, and experiences (as constituted by gender, socioeconomic class, political perspective, age, race, ethnicity, religion, sexual orientation, disability, regional origin, nationality, occupation, language, among others, and the intersection of these aspects).

APPLICATION DEADLINE

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 Anne Johnson: annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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