



**DIRECTOR OF DEVELOPMENT**  
**UNIVERSITY OF SAN DIEGO**  
**San Diego, California**



The Aspen Leadership Group is proud to partner with the University of San Diego in the search for a Director of Development.

As a member of the Central Development Team, the Director of Development will develop a comprehensive fundraising program for the identification, cultivation, solicitation, and stewardship of donors for private support including faculty, staff, alumni, parents, friends, corporations, foundations, and individuals in the San Diego community and across the country at all levels of giving that support university-wide strategic priorities, with particular emphasis on major gifts.

The University of San Diego is set at the edge of an international gateway on a campus that's consistently ranked among the nation's most beautiful. Its focus on academic excellence—inspired by faith, infused with contemporary Catholic values, and nurtured in a warm, community environment—empowers innovative, confident, and original thinkers to make positive contributions by confronting humanity's urgent challenges in places near and far. San Diego's proximity to the U.S./Mexico border, where communities and cultures converge, provides its students and faculty members with unique opportunities to learn, to put theory into action, and to find new ways to lead purposeful lives.

With more than 8,000 students from 85 countries and 50 states, the University of San Diego is the youngest independent institution on the *U.S. News & World Report* list of top 100 universities in the United States. Its small class sizes, compassionate culture, unique learning opportunities, study-abroad opportunities, and state-of-the-art resources ensure that graduates of its undergraduate and graduate programs succeed after graduation and throughout their lives.

The University of San Diego is a Roman Catholic institution committed to advancing academic excellence, expanding liberal and professional knowledge, creating a diverse and inclusive community, and preparing leaders who are dedicated to ethical conduct and compassionate service. The University of San Diego expresses its Catholic identity by witnessing and probing the Christian message as proclaimed by the Roman Catholic Church. The university promotes the intellectual exploration of religious faith, recruits persons and develops programs supporting the university's mission, and cultivates an active faith community. It is committed to the dignity and fullest development of the whole person. The Catholic tradition of the university provides the foundation upon which its core values support its mission.

As a Catholic institution, the University of San Diego seeks to represent the diversity and beauty of God's creation as a way to understand and work to eliminate injustices on its campus, in its local community, and around the world. The university is committed to creating a welcoming, inclusive, and collaborative community and values students, faculty, and staff from different backgrounds and faith traditions. As a university committed to academic excellence, it strives to include diverse perspectives as a way of maximizing the transformative potential of learning, teaching, and scholarship.

## REPORTING RELATIONSHIPS

The Director of Development will report to the Senior Director of Development, Ericka Swensson.

### FROM THE ASSOCIATE VICE PRESIDENT

*As a member of the Central Development Team, the Director of Development will have the opportunity to raise funds for USD-wide funding opportunities as well as for school specific and athletic priorities. As such, the Director of Development will be uniquely positioned to make an impact across all university stakeholders. Raising funds for scholarship support is one of USD's highest priorities as our students continue to face financial hardship, made worse by COVID 19. The university is committed to providing scholarship support to ease this burden.*

*The Director of Development will also play a key role in raising funds for the university's Renaissance Plan. The Renaissance Plan is the most ambitious long-term building plan in USD's history. It combines full scale renovations along with strategic new construction. Exciting funding opportunities for donors include the newly constructed Learning Commons, a complete renovation of Copley Library, and the Knauss Center for Business Education. The Knauss Center, recently completed in August 2022, unifies all School of Business stakeholders in pursuit of the aspirational vision to drive business stewardship of our collective future.*

*Another exciting opportunity is the newly launched Horizon Project. The Horizon Project is USD's multi-year, comprehensive and strategic initiative for diversity, equity, and inclusion. Our investment in the Horizon Project will build upon the momentum of the university's Envisioning 2024 Strategic Plan by creating pipelines that will channel all of our diversity, equity, and inclusion efforts into a concerted university-wide response that is supported by dedicated leadership. The Horizon Project demonstrates USD's commitment to inclusion and diversity, providing over \$1 million in scholarships that were generously matched by the "USD Board of Trustees Horizon Matching Gift Program," which contributes donor support toward endowed funds that support the Horizon Project goals.*

*The University of San Diego sets the standard for an engaged contemporary Catholic university where innovative changemaking is our north star. It is incredibly exciting and inspiring to be working at a university that fosters a university-wide ecosystem that strengthens the collective capacity of our students, faculty, staff, and community partners to address humanity's most urgent challenges through meaningful, sustainable, and innovative collaborations to advance USD's mission. Members of the university development team are uniquely positioned to be a part of changemaking every day as they work with numerous constituencies within the university community as well as our engaged alumni, parents, and friends.*

–Sandra Ciallella, J.D., Associate Vice President, Development

### UNIVERSITY OF SAN DIEGO'S COMMITMENT TO DIVERSITY, INCLUSION, SOCIAL JUSTICE, INCLUSIVE EXCELLENCE, AND EQUITY

**Diversity** at the University of San Diego results from the intentional gathering of varying perspectives that foster institutional excellence and genuine community relationships. Valuing diversity means recognizing and honoring the strengths each person brings to the community as it collectively confronts humanity's urgent challenges. In teaching and learning, diversity refers to difference, understood as an historically and socially constructed set of value assumptions about what/who matters that figures essentially in power dynamics from the local to the global. Some differences have been made to matter more than others.

**Inclusion** describes the institutional processes that incorporate and promote diversity. Inclusion refers to how institutional practices, policies, and habits transform to include diverse people and perspectives, especially those from underrepresented and underserved groups. The ongoing and adaptive practice of inclusion impacts campus culture and climate.

**Social Justice** operates centrally in Catholic social teaching. Social justice entails identifying and contesting processes in which power and privilege utilize diversity for inequitable outcomes along intersecting lines— race, class, gender, sexual orientation, religion, ability, and more— that inhibit democratic empowerment, civil and human rights.

**Inclusive Excellence** is synonymous with institutional excellence; high-quality education relies on engagement and inclusion with diverse perspectives. Inclusive excellence means commitment to diversity and equity in all of its forms, including a diversity of ideas, of people, and the opportunity to learn from and with diverse peers.

**Equity** is the process of modifying practices that have intentionally or unintentionally disadvantaged a particular group. The outcome of equity is that all people have an equal opportunity to succeed in reaching equality in outcomes.

### **PRIMARY RESPONSIBILITIES**

The Director of Development will

- initiate, cultivate, solicit, steward, and develop strategies for assigned and major gift prospects for approved fundraising priorities and actively cultivate a portfolio of major giving donors;
- identify priority annual, special, and major gift prospects and implement associated fundraising strategies;
- achieve fundraising goals as established by the Senior Director of Development for specific metrics, including but not limited to dollars raised, contacts made, and proposals submitted as well as meet established capital campaign goals;
- develop relationships with alumnae, parents, faculty, staff, and friends leading to the solicitation of gifts that will result in increasing both the number and amount of contributions;
- work closely with the Offices of Advancement Services, Foundation Relations, Alumni Relations, Parent and Family Relations, and other Directors of Development throughout the university to identify new qualified major gift prospect alums, parents, friends, faculty, corporations, and foundations;
- work closely with the Office of Planned Giving to secure deferred and estate gifts;
- write proposals for major gift requests for capital project naming opportunities, scholarships, centers and institutes, chairs and professorships, and other priorities as determined by Associate Vice President and Vice President for University Advancement;
- assist the Office of Parent and Family Relations by attending Summer Send Offs, Family Weekend, Grandparents Weekend, and other Parent and Family Relations sponsored events and activities;
- identify and coordinate volunteer and staff member involvement in the cultivation and solicitation process;
- work cooperatively with all fundraising staff and directors at the university while developing relationships with colleagues at peer institutions; and
- attend conferences and professional development seminars to stay current with fundraising strategies and best practices.

## KEY COLLEAGUES

### **Ericka Swensson, Ph.D.**

#### **Senior Director of Development**

Ericka Swensson currently serves as the Senior Director of Development for the University of San Diego, having joined the university in 2019 as director of development for the College of Arts and Sciences. With a professional background in higher education spanning over a decade, she has experience in annual and major gift fundraising, capital campaigns, donor and community relations, community engagement events and board management. Prior to joining USD, she held increasingly advanced development positions at the University of Southern California, working in corporate and foundation relations and in major gifts. She also previously served as faculty in the departments of history, religious studies and gender studies.

Ericka received her bachelor's degree in history from the University of California, Santa Cruz, her master's in history from California State University, Long Beach and her doctorate in medieval history and gender studies from the University of Southern California.

### **Sandra Ciallella, J.D.**

#### **Associate Vice President, Development**

Sandra Ciallella is currently the Associate Vice President for Development in the University Advancement Division at the University of San Diego, a position she took in September 2004. Ciallella's role at USD is to work with high-net-worth alums, parents, and friends of the university to secure major and planned gifts. She is responsible for the management of the offices of Planned Giving, Foundation Relations, and Parent and Family Relations as well as central and school-based major gift officers.

Prior to joining USD, Ciallella worked for nine years at Scripps Foundation for Medicine of Science where she began her development career as Associate Director of Gift Planning. At the time that she left Scripps to join USD, she held the position of Senior Vice President for System Development. In that role she was responsible for not only the management of the Scripps' gift planning program but also oversight of the development officers assigned to four hospitals and the Scripps Cancer Center for Scripps Health.

Prior to embarking on her development career, Ciallella practiced law in the areas of estate planning and probate, real estate and business transactions, and tax dispute and planning.

Ciallella received her B.S. in Accounting from Penn State University and her J.D. from the University of San Diego School of Law.

### **Richard P. Virgin**

#### **Vice President, University Advancement**

Richard P. Virgin (Rick) became the Vice President for University Advancement at the University of San Diego on August 1, 2018. His previous leadership position was as Vice President of University Relations at Creighton University in Omaha, Nebraska, where he served as the chief fundraiser and philanthropic strategist. Virgin led the successful *Ignite the Greatness* campaign that culminated in the first named college at Creighton, the Heider College of Business. He has a solid reputation for creating high-performing teams, establishing strong relationships with boards and senior leadership, and coaching and mentoring staff at all levels.

He has more than 20 years of development leadership experience spearheading successful fundraising campaigns and establishing a significant record of accomplishment securing major and transformational gifts at Creighton University, George Mason University, and The George Washington University. As a member of Hispanics in Philanthropy and Board of Trustee's member of Partnership 4 Kids, Virgin also brings with him a commitment to community service.

Rick, his wife Kathleen Rapp, their daughter Kennedy, and a puppy named Scout, now reside in San Diego not far from the beach.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

The University of San Diego seeks a Director of Development with

- a commitment to the mission of the University of San Diego—to advance academic excellence, expand liberal and professional knowledge, create a diverse and inclusive community, and prepare leaders who are dedicated to ethical conduct and compassionate service;
- knowledge of the full spectrum of philanthropic fund development, including special gifts, major gifts, capital campaigns, annual giving, special events, prospect research, proposal development, and gift planning;
- an ability to cultivate, solicit, close, and steward major gifts;
- excellent oral and written communication skills, including public speaking skills and an ability to communicate positively and effectively with a diverse audience;
- interpersonal skills and an ability to work collaboratively with faculty, advancement professionals, academic administrators, senior executives, volunteers, and trustees;
- cultural competency and sensitivity as well as an ability to understand different cultural contexts and viewpoints, demonstrate respect for others, adapt to different cultural settings, and accept cultural differences;
- attention to detail with excellent organizational and time management skills as well as an ability to remain professional under pressure;
- an ability to recruit, organize, and manage salaried or volunteer personnel as well as direct any individuals or committees of influence and affluence in fundraising protocols and competencies;
- a commitment to working as a member of a team and a willingness to collaborate with colleagues;
- a strong sense of integrity and ethical conduct;
- an ability to comprehend and communicate trends and issues in higher education, philanthropy, and the Roman Catholic Church; and
- facility with Microsoft Office applications and an ability to become proficient with new technologies and CRM platforms.

A bachelor's degree is required for this position as is at least five years of experience in fundraising, including management and administrative experience. Experience in higher education is preferred.

### **SALARY AND BENEFITS**

The University of San Diego offers a competitive salary and [benefits package](#).

### **LOCATION**

This position is located in San Diego, California.

## APPLICATION INSTRUCTIONS

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

To apply for this position, visit:

[Director of Development, University of San Diego.](#)

To nominate a candidate, please contact Don Hasseltine, [donhasseltine@aspenleadershipgroup.com](mailto:donhasseltine@aspenleadershipgroup.com) or Michael Carver, [michaelcarver@aspenleadershipgroup.com](mailto:michaelcarver@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*