

ASPEN • LEADERSHIP • GROUP

LEADERSHIP GIVING OFFICER
CALIFORNIA COLLEGE OF THE ARTS
Oakland, California
<http://cca.edu>



The Aspen Leadership Group is proud to partner with California College of the Arts in the search for a Leadership Giving Officer.

The Leadership Giving Officer will work as a key fundraiser on the major gifts team to expand leadership giving through individual donor contributions to annual fund programs and capital campaigns. This position works independently as well as in partnership with Advancement staff and a variety of CCA community members to identify, cultivate, solicit, and steward donors to the college. Primary goals are to drive expanded giving to help launch a major capital campaign while ensuring that annual fund giving is sustained.

Established in 1907, CCA is home to an energetic and productive community of artists, architects, designers, writers, curators, and scholars. The college offers 28 programs in four disciplines: fine arts, architecture, design, and writing. CCA enrolls approximately 1,500 undergraduate and 450 graduate degree-seeking students, employs more than 500 faculty and 250 staff, and boasts more than 18,000 alumni. California College of the Arts is recognized as an elite institution within the arts world. This year, *U.S. News & World Report* named CCA's graduate programs in its top 15 rankings for Fine Arts, Ceramics, Graphic Design, Industrial Design, Interior Design, Painting/Drawing, Photography, and Sculpture.

CCA is known for its broad interdisciplinary programs in art, design, architecture, and writing. It is one of the premier fine arts and design institutions in the United States and a member of the Association of Independent Colleges of Art and Design (AICAD). CCA confers a variety of degrees including a bachelor of architecture, bachelor of arts, bachelor of fine arts, master of architecture, master of business administration in design strategy, master of arts, and master of fine arts degrees.

Since its founding, CCA has been a premier choice for young people who believe that creative work can positively and powerfully affect our world, that the Arts and Humanities teach us how to describe experience, how to evaluate it, and how to imagine its liberating transformation. CCA students, faculty, and alumni understand the role of artists, designers, architects, and writers in solving social, cultural, environmental, and economic issues.

CCA is also home to two notable organizations: the Center for Art and Public Life (CAPL) and the CCA Wattis Institute for Contemporary Arts. Through partnerships with Bay Area community organizations, CAPL works with CCA students to help provide solutions and focus on important issues in community development, service learning in arts education, new models of practice in community-based arts, and cultural diversity and youth development through the arts. The CCA Wattis Institute for Contemporary Arts is a forum for the presentation and discussion of international contemporary art and curatorial practice. It offers a robust membership program, cutting-edge exhibitions, a residency program, lectures, symposia, and publications, and provides an active site for contemporary culture in the Bay Area.

REPORTING RELATIONSHIPS

The Leadership Giving Officer will report to the Associate Vice President of Advancement.

PRINCIPAL OPPORTUNITIES

Building on a century of excellence in art and design education, this is the moment for California College of the Arts to elevate its distinctive, learn-through-making model by unifying its campuses in the San Francisco/Mission Bay area. We will inspire future creative leaders and re-imagine higher education on a campus like no other—one where every work space, public space, and landscape is built with advanced measures of sustainability and serves as a living, learning laboratory for experimentation and risk-taking. Partnering with architecture firm, Studio Gang, CCA's new campus and educational programs will be at the heart of an ambitious comprehensive campaign.

At CCA, the opportunities for philanthropy are immense—and the Leadership Giving Officer role is the first of its kind for the college. An innovative and bold candidate will help curate vital fundraising streams for new programs and initiatives at CCA, working alongside leadership volunteers and academic heads who are eager to partner with Advancement to achieve their goals. As the excitement builds within the Bay Area art and design community around CCA's ambitious plans, the Leadership Giving Officer will be instrumental in engaging new donors and prospects with the college, developing lasting connections.

PRIMARY RESPONSIBILITIES

The Leadership Giving Officer will

- manage a portfolio of 150 friend, parent, and alumni donors and prospects with the capacity of giving \$25,000 to \$1,000,000 and above using successful identification, cultivation, solicitation, and stewardship methods to meet and exceed fundraising goals;
- under the direction of the Associate Vice President of Advancement, develop and implement effective and creative strategies, fundraising campaigns, planned giving opportunities, and other initiatives to increase the number of major gifts;
- participate in all aspects of the moves management cycle including initiating contacts with potential leadership and major gift donors; developing appropriate cultivation strategies for them, including working with leadership volunteers; moving potential donors in an appropriate and timely fashion toward solicitation and closure; making solicitations when appropriate; maintaining stewardship contacts with donors; adhering to the highest ethical standards; demonstrating empathetic disposition, and perseverance; reflecting optimistic and positive attitude; and conveying sensitivity to needs of the donors;
- communicate persuasively and effectively in person and in writing about CCA's plans and programs to engage prospects from a variety of backgrounds;
- facilitate meaningful interaction with major gift prospects by the President, Vice President for College Advancement, senior administrators, faculty, and board members;
- participate in regular meetings with college leadership to plan, implement, and evaluate objectives and strategies for the identification, cultivation, solicitation, and stewardship of major gift prospects;
- provide regularly updated contact reports and prospect movements in the Advancement office's fundraising software program;
- participate in regular prospect management meetings;
- actively solicit planned gifts as part of overall solicitation strategy;
- engage in donor stewardship and cultivation of CCA's planned giving group, the Legacy Society;

- help develop and expand CCA's international giving program, including engagement strategies targeting parents and alumni prospects particularly in Asia, Mexico, and Latin America; and
- help plan and execute major gift donor and prospect-focused events.

KEY COLLEAGUES



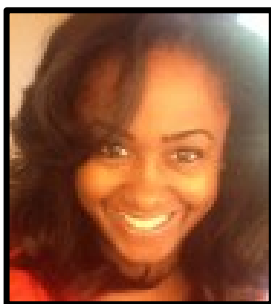
Susan Avila

Senior Vice President of Advancement

Susan Avila is a career non-profit leadership professional with over twenty-five years of experience in the San Francisco Bay Area. She specializes in creating and managing comprehensive development and outreach programs that engage target audiences and ensure the overall financial health of arts and education organizations.

She joined California College of the Arts as Vice President of Advancement in 2000, helped lead the school as Interim Co-President during 2007, and was promoted to Senior Vice President in 2008. Her portfolio of responsibilities includes fundraising, marketing/communications, alumni engagement, and industry partnerships. During her tenure the number of CCA donors increased by 350%, the College undertook a successful Centennial Campaign raising \$27.5 million, and is planning its largest fundraising effort to-date to support creation of a new San Francisco campus.

Ms. Avila served as Director of Development at the San Francisco Museum of Modern Art from 1998 to 2000. Prior she served as Associate Vice President, Development at California College of Arts and Crafts; Manager of Government, Foundation, and Corporate Support at Berkeley Art Museum and Pacific Film Archive; and Fund Development and Market Research Associate at Harder+Kibbe Research. She holds a B.A. in History from the University of California, Berkeley and a Masters in Non-Profit Administration from the University of San Francisco. She has served on numerous accreditation committees for the Western Association of Schools and Colleges. She received the Smithsonian Institution Award for Museum Leadership and the Girl's Inc. of Alameda County Woman of Distinction award.



Brooke Hendrickson

Associate Vice President of Advancement

As a higher education development professional, Brooke Hendrickson specializes in donor relations, volunteer leadership development, and major gifts. With over 15 years of experience, Hendrickson joined California College of the Arts as the Associate Vice President for Advancement in 2014, helping the Individual Giving efforts of the college through its annual and major gift programs. During her time at CCA, Hendrickson has successfully raised \$1M+ annually, while growing CCA's broad base of supporters.

Prior to her time at CCA, Hendrickson served as the Senior Director of Alumni & Parent Relations at Pitzer College in Claremont, California where she created and led the College's first comprehensive strategic plan for parents, resulting in increased parent giving/participation, and leadership volunteer engagement. Through her previous positions at the Panda Restaurant Group (Rosemead, California) and Art Center College of Design (Pasadena, California), Hendrickson has managed corporate marketing strategies and led international events, including industry symposiums with Honda, BMW, and Universal Studios. Hendrickson has served as a speaker for the Council for Advancement and Support of Education District VII and is a Board

member for Higher Ground Church, Oakland, California. She holds a B.A. in English from the University of California, Davis.



James Voorhies
Dean of Fine Arts

James Voorhies began his tenure as Dean of Fine Arts at California College of the Arts on August 15, 2016.

Dean Voorhies was formerly the John R. and Barbara Robinson Family Director of the Carpenter Center for the Visual Arts (CCVA) at Harvard University. Since 2013 Voorhies oversaw a contemporary arts program dedicated to the synthesis of art, design, and education through exhibition of existing works, production of new commissions, and support of artist residencies, pursuing a practice of integrating the program into the curriculum at Harvard. He organized solo exhibitions and projects by artists such as Martin Beck, Phil Collins, Fernanda Fragateiro, Simon Fujiwara, Margaret Lee, Shahryar Nashat, Lorraine O'Grady, and Kerry Tribe. Voorhies also cultivated collaborations across the University with institutions including Harvard Art Museums, Harvard Film Archive, Harvard Graduate School of Design, Harvard Dance Program, and the Woodberry Poetry Room.

He initiated a long-term partnership with the Berlin-based bookseller and publisher Motto Books to introduce a new bookshop at CCVA, creating a platform for exhibition programming while providing students and visitors access to more than 500 titles on art and culture from around the world.

Voorhies holds a Ph.D. in modern and contemporary art history from The Ohio State University, and has taught art history and critical theory at Bennington College in Vermont. His writing has appeared in publications by *Texte zur Kunst*, *Frieze*, *Harvard Design Magazine*, Sternberg Press, and Printed Matter as well as many artist monographs and exhibition catalogs. His book *Beyond Objecthood: The Exhibition as a Critical Form since 1968* is forthcoming from MIT Press in 2017.

Voorhies was director of exhibitions at Columbus College of Art and Design from 2006 to 2011, and he served as deputy director of the CCA Wattis Institute from 2005 to 2006.



Anthony Huberman
Director of the Wattis Institute

Huberman is responsible for the development and presentation of exhibitions and public programs at the CCA Wattis Institute near the College's San Francisco campus.

Upon his arrival to the Wattis Institute in 2013, Huberman has developed some of the most thoughtful and inspired programming in the field and has worked extensively with a broad range of international artists, writers, and curators. In addition to his curatorial vision and expertise, he brings considerable writing, publication, and teaching experience to CCA.

Anthony Huberman is the founding director of The Artist's Institute in New York, which he opened in 2010 as a project with Hunter College-CUNY, where Huberman is a distinguished lecturer. At The Artist's Institute, he worked with artists such as Thomas Bayrle, Haim Steinbach, Rosemarie Trockel, Jimmie Durham, and Jo Baer. As chief curator of the Contemporary Art Museum St. Louis (2007–10), he organized exhibitions of Richard Artschwager, Elad Lassry, Gedi Sibony, Lutz Bacher, Bruce Nauman, John Armleder, and Olivier Mosset, and he initiated The Front Room, an ongoing exhibition series with young artists.

Huberman has previously worked as a curator at the Palais de Tokyo in Paris (2006–7) and at SculptureCenter in Long Island City, New York (2003–6), and as director of education and public programs at MoMA PS1 in Long Island City, New York (1999–2003). He has published numerous articles in art periodicals, including *Artforum*, *Afterall*, *Mousse*, and *DotDotDot*. He was born and raised in Geneva, Switzerland.



Carolyn Devoto Salcido
Leadership Giving Officer

Carolyn Salcido is a Bay Area native, a graduate of St. Ignatius College Preparatory in San Francisco, and of Loyola University Chicago with a B.A. in Elementary Education. Her career began in the for-profit sector as Executive Assistant to the Vice President for Advertising Sales and Marketing at NAVTEQ Corporation in Chicago. She then decided to pursue nonprofit work back in the Bay Area, beginning as a Development Assistant in Advancement at St. Ignatius College Preparatory. There, she was promoted to Planned Giving Coordinator where she grew the Program through effective marketing, improving, and expanding the estate planning materials available to alumni and other donors, and growing the size of the legacy society by 25% through new planned gift commitments to the school.

Salcido spent the last three years at Caminar for Mental Health as the Director of Development, where she planned and executed three major galas and two mental health symposia while increasing major gifts of \$5,000+ to the organization by 79%. She has extensive experience as a committee member and volunteer with local nonprofit organizations such as Marin Ventures and The Pomeroy Recreation and Rehabilitation Center. Two of Salcido's three siblings were born with severe developmental disabilities, so she brings to her career in nonprofit fundraising a passion for service, education, equal opportunity, and quality of life for all populations. Salcido received her Master's in Nonprofit Administration from the University of San Francisco in December of 2015. She and her husband live in San Francisco and enjoy spending time with family and friends alongside good food and good wine.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Leadership Giving Officer will have

- ability to work effectively with a wide variety of individuals from varying backgrounds;
- demonstrated interest in building positive and authentic relationships;
- experience researching, cultivating, and stewarding individual donors;
- ability to adhere to the highest ethical standards, reflect an optimistic and positive attitude, and convey sensitivity to needs of the donors;
- ability to be adaptable and flexible in a rapidly evolving environment;
- expertise in fundraising and donor relations strategies and best practices in major gifts;
- strong verbal, written, and interpersonal communication skills and superb presentation skills;
- prior experience working in higher education and/or arts organizations (preferred); and
- proficiency with donor databases, specifically Raiser's Edge software.

A Bachelor of Arts or related degree is required for this position as is at least 5 years of major gift fundraising experience with a demonstrated track record of closing gifts of \$25,000 and above. A Master's degree is preferred.

SALARY AND BENEFITS

California College of the Arts offers a competitive benefits and compensation package.

DIVERSITY AND INCLUSION

As an educational and cultural institution, California College of the Arts has a responsibility to provide access and opportunities for all people, with special attention to supporting groups historically underrepresented in higher education.

We believe that a culturally diverse campus is integral to academic excellence, and our student, faculty, staff, and trustee bodies should reflect the diverse world in which we live, with attention to race, ethnicity, religious creed, national origin, age, sex, sexual orientation, gender identity or expression, and ability. California College of the Arts is an equal opportunity employer and encourages applications from individuals who will contribute to its diversity.

LOCATION

This position is based in San Francisco, California at the crossroads of the city's innovation corridor, the new DoReMi arts district, and Mission Bay, less than a mile from UCSF Medical Center.

APPLICATION PROCESS

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, contact Anne Johnson: annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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