



ASSISTANT VICE PRESIDENT OF DEVELOPMENT
[TRINITY UNIVERSITY](#)
SAN ANTONIO, TEXAS

TRINITY UNIVERSITY

The Aspen Leadership Group is proud to partner with Trinity University in the search for an Assistant Vice President of Development.

The Assistant Vice President of Development will oversee all day-to-day activities and long-term strategies across Alumni Relations & Development including annual giving, major and planned gifts, advancement communications and donor relations, advancement resources, alumni relations, and special events—identifying, cultivating, facilitating, and stewarding alumni engagement, volunteer leadership, and financial support on behalf of Trinity University.

As a private, liberal arts institution founded in 1869 by Cumberland Presbyterians in Tehuacana, Texas, Trinity University's journey has included four moves through three cities—using each challenge as an opportunity. For more than 150 years, the bedrock of Trinity University has been one of resilience and innovation. Noted for red brick buildings, native live oaks, and beautiful grounds, its skyline campus sits on 125 acres overlooking downtown San Antonio, Texas—its home for 70 years.

From humble beginnings with five faculty members and seven students, today Trinity is host to more than 2,500 students. Trinity University offers more than 100 majors and minors, plus several interdisciplinary and advising programs. Opportunities in undergraduate research, internships, and study abroad programs allow students to merge their talents with self-designed courses of study. Trinity faculty stay current with developments in their fields, involving students in cutting-edge research and enlivening their classes. The nine-to-one student-to-faculty ratio ensures that all students are connected to their work and the faculty. Beyond the classroom, Trinity University is home to 18 intercollegiate athletics teams, with student-athletes regularly earning Academic All-America Honors and NCAA postgraduate scholarships. There are also more than 150 student organizations and clubs that ensure students can explore their passions and broaden their worldview. An alumni network of more than 37,000 Trinity graduates around the globe helps to open doors and offer mentorship even after graduation.

Trinity University is a transformational liberal arts and sciences university with pre-professional and professional programs that place the student experience at its heart. Trinity is committed to the highest levels of academic and professional excellence in teaching, research, learning, service, leadership, and personal integrity. Trinity University is redefining liberal arts education for the 21st century by embracing innovation that ensures the university will become a national leader by preparing students to thrive in an interconnected world.

As an innovator and leader in liberal arts, Trinity University receives national recognition for its work. *U.S. News & World Report* named Trinity first in the nation on its list of best colleges for merit aid and the *Wall Street Journal/Times Higher Education* ranked it 38th among best liberal arts colleges in the nation. *College Consensus* put the university in the top 100 on the best colleges and universities in the nation list and the top 50 for most supportive alumni network. Trinity University also earned top spot on the best small college in Texas list and was ranked 30th best small college in America by *Niche*.

REPORTING RELATIONSHIPS

The Assistant Vice President of Development will report to the Vice President for Alumni Relations & Development, Michael Bacon. The Assistant Vice President will oversee a team of 47 staff including six direct reports.

FROM THE VICE PRESIDENT

Momentum. If you know Trinity University or have read about us, you'll know that we are on the rise. At a time when much of higher education is challenged to clearly articulate the value of a liberal arts degree or struggling financially, Trinity has made a series of intentional choices that are moving us forward, foremost being the appointment of Dr. Vanessa Beasley as our dynamic 20th President of Trinity University. We have transitioned to being ranked as a nationally ranked liberal arts university after 30 years of being ranked as a regional university; launched a \$300 million comprehensive campaign, now in the leadership phase of fundraising and half-way towards our ambitious goal; increased the number of alumni giving every year; and set new records in our fundraising work, doubling the total given over last year with a record finish of \$49.5 million. We have an engaged Board of Trustees, personally giving 40% of the funds raised in the campaign, most having made their largest personal gifts to our campaign. Trustees are actively hosting events to connect leadership prospects and steward our top donors.

President Beasley is primed to launch a strategic planning process that will involve constituents throughout our Trinity community and our city. We have an updated campus master plan that uses the assets of our historic mid-century modern campus while identifying opportunities for new facilities and buildings. Our comprehensive campaign is nimble enough to absorb our strategic planning priorities as we move from the leadership phase to a public phase in the near future.

Trinity alumni are looking for ways to engage and connect with their university. We are adopting the metrics CASE has established for alumni engagement as a part of our campaign goals so we can emphasize the importance of alumni interaction and we are bucking the trends in annual giving as the number of alumni donors has grown annually and the alumni percentage of participation is growing rather than declining.

I am seeking a partner to join us in our continued growth. The tools for ongoing success are all in place: a seasoned senior team, a winning principal gifts program, donor retention and established recognition societies, a strong planned giving program, and willing board members to serve as ambassadors and solicitors. We have the respect of the faculty and staff on campus thanks to our performance. I believe that the momentum we are feeling will propel us ever further as we thoughtfully write our next chapter and I encourage you to learn more.

—Michael Bacon, Vice President for Alumni Relations & Development

TRINITY UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Trinity University is guided by a set of values and is committed to implementing practices in pursuit of an inclusive campus for all students, faculty, and staff to feel welcomed and accepted for who they are. Among these values is *Intentional Inclusion*. Trinity fosters an environment where people connect across differences, acting with radical empathy and nurturing enduring relationships. The university commits to implementing practices in pursuit of an inclusive campus for all students, faculty, and staff to feel welcomed and valued.

Trinity University's Inclusive Excellence Advisory Council seeks to address, explore, educate, empower, and uplift diversity, equity, and inclusion efforts on campus. The Council supports an inclusive, culturally competent, and welcoming environment where all community members exercise radical empathy and nurture enduring relationships as outlined by Trinity University's core value of intentional inclusion.

PRIMARY RESPONSIBILITIES

The Assistant Vice President of Development will

- supervise and lead all day-to-day and long-term strategies across Alumni Relations & Development to identify, cultivate, facilitate, and steward alumni engagement, volunteer leadership, and financial support of Trinity University;
- advise units in the development of annual budget improvements, efficiencies, regular measurements, and oversight;
- be responsible for the vision and adherence to best practices in building greater capacity for major, planned, and annual giving, including the development of innovative programs to attract and maintain new donors and identity, cultivate, and maintain major and planned donors;
- partner with the Senior Director for Alumni Relations and represent the division to the Trinity University Alumni Association Board;
- report division progress, as well as guide strategic discussion and comprehensive approaches to university support;
- lead and direct efforts within the division and university-wide to coordinate fundraising activities within and between the departments of the division, working effectively with University Marketing and Communications;
- oversee a high-performing senior team;
- interact with the Board of Trustees and the Strategy Committee through the Director of Principle Gifts;
- work with the Vice President, President, and Board of Trustees on fundraising prospects and efforts including planning and preparation for the Development Committee of the Board of Trustees;
- lead departments on the budget planning and tracking process and support the Vice President with division and campaign budget planning processes;
- coordinate annual goal setting including the assessment and evaluation process with quarterly coordination and updates;
- develop and oversee a process and protocol for review and editing of all materials, especially those that require the signature of the President and Vice President;
- maintain a strong connection to the overall work of the comprehensive campaign; and
- cooperate and collaborate in the spirit of teamwork and collegiality, interacting with confidence, patience, and integrity to provide professional leadership at all times.

LEADERSHIP

Vanessa B. Beasley, Ph.D.

President

Vanessa B. Beasley, Ph.D. began her tenure in July 2022 as Trinity University's 20th President in the school's 153-year history. Guided by the university's student-centered mission and vision, Dr. Beasley stands ready to lead one of the nation's top liberal arts universities.

Dr. Beasley, Trinity's first female President, previously served as Vice Provost for Academic Affairs, Dean of Residential Faculty, and an Assistant Professor of Communication Studies at Vanderbilt University. Dr. Beasley's areas of academic expertise include the rhetoric of American presidents, political rhetoric on immigration, and media and politics. She attended Vanderbilt as an undergraduate and earned a Bachelor of Arts in speech communication and theatre arts. She also holds a Ph.D. in speech communication from the University of Texas at Austin.

Michael Bacon '89

Vice President for Alumni Relations & Development

Michael Bacon returned to Trinity in 2015 after 30 years of experience as a senior-level development and external relations executive, where he specialized in the creation and implementation of strategic fundraising programs that included capital campaigns, annual giving, and major gifts. At Trinity, Bacon provides leadership and strategic vision to the university's fundraising and overall alumni engagement.

Bacon spent fifteen years as a fundraising consultant, training boards, conducting feasibility studies and capital campaigns, and supporting long-term planning to nonprofit organizations. He began his fund development career in annual fundraising at Kenyon College and returned to San Antonio to work for San Antonio Academy. A Certified Fundraising Executive, Bacon earned a master's in business administration from the McCombs School of Business at the University of Texas at Austin. He also served as the first grants manager for the Kronkosky Charitable Foundation and is a board member for Methodist Healthcare Ministries and the Ward and Genevieve Orsinger Foundation.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Trinity University seeks an Assistant Vice President of Development with

- a commitment to the mission of Trinity University—to foster student success through enduring excellence, intentional inclusion, and perpetual discovery;
- extensive knowledge of best practices in major gifts, annual giving and alumni relations, board and volunteer cultivation and development, project implementation, and evaluation;
- an ability to design and execute a fully integrated strategic plan with metrics and benchmarks to gauge success;
- an ability to lead as a seasoned coach and mentor across a division of over 45 staff;
- superior communication skills including an ability to plan and organize, develop sophisticated supportive strategies, and effectively present complex ideas and concepts;
- an ability to interact effectively with a wide array of university stakeholders, campus leadership, and professionals across multiple disciplines;
- an ability to develop and nurture relationships and generate enthusiastic support and philanthropic growth benefitting Trinity students, faculty, and programs;
- unquestioned personal integrity, credibility, and maturity;
- the confidence to act as a risk taker, willing to try new programs and pivot as needed; and
- experience managing large, complex budgets.

Trinity University will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least eight years of experience in senior development roles, preferably within a university or liberal arts institution, is preferred.

SALARY AND BENEFITS

The salary range for this position is \$150,000 to \$165,000 annually. Trinity University offers a comprehensive [package of benefits](#).

LOCATION

This position is in San Antonio, Texas. Trinity University offers a flexible work arrangement where staff have the option to work from home two days of the week. Employees in the Alumni Relations & Development Division are eligible for this benefit after the first six months of employment.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Trinity University as well as the responsibilities and qualifications presented in the prospectus.*** Preference will be given to applications received by April 7, 2023.

Trinity University is an equal opportunity employer and as such provides equal opportunity for employment and advancement of all employees without regard to race, color, religion, sex, age, national origin, disability, military/veteran status, sexual orientation, gender identity, gender expression, or any status protected by Federal, State, or Local Laws.

To apply for this position, visit:

[Assistant Vice President of Development, Trinity University](#).

To nominate a candidate, please contact Don Hasseltine, donhasseltine@aspenleadershipgroup.com.

All inquiries will be held in confidence.