



**DIRECTOR OF PLANNED GIVING**  
**TEXAS A&M UNIVERSITY–CORPUS CHRISTI**  
**Corpus Christi, Texas**  
[Texas A&M University–Corpus Christi](#)



The Aspen Leadership Group is proud to partner with Texas A&M University–Corpus Christi in the search for a Director of Planned Giving.

The Director of Planned Giving will develop, implement, and manage a program designed to enhance philanthropic giving to Texas A&M–Corpus Christi. The Director of Planned Giving will be responsible for all aspects of planned giving including communication, administration, prospect identification, cultivation, solicitation, and stewardship programs while serving as an integral member of the Institutional Advancement team. The successful candidate will manage a robust portfolio of individual donors and prospects and partner with leadership and major gift officers, as well as work with faculty and staff, in support of a planned giving program.

Offering more than eighty of the most popular degree programs in the state of Texas, Texas A&M University–Corpus Christi has been proudly providing a solid academic reputation, renowned faculty, and highly-rated degree programs since 1947. As a member of the Texas A&M University System– a network of eleven universities, seven state agencies, and a comprehensive health science center–the school benefits from a range of centralized resources, increased visibility and political clout, and opportunities to collaborate in mutually beneficial ways with peers across member institutions and associated agencies.

The prestige of a Texas A&M–Corpus Christi degree is known worldwide. The university is one of only seven federal test sites for unmanned aircraft systems (UAS) in the nation. Its Harte Research Institute, leader of the Texas One Gulf Center of Excellence, is dedicated to advancing the long-term sustainable use and conservation of the Gulf of Mexico. Texas A&M University–Corpus Christi enrolls more than 12,000 students. Its location on the Gulf of Mexico and on the cultural border with Latin America shapes its focus and provides the foundation for gaining national prominence. The university's five academic colleges offer bachelor's, master's, and doctoral degrees from highly accomplished faculty, 90 percent of whom hold the highest degree in their fields.

## REPORTING RELATIONSHIPS

The Director of Planned Giving will report to the Acting Vice President for Institutional Advancement.

## PRINCIPAL OPPORTUNITIES

*TAMU-CC is a vibrant, relatively young doctoral-granting university and Hispanic-Serving Institution (HSI). With 12,000 students from 47 states and 54 foreign nations and 1,318 faculty and staff, it combines a heritage of teaching excellence with innovation in research and creative activity, as well as community engagement.*

*TAMU-CC possesses the key elements to support its move to the next level among its peers as a major Hispanic-Serving research university. The university's strategic plan, Momentum 2020, lays out a bold agenda for developing recognized programs in areas important to the region and nation. To achieve this goal, the university has begun to strengthen and grow its infrastructure to support existing and promising new programs. Services and operations dedicated to student recruitment, retention, and welfare will be expanded to meet increased student demands and enhance the educational experience for all.*

*TAMU-CC is on a trajectory to achieve national recognition as evidenced by the quality of its faculty and staff, the success of its students, the connectedness of its alumni, and the excellence of its academic and student life portfolios. Its strategic location on the Gulf of Mexico and on the cultural border with Latin America provides a basis for gaining national and international prominence. TAMU-CC is committed to becoming one of the leading centers of higher education in the Gulf of Mexico region while serving the intellectual, cultural, social, environmental, and economic needs of South Texas.*

*This is an exciting time to join the Division of Institutional Advancement at TAMU-CC. Dr. Kelly Quintanilla was named the university's 11<sup>th</sup> president in March 2018, after a 24-year tenure at the Island University as a Professor of Communication and multiple administration roles, including Chair, Dean, and Provost. The Corpus Christi community, alumni, and donors welcomed her and strongly support her presidency.*

*The Division of Institutional Advancement includes Alumni Relations, Development, Stewardship, and Advancement Services and coordinates with the Texas A&M-Corpus Christi Foundation and the National Islander Alumni Association on matters related to the engagement of alumni and solicitation and management of donations. The momentum of President Quintanilla's appointment and the university's ambitious plans to expand student scholarship support and achieve Emerging Research Status necessitate state-of-the-art strategies to enhance philanthropic support for the university.*

–Jaime Nodarse Barrera, Acting Vice President of Institutional Advancement

## PRIMARY RESPONSIBILITIES

The Director of Planned Giving will

- develop and implement a strategic plan for planned giving activity;
- cultivate, solicit, and steward a portfolio of major and planned giving donors and prospects through direct mail, calls, and personal visits with long-term revenue goals;
- identify and prioritize prospects, and establish stewardship or cultivation strategies to achieve increased solicitation and revenue goals of planned, outright, and blended gifts;
- partner with the Acting Vice President and other Directors of Development on designing and implementing a comprehensive gift planning marketing plan with the goal of increasing revenue with deferred gifts (“planned gifts”) and documented bequest intentions;

- be a member of the leadership team in Institutional Advancement in all matters including the upcoming campaign.
- prepare reports using planned giving software (Crescendo), briefing materials, correspondence, proposals, statistics, and related documents for solicitation of prospects;
- participate in professional development activities to remain current on relevant activity and trends in gift planning, financial and estate planning, federal tax law, and regulations that govern charitable giving, and new services offered by other nonprofit groups and organizations and to raise TAMU-CC's visibility in the profession; and
- cultivate strong working relationships with colleagues in Institutional Advancement and across the university.

### UNIVERSITY LEADERSHIP & KEY COLLEAGUES



**Kelly M. Quintanilla, Ph.D**  
**President and Chief Executive Officer**

Kelly M. Quintanilla assumed the role of President of Texas A&M University-Corpus Christi in August 2017. She previously served as Provost and Vice President for Academic Affairs. She earned her Ph.D. in Communication from Pennsylvania State University in 1994, joining the Texas A&M-Corpus Christi faculty that same year. She is active in the community, serving as a board member for the Art Museum of South Texas, the Corpus Christi Symphony Orchestra, the South Texas Botanical Gardens, and the Harbor Playhouse.

Prior to becoming Provost, Quintanilla served as Dean of the College of Liberal Arts and Director of the School of Arts, Media & Communication, as well as Chair for the Department of Communication and Theatre. She was a professor of communication for 16 years, teaching courses in Business & Professional Communication, Teamwork & Leadership, Organizational Communication, Public Relations, and Public Speaking. Additionally, Quintanilla worked as a consultant and corporate trainer in the Coastal Bend. Clients include: HEB, CHRISTUS Spohn, CCISD, the City of Corpus Christi, CCAD, the Port, the YWCA, to name a few. Over the years, Quintanilla has received awards for her teaching, service, advising, and scholarship.

Although she loves her many academic roles, her favorite role is being mom to Logan, her teenage daughter.



**Jaime Nodarse Barrera**  
**Acting Vice President for Institutional Advancement**

As the Acting Vice President for Institutional Advancement, Jaime Nodarse Barrera is responsible for the strategic direction and oversight of the university's philanthropic efforts and alumni relations. In addition, Barrera leads the university's team responsible for alumni and community engagement, fundraising and donor relations, and major events. It is the job of the Development team to engage and connect the community with Texas A&M University-Corpus Christi in order to build and sustain mutually beneficial relationships between stakeholders and faculty, staff, students, and alumni. This is done through a variety of organizations, such as the National Islander Alumni Association and the Young Business Professionals of the Coastal Bend, and signature events including the annual State of the University address and the Distinguished Speaker Series. Barrera personally oversees the university's major and planned giving programs.

Barrera has been with the university for over six years, and believes strongly that Texas A&M–Corpus Christi helps make Corpus Christi a better community, and similarly that support from Corpus Christi has helped the Island University grow and flourish. It is her pleasure to continue to find ways to build these partnerships in order to help more students earn their degree while also strengthening the local workforce and economy.

Barrera has a bachelor's degree from Lawrence University in Appleton, WI and completed a master's degrees in applied anthropology and public health at the University of South Florida before moving to Texas in 2008. Corpus Christi is now her home, and she doesn't miss those Midwestern winters one bit! In her spare time, she enjoys playing with her dog, cross-fitting, and spending time at the beach.



**Kimberly N. Becerra**  
**Executive Director of Development**

As the Executive Director of Development, Kimberly Becerra is honored to lead the university's team of Directors of Development as it strives to create meaningful relationships with alumni, faculty and staff, and friends of the university.

Becerra is a proud Islander alumna receiving a Bachelor's in Business Administration in Marketing degree in 2013 and a Master's in Business Administration in 2014. A former scholarship recipient herself, Becerra has a genuine understanding for the impact a philanthropic gift can make in student's life. Nothing brings her greater joy than paying forward the goodwill that was bestowed upon her as a student.

In her spare time, she enjoys spending time with her daughter. Their favorite hobbies include reading, dancing, and taking long walks with their dog.

### **PREFERRED QUALIFICATIONS**

Texas A&M University–Corpus Christi seeks a Director of Planned Giving with

- experience in major and planned giving;
- knowledge of planned giving vehicles, including charitable gift annuities, charitable remainder trusts, and related tax and regulatory issues;
- excellent interpersonal skills with the ability to maintain positive relationships with donors and prospective donors;
- excellent verbal and written communication skills, including expertise in preparing gift proposals;
- the highest standards of ethics as accepted by the professional fundraising community;
- competency using donor management software programs (Raiser's Edge, Crescendo, PG Calc) and Microsoft Office package; and
- the ability to work collaboratively as a member of a diverse community and make an impact in a complex, fast-paced, and team-oriented environment.

A bachelor's degree is required for this position. Five to seven years of experience and proficiency in securing planned gifts from donors is preferred. A master's degree is also preferred.

### **SALARY & BENEFITS**

Texas A&M University-Corpus Christi offers a competitive salary and benefits package.

## LOCATION

This position is located in Corpus Christi, Texas. Adjacent to the Gulf of Mexico, Corpus Christi is a premier coastal destination for many around the world. Corpus Christi provides exceptional recreational opportunities such as windsurfing, cycling, fishing and sailing. Corpus Christi is located just a few hours from other major Texas cities including Houston, San Antonio, Austin, Laredo, and Brownsville.

## DIVERSITY AND INCLUSION

As one of the most diverse campuses in the Texas A&M University System, Texas A&M University-Corpus Christi's vision for *Inclusive Excellence* is the active, intentional and ongoing engagement with diversity in learning, teaching, student development, and intuitional functioning in both local and global communities on its ever-expanding campus. By achieving and maintaining a diverse constituency in the campus community, the university will succeed in preparing students for living and working in an increasingly diverse and global society. Actions must speak louder than words. The university's commitment includes the creation of initiatives, programs, and services designed to reap the benefits of diversity. Texas A&M University–Corpus Christi believes it must foster a campus climate with an ethos of respect, inclusion, empowerment, shared responsibility and social justice for all.

## APPLICATION INSTRUCTIONS

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 apply for this position, visit:*

[Director of Planned Giving, Texas A&M University–Corpus Christi.](#)

*To nominate a candidate, please contact Shelley Semmler:*

[shelleysemmler@aspingleadershipgroup.com.](mailto:shelleysemmler@aspingleadershipgroup.com)

*All inquiries will be held in confidence.*