

# ASPEN LEADERSHIP GROUP

**VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT**  
**CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA**  
**POMONA, CALIFORNIA**



Aspen Leadership Group is proud to partner with California State Polytechnic University, Pomona in the search for a Vice President for University Advancement.

The Vice President for University Advancement will serve as the chief fundraising officer of California State Polytechnic University, Pomona (Cal Poly Pomona), responsible for the leadership, strategic direction, and policy decisions for advancement services, major gifts, annual giving, planned giving, alumni and external relations, grant writing, corporate and foundation relations, special events and projects, and capital campaigns. The Vice President will work collaboratively with the President, other administrators, deans, and the campus community to establish strong relationships with all university constituents, strengthen ties with the local community and with prospective donors, and foster and strengthen alumni relations. The Vice President will assist the President in the performance of the President's philanthropic duties and serve as the Chief Executive Officer of the Cal Poly Pomona Philanthropic Foundation. The Vice President will develop and sustain a strong infrastructure for fostering staff success, a strong sense of teamwork, and an environment of support and accountability. The Vice President will establish and maintain effective working relationships both on- and off-campus and serve as a liaison for the university across stakeholders.

Cal Poly Pomona, recognized as one of the most diverse regional universities in the Western United States as well as nationwide, offers an affordable, life-changing education. Less than 30 miles east of Los Angeles, the campus enjoys the excitement of a diverse metropolitan area while retaining the serenity of a foothill community. As a polytechnic university, Cal Poly Pomona utilizes a technology-enhanced, learn-by-doing approach to education. Students enjoy endless opportunities for involvement in a vibrant and diverse community. A Hispanic-Serving Institution, Cal Poly Pomona is among the top 25 colleges in conferring baccalaureate degrees to Hispanic students.

Cal Poly Pomona opened on September 15, 1938, with an all-male enrollment of 110 students as the Voorhis Unit of California State Polytechnic College in San Luis Obispo. It was located on the 150-acre San Dimas site of the former Voorhis School for Boys. Breakfast cereal magnate, W.K. Kellogg, deeded 813 acres of land located three miles south of the Voorhis campus to the state of California in 1949. In 1956, 508 students and 44 faculty and staff moved from San Dimas to the Kellogg campus. In a first for the all-male campus, 329 women joined the student body in 1961. The Pomona campus separated from the San Luis Obispo campus in 1966 and became California State Polytechnic College, Kellogg Campus. University status was granted in 1972. Today, the university is part of the 23-campus California State University system. Cal Poly Pomona has nearly 30,000 students and 2,700 faculty and staff.

Cal Poly Pomona's history and geography are unlike any other university in the region. Nowhere else can students ride an Arabian horse, practice on a Steinway piano, bring a new product to market, and build a liquid-fueled rocket. Benefitting from a campus community that embraces and learns from the richness of its members' myriad lived experiences, Cal Poly Pomona is alive with academic, social, and volunteer and career development opportunities.

Students may choose to work side-by-side with faculty on research, garner unique internships, or volunteer in community development projects. Lecture series, such as the Kellogg Distinguished Lectures, bring leaders of high-profile thought to campus each semester to discuss critical issues important to learning and leadership in an increasingly global world. Students are encouraged to get involved and make the most of their college experience. The campus community boasts nearly 300 clubs and organizations reflecting a broad range of interests. Students can help build the annual float for the Tournament of Roses Parade, take part in national competitions, perform in theatre and musical productions, discover Greek life, or cheer one of the 10 NCAA Division II teams. More than 3,500 students live on campus in traditional dorms, residential suites, and university apartments. The Cal Poly Pomona Foundation also provides affordable off-campus housing options for faculty and staff.

Faculty in all disciplines put theory to practice, providing students with opportunities to apply their knowledge in hands-on projects, research collaborations, and valuable internship and service-learning programs.

Cal Poly Pomona is among the best public universities in the West and is nationally ranked for helping students achieve economic success. As an inclusive polytechnic university, Cal Poly Pomona cultivates success through experiential learning, discovery, and innovation. Cal Poly Pomona embraces local and global challenges and transforms lives. When it comes to quality education, affordability, and career prospects for graduates, Cal Poly Pomona consistently ranks among the best universities in the country. While each ranking is a snapshot of achievement, taken collectively, they provide a picture of a diverse, learn-by-doing university whose students graduate with the skills needed to succeed in a dynamic, evolving work environment.

### **University Rankings**

*Money Magazine* recognized Cal Poly Pomona as one of the “2024 Best Colleges in America,” receiving 4.5 out of 5 stars based on quality of education, affordability, and student outcomes. *U.S. News & World Report* 2024 Best Colleges ranks Cal Poly Pomona is No. 3 among “Regional Universities West,” a region that covers 15 states, as well as No. 2 among “Top Public Schools in the West” and No. 2 on the “Best Colleges for Veterans” in the region. *Money Magazine* ranked the College of Business Administration No. 5 in California and No. 30 in the nation on its 2022 “Best Colleges for Business Majors.” The university is also ranked. *Forbes’* third annual “America’s Best Value College” list ranks Cal Poly Pomona among the best in the nation for a student’s return on investment. The university was No. 59 among the 300 schools that made the list.

### **Social Mobility**

Cal Poly Pomona’s success in admitting and graduating students from lower-economic backgrounds is also receiving attention. *The Wall Street Journal* listed the university as the top polytechnic and No. 11 on its list of “2024 best U.S. Colleges for Social Mobility.” *The Washington Monthly* ranked Cal Poly Pomona as the top polytechnic and No. 14 in its ranking for “2023 Best Bang for the Buck Colleges.” *CollegeNet* ranked the university No. 17 in the nation on its “2022 Social Mobility Index.”

### **Diverse Student Body**

*Diverse Issues in Higher Education* recognized Cal Poly Pomona as No. 20 in the nation for the most bachelor’s degrees awarded to minority students on its “2022 Top 100 Degrees Conferred” list. The university was also No. 13 for bachelor’s degrees earned by Hispanic students and No. 20 for bachelor’s degrees earned by Asian American students.

### **Recognition of Individual Program Excellence**

*U.S. News & World Report* recognized the College of Engineering at No. 9 among the nation’s “2024 Best Undergraduate Engineering Programs” where a doctorate was not offered, and No. 3 in the state.

Several individual departments were also in the top 10: No. 2 Computer Engineering, No. 3 Mechanical Engineering and Electrical/Electronic/Computer Engineering, and No. 4 Civil Engineering. The Collins College of Hospitality Management is ranked No. 5 in *CEO World Magazine's* 2023 "Best Hospitality and Hotel Management Schools in The World" list. The list goes on, with many additional colleges, departments, and programs ranking highly in the region and the nation.

At Cal Poly Pomona, students are not only offered an exceptional polytechnic experience, but they are also supplied with as many resources as possible to help them succeed. That success relies on a strong foundation of outside support. The Cal Poly Pomona Philanthropic Foundation serves as the leader for the university's fundraising efforts, continuing to build on past achievements. By broadening partnerships and deepening financial support, the foundation strengthens the university's educational mission by increasing student scholarships, faculty research initiatives, and projects that will benefit the economic vitality of the state and region.

### **REPORTING RELATIONSHIPS**

The Vice President for University Advancement will report to the President, Dr. Soraya M. Coley and serve on the President's Cabinet which includes the Provost and Vice President, Academic Affairs; Vice President, Administration and Finance and Chief Financial Officer; Vice President, Student Affairs; Vice President, Information Technology and Chief Information Officer; Vice President and Chief of Staff; Senior Associate Vice President and Chief Communications Officer; and Presidential Associate for Inclusion and Chief Diversity Officer. The Vice President will oversee a team currently comprised of 52 staff, with seven direct reports.

### **FROM THE PRESIDENT**

*On behalf of everyone at Cal Poly Pomona who devote their talent, expertise, and years of dedication to the success of our students and our Bronco community, thank you for considering the position of Vice President for University Advancement at our institution.*

*As a university President, former Provost, Dean, and professor, I understand how important this role is to the success and stability of our students, their families and communities, and our university. The future of higher education is changing right before our eyes, and we must commit ourselves to ensuring that young people across the world will have a path to knowledge for decades to come.*

*The Vice President for University Advancement will impact thousands of future leaders. Leaders who dreamt of college but might not have ever believed they could make it without a little help. Leaders who will pave the way for others to walk in their footsteps as they boldly earn their family's first university degree. Leaders who will change the way we see and experience the world through their daring and brilliant innovations. And leaders who will remember you and your team's work when they hold their degree high as they walk across the graduation stage, shaped by the gifts and generosity of those that believed in them.*

*Our students understand the impact of the scholarship dollars they are awarded, the importance of honoring those funds, seeing their dreams through to completion, and just how precious those resources are. I know that too. I grew up the segregated South, a daughter of a minister dreaming of one day holding my diploma high for my parents to see. And thanks to those who believed in me, I was able to achieve the success of which I—and many in my community—believed myself capable.*

*So, I ask you to join us. Join us as we help anyone who dreams of success achieve it. Join us in strengthening the nation's most diverse polytechnic university. Join us in lifting and launching STEM careers that will shape the future for us all.*

*In readying this university for a new advancement leader, I spearheaded a cultural assessment of the University Advancement division that examined its culture, capacity, creativity, and resilience. We asked our leaders, team members, and donors essential questions: How can we improve the health and well-being of the Advancement unit? What role can creativity play in charting the future? How can we ensure we are doing our best, every day, to ensure our students reach their goals?*

*We learned that Cal Poly Pomona's people feel purposeful, connected to the mission, and are excited about campus initiatives, and are looking for a commitment to transformation and an investment in strategic action.*

*Our leaders and advancement professionals are poised and committed to elevate Cal Poly Pomona's philanthropic work. And that together, with strategy, training, and interdepartmental collaboration, we can more effectively learn to leverage and shape bold "faculty-generated" ideas; catalyze and ignite "change-making" initiatives; inspire board and committee members to become ambassadors and champions; and create a culture that invites donors to authentically engage in philanthropy.*

*If this speaks to you—I invite you to apply. I am seeking an executive partner who will be energized by possibility, inspired by our Broncos, and driven by our mission of cultivating success through a diverse culture of creativity, discovery, and innovation.*

*I sincerely welcome your interest in learning more about our aspirations and how you can bring your experience, passion, and talents to further inspire and ignite our journey. Thank you for considering this opportunity and I look forward to sharing more about what makes Cal Poly Pomona's story so compelling.*

—Soraya M. Coley, Ph.D., President

## **CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

Cal Poly Pomona draws strength from its vibrant and diverse community. Its student body is a mosaic, comprised of roughly 53% Latino, 22% Asian, 3% percent Black, 14% White, and 4% students of two or more races as well as students with disabilities, first generation students, and parenting students. Additionally, a significant number of out-of-state and international students call Cal Poly Pomona home, fostering a robust and global perspective.

Recognized by *U.S. News and World Report*, Cal Poly Pomona proudly ranks as the eighth most diverse among regional universities in the Western United States and the tenth most diverse nationwide. It has earned the designation of a Hispanic-Serving Institution and is among the top 25 colleges in conferring baccalaureate degrees to Hispanic students. *Hispanic Business* magazine has also commended the university for supporting the success of Hispanic postgraduate students.

In alignment with its commitment to Inclusive Excellence, Cal Poly Pomona remains steadfast in its dedication to creating and nurturing an inclusive campus environment where all individuals are respected, embraced, and their diversity is celebrated. Upholding its core values of inclusivity and social responsibility, Cal Poly Pomona continuously examine its efforts to identify and dismantle systemic racism and inequities, relentlessly pursuing tangible actions that yield meaningful and sustainable results.

Cal Poly Pomona holds itself accountable by transparent tracking, communicating, and monitoring both past and present initiatives aimed at recognizing and eradicating systemic racism and inequities. Its mission is to ensure that every member of the community feels valued, heard, and empowered to thrive in an environment that embodies the principles of diversity, equity, and inclusion.

### **PRIMARY RESPONSIBILITIES**

The Vice President for University Advancement will

- lead the division by providing vision, direction, and a strategic plan of action for advancing the university through development, stewardship, planned giving, corporate relations, donor relations, alumni relations, advancement communications, and special events;
- create a “cutting edge” environment that inspires and supports a culture of philanthropy;
- foster staff success, develop a strong sense of teamwork, and establish an environment of support and accountability;
- nurture professional development of division staff;
- establish mechanisms that enable faculty and staff to take advantage of opportunities that rise organically through contact with external entities;
- prepare and strategically support the President in the effective cultivation and solicitation of leadership and legacy gifts;
- assist the President in establishing and maintaining effective community relations;
- engage academic leaders, including the deans and faculty, in identifying appropriate donors and alumni that support the university’s current and future priorities;
- build and provide leadership and policy decisions across the entire range of advancement services and strengthen relationships with a broad range of constituents including current and prospective donors, alumni, community and industry leaders;
- participate as a California State University System Advancement Officer in the Office of Systemwide Advancement activities and committees;
- serve on the President’s Cabinet and provide thought leadership to the President on a myriad of university interests, programs, projects, and operations;
- serve as the Chief Executive Officer of the Cal Poly Pomona Philanthropic Foundation, playing a key role in the feasibility, strategic planning, delegation, and achievement of goals for the foundation as well as providing support to the foundation and all standing committees; and
- support and grow the breadth and diversity of the foundation board and partner with the Executive Committee to shape the board's strategic support for the university.

### **LEADERSHIP**

#### **Dr. Soraya M. Coley President**

Dr. Soraya M. Coley is the sixth President of California State Polytechnic University, Pomona. An accomplished educator and administrator with four decades of experience in higher education, Dr. Coley is the first woman to be named President of Cal Poly Pomona. She has ushered in a new era of strategic leadership for the campus, establishing a vision for Cal Poly Pomona as a model for an inclusive polytechnic university that inspires creativity, discovery, and innovation; embraces local and global challenges; and transforms lives.

Under her leadership, Cal Poly Pomona has continued to grow its legacy as the most diverse polytechnic university in the country and as a national leader in promoting social and economic mobility. Dr. Coley formally took office in January 2015, and during her tenure enrollment has grown by 6,000 students and graduation rates have reached historic levels.

Led by her beacon statement to be student-centered, faculty and staff-focused and community-minded administrator, Dr. Coley has led a campus-wide effort charting a new course for Cal Poly Pomona that will define the university for decades to come. To guide this effort, Dr. Coley led the creation of [a new strategic plan](#) and launched planning processes to re-envision both the academic enterprise and the campus' physical presence. As part of Dr. Coley's student-centered focus, Cal Poly Pomona has made a historic transition from quarters to semesters—a move that will improve the academic experience for students and increase career opportunities both during their time at Cal Poly Pomona and after they graduate.

Dr. Coley came to Cal Poly Pomona from California State University, Bakersfield, where she was the Provost and Vice President for Academic Affairs from 2005 to 2014. She served as Interim Vice President for University Advancement from 2011 to 2012. She has also held positions at California State University, Fullerton, the National Center for Substance Abuse and Child Welfare, and Alliant International University.

In 2019, California Governor Gavin Newsom appointed President Coley to the California Future of Work Commission, which is charged with making recommendations to the Governor and Legislature regarding the kinds of jobs Californians could have in the decades to come, the impact of technology, methods of promoting better job quality, modernizing worker safety net protections, and readying the state's workforce for the jobs of the future through lifelong learning.

Dr. Coley is also a member of the American Council on Education Women's Network, the Los Angeles Area Chamber of Commerce, the Pasadena Bioscience Collaborative, and the Los Angeles Coalition for the Economy and Jobs. She is a former member of the Board of Directors for Children and Family Futures as well as the Kern County Schools' "Ready to Start" program. In 2000, she was recognized as "[One of Ten Women Making a Difference](#)" by *Orange County Metro Magazine*.

Dr. Coley earned a bachelor's degree in sociology from Lincoln University, and master's and doctoral degrees in social planning and social research from Bryn Mawr College.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

California State Polytechnic University, Pomona seeks a Vice President for University Advancement with

- a commitment to the mission of California State Polytechnic University, Pomona—to cultivate success through a diverse culture of experiential learning, discovery, and innovation;
- an enthusiasm for polytechnic education and an understanding of its unique advancement and fundraising opportunities;
- experience managing major and planned giving programs;
- experience in the planning and execution of comprehensive fundraising campaigns;
- experience raising major and planned gifts for a variety of programs and a history of meeting or exceeding measurable goals;
- an understanding of the issues and operational characteristics of departments in an advancement division and how they collaborate to create a fundraising pipeline;
- strong supervisory and management skills and an ability to work collaboratively within a team with people of diverse backgrounds; appropriately delegate responsibility; inspire, engage, and motivate colleagues, staff, volunteers, donors, and board members; and promote the sharing of resources and information across campus;

- experience engaging in public and private partnerships and community relations (i.e., private foundations, corporate, and public entities);
- strong interpersonal and communication skills including writing, speaking, and listening skills and an ability to build relationships with a variety of constituents, including high profile community and industry leaders;
- high standards of professional conduct, integrity, and accountability;
- an understanding of media and marketing as it pertains to the fundraising function of an institution of higher education;
- knowledge of emerging best practices in higher education fundraising; and
- an understanding of data management and the effective use of data for strategic operations.

California State Polytechnic University, Pomona will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least ten years of direct experience in a progressively responsible advancement management position with five years at a senior leadership position overseeing operational and performance outcomes, is preferred.

#### **SALARY AND BENEFITS**

The salary range for this position is \$250,000 to \$275,000 annually. California State Polytechnic University, Pomona offers a [comprehensive benefits package](#).

#### **LOCATION**

This position is in Pomona, California.

#### **APPLICATION INSTRUCTIONS**

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

To apply for this position, visit: [Vice President for University Advancement, California State Polytechnic University, Pomona](#).

To nominate a candidate, please contact Gregory Leet, [gregoryleet@aspenleadershipgroup.com](mailto:gregoryleet@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*