



**ASSOCIATE VICE PRESIDENT FOR PHILANTHROPIC GIVING  
CALIFORNIA STATE UNIVERSITY SAN BERNARDINO**

**San Bernardino, California**

**[California State University San Bernardino](#)**



The Aspen Leadership Group is proud to partner with California State University San Bernardino in the search for an Associate Vice President for Philanthropic Giving.

The Associate Vice President for Philanthropic Giving will develop, implement, and evaluate a comprehensive fundraising program from private sources for California State University San Bernardino in partnership with the Vice President for University Advancement, including major gifts, capital and comprehensive campaigns, donor relations, planned giving, and corporate and foundation relations. The Associate Vice President will serve as a senior member of the Division of University Advancement and will work within a team environment to envision, develop, implement, and manage all aspects associated with a comprehensive annual giving, major, and deferred gifts program.

California State University San Bernardino is a preeminent center of intellectual and cultural activity in Inland Southern California. Opened in 1965 and set at the foothills of the beautiful San Bernardino Mountains, the university serves more than 20,000 students each year and graduates about 4,000 students annually. The university offers more than 70 traditional baccalaureate and master's degree programs, education credential and certificate programs, and a doctoral program. In recent years, CSUSB added its first doctorate (educational leadership), engineering program (computer science and engineering) and M.F.A. programs in creative writing and studio art/design. Every CSUSB academic program that is eligible has earned national accreditation. The university also is home to the California Professor of the Year (Stuart Sumida). Cal State San Bernardino has seen records in enrollment, diversity of faculty and students, grant and contract funding, overhead funds, fundraising, and international programs development. CSUSB ranks as the second-safest among all 33 public universities in California.

The value added by a CSUSB education ranks in the top 4 percent in the nation, according to the Collegiate Learning Assessment, a sequence of tests used by hundreds of colleges and universities nationwide that measure student learning in the freshman and then in the senior year. First-to-second year retention rates are third highest among all CSU campuses. CSUSB reflects the dynamic diversity of the region and has the most diverse student population of any university in the Inland Empire, and it has the second highest African American and Hispanic enrollments of all public universities in California. Seventy percent of those who graduate are the first in their families to do so.

Cal State San Bernardino is listed among the best colleges and universities in the western United States, according to *The Princeton Review*, *Forbes*, and *U.S. News and World Report*, in their respective annual rankings. It also is part of the President's Higher Education Community Service Honor Roll, With Distinction – the highest federal recognition a college or university can receive for its commitment to service-learning and civic engagement. In addition, it is a "Military Friendly School" according to G.I. Jobs. CSUSB's College of Business and Public Administration was named by *European CEO Magazine* as one of the four most innovative business schools in the U.S. and among the top 18 in the world. The Sierra Club named CSUSB one of "America's Coolest Schools."

## **REPORTING RELATIONSHIPS**

The Associate Vice President for Philanthropic Giving will report to the Vice President for University Advancement and Executive Director of the CSUSB Philanthropic Foundation, Robert J. Nava. The Associate Vice President oversees a team of 21 professionals.

### **FROM THE VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT**

*Greetings from California State University, San Bernardino.*

*The California State University System is the largest four-year public university system in the world and is often referred to as the “teaching institution” among the state’s public higher education systems.*

*CSUSB is an Hispanic Serving Institution with two campuses, one in San Bernardino and the other in the City of Palm Desert in the Coachella Valley. The main campus is located halfway between Los Angeles and Palm Springs, and we are proud to serve as an anchor institution and springboard to opportunity for the people and communities of the Inland Southern California region.*

*California State University San Bernardino is at an important juncture in its growth as an institution of public higher education. The university’s reputation as an anchor institution and for its quality has increased dramatically, making CSUSB one of the top destination campuses in the Inland Empire and Southern California. Under the leadership of the university’s president, Dr. Tomás Morales, the university continues to enhance its teaching, research, and public service.*

*We have an exciting opportunity for a fundraising professional to join a high-performing advancement team. The university is searching for an Associate Vice President for Philanthropic Giving with proven leadership and experience in fundraising. The Associate Vice President will serve as part of the University Advancement Cabinet and will help lead the university in its next comprehensive campaign. Building on the success of the university’s first campaign, which was completed in 2019 and exceeded its \$50 million goal by \$4 million a year early, the university is prepared to move forward in early 2022. The university was recognized nationally last year by the Council for the Advancement and Support of Education (CASE) for its exceptional fundraising program.*

*I hope you will learn more about this professional opportunity to join a high-performing advancement team and help build a culture of philanthropy at CSUSB.*

–Robert J. Nava, Vice President for University Advancement

### **CALIFORNIA STATE UNIVERSITY SAN BERNARDINO'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

In its commitment to the furthering of knowledge and fulfilling its educational mission, California State University San Bernardino seeks a campus climate that welcomes, celebrates, and promotes respect for the entire variety of human experience. In its commitment to diversity, it welcomes people from all backgrounds, and it seeks to include knowledge and values from many cultures in the curriculum and extra-curricular life of the campus community. Its commitment to work toward an environment that values diversity requires that it create, promote, and maintain activities and programs that further the understanding of individual and group diversity. It will also develop and communicate policies and promote values that discourage intolerance and discrimination.

The concept and dimensions of diversity are to be advanced and incorporated into every aspect of university activity, including student life, the curriculum, teaching, programs, staffing, personnel training practices, research, community services, events, and all other areas of university endeavor.

Dimensions of diversity shall include but are not limited to, the following: race, ethnicity, religious belief, sexual orientation, sex, gender identity, gender expression, ability, socioeconomic status, cultural orientation, national origin, and age.

The implementation of the Commitment to Diversity will rest with the university as a whole. The President, in addition to a personal commitment and involvement, may use the Diversity, Equity, and Inclusion Board, campus administrators, faculty, staff, and students as well as other members of the campus community to implement effectively the philosophy and intent of this statement.

### **PRIMARY RESPONSIBILITIES**

The Associate Vice President for Philanthropic Giving will

- develop, implement, and evaluate a comprehensive fundraising program from private sources including major gifts, capital and comprehensive campaigns, donor relations, planned giving, corporate and foundation relations, gift processing and development related research;
- serve as a senior member of the Division of University Advancement;
- maintain and continuously work to enhance an individual major gift prospect pool, and actively cultivate and solicit prospects for significant gifts by presenting the goals and objectives of the funding needs in a manner which effectively informs and persuades others;
- oversee all Directors of Development, planned giving, corporate and foundation relations, stewardship, and donor relations;
- maintain and continuously work to enhance an individual major gift prospect pool, and actively cultivate and solicit these prospects for significant gifts to the university by presenting the goals and objectives of the funding needs in a manner which effectively informs and persuades others; and
- advise the Vice President for University Advancement as to the effectiveness and appropriateness of individual and aggregate college fundraising planning, goal setting, and progress towards achieving goals.

### **LEADERSHIP AND KEY COLLEAGUES**

#### **Tomás Morales**

##### **President**

Tomás D. Morales was appointed President of CSU San Bernardino in May 2012. He is the university's fourth president since it opened in 1965. Previously, Morales had been President of the College of Staten Island, The City University of New York (CUNY), since 2007.

From 2001 to 2007, Morales served in various capacities at Cal Poly Pomona, including as Provost and Vice President for Academic Affairs, Vice President for Student Affairs, and Professor of Education. Prior to joining CPP, Morales was Vice President for Student Affairs and Dean of Students at The City College of New York/CUNY from 1994 to 2001. From 1992 to 1994, Morales was Assistant Dean of the School of Education at the State University of New York (SUNY), New Paltz.

His lifelong dedication to improving the access and quality of public higher education has been recognized with numerous awards, including the Distinguished Leader in Education award from Education Update; the Lifetime Achievement Award in Education from the New York League of Puerto

Rican Women, Inc.; Effective Leadership Golden Age Award from the Latino Center on Aging; Latino Trendsetter Award at the United Nations; the IMAGEN Certificate Award from U.S. Citizenship and Immigration Services; the Professional Achievement Award from Boricua College; the Hispanic Leadership Award from the Boy Scouts of America; the Outstanding Leadership in the Service of Youth Award by the National Honor Society at Susan E. Wagner High School; and the Louis R. Miller Award from the Staten Island Chamber of Commerce and Staten Island Advance.

### **Robert J. Nava**

#### **Vice President for University Advancement**

#### **Executive Director of the CSUSB Philanthropic Foundation**

Robert J. Nava was appointed Vice President for University Advancement on November 13, 2018. Nava has spent over 35 years in higher education advancement leadership roles, including 22 years in the inland region, including 3 years as vice president of advancement at CSUSB.

Nava's administrative portfolio at San Francisco State included development, alumni relations, governmental and community relations, advancement services, strategic communications and marketing, protocol and special events, and the San Francisco State Foundation. He led the university through all phases of a \$150 million comprehensive campaign. Prior to San Francisco State, Nava served for five years as the Associate Vice President for Institutional Advancement at the University of Texas, El Paso, providing leadership and management covering the full spectrum of development, and alumni and constituent relations. Nava also enjoyed a long and distinguished tenure at University of California Riverside. During his tenure there, Nava assumed a variety of senior leadership roles on campus including Assistant Vice Chancellor for Principal Gifts, Interim Vice Chancellor, and Assistant Vice Chancellor for Community and Governmental Relations.

Nava earned his Juris Doctor from Western State University College of Law and a Bachelor of Science in criminal justice at the University of Texas at El Paso.

### **Monica Alejandre**

#### **Associate Vice President, Advancement Services**

Monica Alejandre is a CSUSB alumna who has served in a number of administrative positions in Cal State San Bernardino's Division of University Advancement.

As Associate Vice President, Advancement Operations, Alejandre oversees the day-to-day operations for University Advancement and serves as Secretary of the CSUSB Philanthropic Foundation. In her role, she also develops, coordinates, and monitors an integrated strategic plan for University Advancement, oversees the foundation's endowment and provides broad strategic direction for the foundation, including developing and executing the foundation's annual work plan.

Alejandre earned a bachelor's degree in business administration, a master's degree in public administration, and a doctorate in educational leadership, all from CSUSB. Alejandre's research focused on Latinx alumni philanthropy and the impact of donor relations on higher education charitable giving.

### **Robert "Bob" Tenczar**

#### **Associate Vice President, Strategic Communications**

Robert Tenczar has nearly 35 years of experience in public relations, marketing, and higher education, first at the public relations firm of Jasculca/Terman and Associates in Chicago, and later at Lewis University, Benedictine University, Saint Xavier University and Community Consolidated School District 15. As Director of Communications for School District 15, he was a member of the leadership team that led the school district to the 2003 Malcolm Baldrige National Quality Award.

In January 2016, Tenczar was appointed Associate Vice President, Strategic Communications for California State University, San Bernardino (CSUSB), where he is responsible for leading, developing, implementing, and managing those resources and services that extend the impact of and knowledge about the university to an ever-increasing number of stakeholder groups and target audiences, both on and off campus; all in a collaborative effort to advance the university's mission, core values and strategic directions.

Prior to arriving at CSUSB, Tenczar was the Vice President for Marketing and Communications at Saint Xavier University from 2006 to 2016. Tenczar supervised an 18-member staff and served as the principal advisor on all marketing/communications related matters. As an active member of the President's Cabinet, Tenczar worked closely with all senior leadership team members across the organization to advance the communications strategy, including crafting messages that clearly and compellingly articulated the goals, objectives and accomplishments of Saint Xavier.

Tenczar received his bachelor of arts from the University of Saint Francis in Joliet and his master of business administration from Saint Xavier University in Chicago.

A member of the American Marketing Association and the Public Relations Society of America, Tenczar has been a frequent speaker at numerous organizational conferences. His work has earned many awards from the Public Relations Society of America, the Council for the Advancement and Support of Education (CASE), the Admissions Marketing Report, the National School Public Relations Association, and the American Society for Quality.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

California State University San Bernardino seeks an Associate Vice President for Philanthropic Giving with

- a commitment to the mission of California State University San Bernardino and a desire to enhance the vitality of the region;
- leadership and management experience including an ability to provide strong and innovative leadership in developing and implementing programs;
- experience raising major gifts;
- knowledge of the corporate and foundation community;
- comprehensive campaigns experience (preferred);
- an ability to persuade and motivate others, command the respect and attention of CSUSB leadership and influential volunteers;
- excellent written and oral communication skills;
- technical knowledge in a variety of fundraising areas, especially planned giving;
- an ability to function effectively as a member of a team, and a willingness to participate in activities and assignments that will benefit other members of the team or will contribute to the accomplishment of team objectives;
- an ability to manage the writing and editing of persuasive materials including grant proposals, information brochures, letters, reports, and presentations;
- computer literacy and knowledge of university development databases/spreadsheets including formulas and functions.
- an understanding of university infrastructure and procedures in an organization with similar complexity;
- competency in fiscal management;

- an ability to establish and maintain cooperative working relationships and work effectively both independently and/or as part of a team.

A bachelor's degree is required for this position as is at least six years of experience in major gifts or fundraising or a similar background.

### **SALARY & BENEFITS**

California State University San Bernardino offers a competitive and comprehensive salary and [package of employee benefits](#).

### **LOCATION**

This position is located in San Bernardino, California sixty miles east of Los Angeles anchoring the Riverside-San Bernardino-Ontario metropolitan area known as the "Inland Empire." The City of San Bernardino is rich in cultural diversity and natural beauty. South of the San Bernardino Mountains and west of the lower desert, San Bernardino has been recognized for its scenic beauty as well as its strategic location. It serves as the county seat of San Bernardino County and is one of the Inland Empire's cities, spanning 81 square miles. San Bernardino is the seventeenth largest city in California, and the 100<sup>th</sup> largest city in the United States. It is home to numerous diplomatic missions for the Inland Empire, being one of four cities in California with numerous consulates.

### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of California State University San Bernardino and 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:*

[Associate Vice President for Philanthropic Giving, California State University San Bernardino](#).

*To nominate a candidate, please contact Anne Johnson:*

[annejohnson@aspenleadershipgroup.com](mailto:annejohnson@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*