



DIRECTOR OF DEVELOPMENT  
[ST. CLOUD STATE UNIVERSITY](#)  
ST. CLOUD, MINNESOTA



ST. CLOUD STATE  
U N I V E R S I T Y

Aspen Leadership Group is proud to partner with St. Cloud State University in the search for a Director of Development.

The Director of Development will work to develop and facilitate relationships with external entities to increase philanthropic support to the University. The Director of Development will work to identify, cultivate, solicit, and steward prospective donors; coordinate volunteer activities to advance donor fundraising potential; and participate in ongoing stewardship activities. Much of the work involves face-to-face and virtual relationship management. The Director of Development will focus on gifts of \$25,000 per year and more. The Director of Development will serve as a key member of the Advancement & Alumni Engagement team and work in close collaboration with other Directors of Development.

St. Cloud State University prepares students for life, work, and citizenship in the twenty-first century. Through active discovery, applied knowledge, and creative interaction, St. Cloud State positively transforms students and the communities where they live and work. St. Cloud State University provides rigorous and relevant academic experiences with engaged, active learning opportunities in an intellectually vibrant, inclusive, and diverse campus community. Graduates are well-prepared to act as responsible global citizens and professionals who remain actively connected with the University.

The world has changed, and expectations of what higher education should be have changed as well. St. Cloud State University believes it's time for a new approach—one that puts learners first by providing hands-on, real-world experiences that align with individual needs, goals, values, and perspectives. St. Cloud State University has redefined what it means to be a state university and has made bold and innovative changes to better serve students, resulting in a richer, more rewarding, and holistic learning experience from day one.

The Husky Experience is what truly sets St. Cloud State apart. The University provides individualized support combined with a world-class education that equips graduates with the tools and skills needed to succeed in today's ever-changing world. The inclusive and vibrant campus community provides the opportunity to learn from, and conduct research alongside, professors who are also renowned researchers in their fields. With more than 200 undergraduate programs of study and over 60 graduate programs, holding nearly every available national accreditation, students can design an educational experience like no other.

Beyond the classroom, St. Cloud State's more than 10,000 students have over 200 clubs and organizations in which they can participate. And Huskies Athletics is home to NCAA Division I and II teams with rich traditions of success. Its student-athletes, coaches, and facilities have helped the Huskies rank among the best NCAA programs in the region.

St. Cloud State University receives recognition off the athletics fields as well. The *Broadcast Education Association* recognized St. Cloud State in three categories—Sports Production was ranked 4<sup>th</sup>, followed by a ranking of number 33 in News, and 21<sup>st</sup> in the Overall list. The University also ranked in the top 10 nationally as one of the most Military Friendly schools. *U.S. News & World Report* has identified St. Cloud State University among the best regional universities in the Midwest and the University has also been designated as a “College of Distinction.”

### **REDEFINING ST. CLOUD STATE UNIVERSITY: IT'S TIME**

*It's time to recognize, celebrate, and build upon St. Cloud State University's institutional innovation, forward-thinking research, innovations in teaching, and overall academic excellence as we identify new ways to serve the students of today and the future.*

—Robbyn Wacker, President, St. Cloud State University

It's time to redefine what it means to be a regional comprehensive university. Universities are facing a highly competitive environment with a declining number of graduating high school seniors who have more choices and growing concerns for college affordability. St. Cloud State is competing for students eager to make career connections to see a return on their investment of tuition dollars. Similarly, universities struggle with a funding squeeze of their own to create state-of-the-art facilities for expert faculty and engaging staff. Now, more than ever, students are more likely to defer enrollment, take a gap year, and choose less traditional pathways for their education. In this moment, St. Cloud State is acting boldly to break the mold of outdated assumptions that limit regional comprehensive universities. It will build on its strengths, and it will create a new distinctive university for its students.

Through its collective work, St. Cloud State will achieve academic distinction; support a university of teacher-scholars; provide an individualized approach to student success; extend its regional reach; and prioritize diversity, equity, and inclusion.

*It's Time* to set St. Cloud State University apart from other regional universities. Building on its strong foundation of academic excellence, it will invest in core academic areas that prepare its students for dynamic careers. It will sustain and develop top ranking and nationally recognized degree programs. It is laying the groundwork to grow its graduate programs. St. Cloud State will be a leader among institutions of higher education by developing well-rounded graduates who hold an appreciation for the human experience. It will continue to invest in Humanities, Arts, and Social Science programs for the 21<sup>st</sup> century, and ensure that a liberal education is integrated in its student learning experience to promote personal and professional success.

St. Cloud State's access mission means it must lean in and embrace higher education's role as the great equalizer that creates unparalleled opportunities for economic and social mobility for its students. It must pivot from a one-size-fits-all approach to a set of academic, social, and financial support services that meet students where they are and engages them in achieving their personal and professional aspirations.

St. Cloud State will be a university that recognizes the structural and systemic challenges that students face before they arrive on campus. It will acknowledge and value its students as individuals and provide them consistent, personalized support.

## REPORTING RELATIONSHIPS

The Director of Development will report to the Associate Vice President for Philanthropy, Marc Vaillancourt.

## FROM THE VICE PRESIDENT

*St. Cloud State University is a forward-thinking higher education institution that is committed to ensuring access to education for all, furthering academic research and knowledge, and fostering a dynamic and inclusive community for its students and staff. Having just completed a successful fundraising campaign, now is the perfect time to join our growing team to further engage our alumni and donor community. Our team is a group of committed professionals who like to laugh, think strategically, and ensure a successful future for St. Cloud State and the St Cloud community.*

*With an alumni base of over 130,000 we have a great opportunity for growth. The Director of Development will be a key strategic leader who will work with our community—alumni, community members, corporates, and foundations—to maximize philanthropy and advance the strategic initiatives of the University. If you are a self-starter, believe in the power of education, and want to make a difference then St Cloud State University is the place for you. This is the perfect opportunity to cement your impact and enhance your skills and experience. Come join our dynamic team and help us reach the next level through a lot of fun and hard work!*

—Nic Katona, Vice President for Advancement and Alumni Engagement

## ST. CLOUD STATE UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

St. Cloud State University is seeking candidates that share its commitment to its mission, and in particular, the value it places on diversity, equity, and inclusion as outlined in St. Cloud State University's [\*It's Time\*](#) strategic framework. Notably, the St. Cloud State University upholds the advancement of diversity, equity, and inclusion and engages in intentional actions to address systemic inequities throughout the University and the surrounding environment. DEI values, practices, and strategies are embedded into the fabric of the institution and campus community, and they align with the priorities expressed in the [Minnesota State Equity 2030](#) initiative. The University expects its employees to strive to advance these practices and to contribute to the development of an anti-racist, inclusive community.

## PRIMARY RESPONSIBILITIES

The Director of Development will

- provide leadership, plan, implement, and carry out development activities for all gift levels;
- manage initiatives, visits, and other activities leading to charitable contributions and work collaboratively with the appropriate personnel in the colleges, schools, and departments to carry out these activities;
- recruit, enlist, supervise, and direct the work of volunteers for cultivation and solicitation of major gifts;
- identify, cultivate, solicit, and steward major gifts (\$25,000 +) for established University priorities;
- provide recognition and stewardship reports to major donors;
- participate as a member of the University-wide leadership team for prospect coordination;

- identify priorities for fundraising and develop supporting materials in collaboration with the Deans and Department Directors;
- create assessments for area on impact, and around retention of donors; and
- participate in special events to cultivate alumni, supporters, and friends of the University.

## **LEADERSHIP**

### **Nic Katona**

#### **Vice President for Advancement and Alumni Engagement**

Nic Katona joined St. Cloud State University as Vice President for Advancement and Alumni Engagement effective August 15, 2022. Katona's leadership has advanced the University's *It's Time* work and he has served as a champion for the institution, cultivating its relationships with donors, alumni, and friends in the region and beyond.

Offering an excellent portfolio of experience, Katona has held several advancement leadership roles in higher education institutions in the United States and abroad. Leading higher education teams in England for eight years prior to joining St. Cloud State, Katona brings a global perspective to fundraising. As the Vice President at both Birkbeck, a College of the University of London system, and the University of Leicester, he built institutional processes to help develop an environment of collaboration and support for giving and alumni engagement.

At Birkbeck, he successfully launched the College's first fundraising and engagement campaign and raised more than 34.5-million-pounds (approximately \$42.5 million). At the University of Leicester, Katona oversaw the development and management of the Philanthropy Advisory Board and implemented a strategic shift towards a mission-centric approach to fundraising, ensuring that gifts met University needs and were budget-relieving. He also developed the strategy for the University's next campaign, projected at 75-million-pounds (approximately \$92.5 million). At Imperial College of London, where he served as Head of Development for Engineering, he coordinated and secured more than \$17-million-pounds (approximately \$21 million).

Prior to his work in England, Katona worked in a variety of US organizations and higher education institutions, including senior roles with the John G. Shedd Aquarium, After School Matters and The Alliance for a Healthier Generation, all located in Chicago. Prior to this, he served the University of California-San Diego, where he supported Engineering and established a strategic fundraising plan for the LGBT Resource Center. While at the University of Michigan, he developed and launched a new reunion program that increased reunion giving by \$38 million dollars. At George Washington University and Valparaiso University, Katona increased annual giving and young alumni giving by an average of 38%.

Katona is graduate of Valparaiso University, where he received a bachelor's degree in political science and The George Washington University, where he received a master's degree in political management, fundraising.

### **Marc Vaillancourt**

#### **Associate Vice President for Philanthropy**

Marc Vaillancourt was named Associate Vice President for Philanthropy at St. Cloud State University in May of 2023. As Associate Vice President, Vaillancourt partners with the Vice President for Advancement and Alumni Engagement to provide strategic leadership, direction, and management for philanthropy programs and initiatives.

Vaillancourt has more than 15 years of experience in philanthropic fundraising, in addition to nearly 20 years of leadership experience. His background includes serving in senior leadership roles with several different organizations including nearly seven years at CentraCare Foundation, as well as demonstrated experience and success in major gifts fundraising, nonprofit leadership, relationship management, and community building.

Vaillancourt is a graduate of the University of Ottawa where he obtained a Baccalaureate in Social Sciences, Political Science.

### **COMPETENCIES AND QUALIFICATIONS**

St. Cloud State University seeks a Director of Development with

- a commitment to the mission of St. Cloud State University—to prepare students for life, work, and citizenship in the twenty-first century;
- an ability to speak and write in a persuasive manner;
- an understanding of human motivation and principles affecting fundraising;
- a demonstrated ability to ask for philanthropic contributions;
- a high degree of creativity, innovation, and self-motivation and an ability to work in a complex organization with a high degree of latitude in problem solving;
- an ability to interact with the community of St. Cloud State University as an integral part of its external relations efforts;
- an ability to project a positive image of service that presents the University positively;
- an ability to understand and articulate the character and mission of St. Cloud State University and the Foundation; and
- an ability to maintain a high level of confidentiality, good judgment, discretion, and confidentiality.

A bachelor's degree plus two years of relevant experience in fundraising, relationship management, sales, or equivalent fields or a master's degree plus one year of relevant experience in fundraising, relationship management, sales, or equivalent fields is required for this position.

### **SALARY AND BENEFITS**

The salary range for this position is \$51,978 to \$95,976 annually. St. Cloud State University offers a [comprehensive benefits package](#) including health insurance, retirement and optional savings plans, life and disability insurance along with vacation and sick leave plans.

### **LOCATION**

This position is in St. Cloud, Minnesota. The University will consider a hybrid arrangement for candidates residing in the Midwest. Because some events are held on weekends and during evening hours, some extended work hours are required including overnight travel.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and resume. ***Cover letters should be responsive to the mission of St. Cloud State University as well as the responsibilities and qualifications stated in the position prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Director of Development, St. Cloud State University](#).

To nominate a candidate, please contact Love Collins III, [lovecollins@aspenleadershipgroup.com](mailto:lovecollins@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*