



ASSOCIATE VICE PRESIDENT FOR DEVELOPMENT
CALIFORNIA STATE POLYTECHNIC UNIVERSITY, HUMBOLDT
Arcata, California

Cal Poly Humboldt.

The Aspen Leadership Group is proud to partner with California State Polytechnic University, Humboldt in the search for an Associate Vice President for Development.

The Associate Vice President for Development will serve as the chief development officer for California State Polytechnic University, Humboldt (Cal Poly Humboldt), responsible for the analysis and implementation of all major gift fundraising programs including special giving, major giving, principle giving, planned giving, and prospect research and management. The Associate Vice President will lead the development staff to set and meet both long-term and annual fundraising goals and establish effective relationships with donors, alumni, and the community to generate private financial support. The Associate Vice President will maintain, cultivate, and solicit their own assigned prospects and will work closely with the President, Vice Presidents, and other university leadership to manage their donor relationships. Working in partnership with the Vice President for University Advancement, the Associate Vice President will be responsible for establishing metrics for success and leading a cohesive, collaborative, and strategic fundraising team. The Associate Vice President will set the strategic direction for the university's campaign, including major gifts and comprehensive programs and will strengthen and advance campaign strategies. The Associate Vice President, in conjunction with university leadership, will develop and manage the campaign strategic plan, strengthen volunteer structures and staff roles in campaign strategies and policies, and provide supervisory functions for all major gift officers.

Cal Poly Humboldt is a public institution and part of the 23-campus California State University system. Founded as a teacher's college in 1913, it has grown into an accredited university with extensive research facilities. The institution has seen many name changes in the past century, most recently from Humboldt State University to Cal Poly Humboldt when it became California's third polytechnic in January 2022. Surrounded by ancient redwood forests, pristine coastline, and wild rivers, the approximately 5,700 students enrolled at the institution can choose from nearly 60 majors and 13 graduate programs. Students receive personal attention in small classes where professors know them by name. Programs in natural resources and sciences are nationally known, and students find a long-standing commitment to social and environmental responsibility throughout the curriculum. There are also plenty of opportunities for hands-on learning—on the Coral Sea, an ocean-going vessel used for undergraduate research, or studying with the world's foremost expert on redwood trees and with leading experts in sustainable energy systems. The cutting-edge Fire Lab allows students to study the properties of forest fires and they can study the mechanics of walking in the Human Performance Lab. The Schatz Energy Research Center and the Child Development Lab, among many others specialized facilities, offer additional experiential learning opportunities. A rich campus life provides a multitude of activities outside the classroom. With more than 85 clubs and a state-of-the-art recreational facility, there is something for all students. There are also 12 NCAA Division II athletic teams representing Cal Poly Humboldt and a network of 82,000 alumni around the world.

Cal Poly Humboldt aims to be a campus for those who seek, above all else, to improve the global human condition and their relationship with the environment. It strives to provide the highest quality and affordable college education built on the contributions of diverse students, staff, and faculty who are committed to a just and sustainable world.

With faculty members who are among the top teachers and researchers in their fields, it is no surprise that Cal Poly Humboldt receives national recognition. Recently named a top western university by *U.S. News & World Report*, the institution is also considered a “Best in the West” college by *Princeton Review*. The same publication also named Cal Poly Humboldt to its “Green College” list. It has appeared on the President’s Higher Education Community Service Honor Roll and was named a military friendly school by *G.I. Jobs* magazine. Additional rankings include a top vegan-friendly school by *PETA* and a top LGBT-friendly school by *Campus Pride*.

REPORTING RELATIONSHIPS

The Associate Vice President for Development will report to the Vice President for University Advancement, Frank Whitlatch. The Associate Vice President will serve on the Vice President's Management Team and will oversee a team currently comprised of five staff.

FROM THE VICE PRESIDENT

The Associate Vice President for Development position at Cal Poly Humboldt is an incredible opportunity, and I hope you'll take the time to learn more. The individual who takes on this role will have the chance to build out an expanding development team while also serving in a leadership role during a campus-wide transformation. They will help us complete our first comprehensive campaign, which was just publicly launched, and will lead the planning for our next campaign.

It's not hyperbole to say that Cal Poly Humboldt is at a historic crossroads. We were recently designated the state's third polytechnic, and the state has made a significant investment in the effort, providing \$433 million in one-time funding along with \$25 million in annual funding. There are new academic buildings, new student housing, and new research facilities in the works. For Fall 2023 alone, we are launching 12 new academic programs, with more to come. Our alumni and donors are energized, they see the opportunity to leverage the state investment, and they are giving at record levels.

For the Associate Vice President role, I'm looking for someone who takes initiative, who is a creative and resourceful thinker, and who can be a strategic partner. I seek someone who will work with me to build the sort of advancement program that Humboldt needs and deserves. I'm looking to the Associate Vice President for significant expertise, advice, and leadership in advancement.

Cal Poly Humboldt is focused on providing undergraduate students with a great learning experience. We serve a diverse student body as well as many first-generation students, and this diversity extends to STEM fields. We have a longstanding commitment to environmental and social responsibility that is reflected throughout our curriculum. We have a strong liberal arts foundation and particular strengths in programs in the natural resources and the sciences. Humboldt is the sort of place that generates intense loyalty, with dedicated faculty and staff as well as high levels of engagement by alumni.

The North Coast region is known, first and foremost, for its incredible natural environment. We're surrounded by ancient Redwood Forests that march all the way down to the Pacific Ocean, as well as six rivers and mountains that begin just a few miles inland. There are many small cities and tribal communities, and given our small population, there's a surprising array of restaurants, coffee shops, and the like. We also have a very large and active arts community.

This is an interesting time economically for the North Coast. For a region that has had some struggles over the years, there are a number of projects underway with significant potential. The state's enormous investment in Cal Poly Humboldt is one of them. Another is an undersea internet cable landing in Humboldt Bay, bringing a variety of new possibilities for technology businesses. Yet another is a large offshore fish farm that is designed to supply the west coast from San Diego to Vancouver, BC. And finally, the state and federal government are backing a massive offshore wind power effort, which would include facilities on our bay to build and maintain the turbines.

I hope you will take a close look at this opportunity. If you have the experience and skills to build a strong development program, Cal Poly Humboldt needs you. You'll have a chance to make a big impact.

—Frank Whitlatch, Vice President for University Advancement

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, HUMBOLDT'S COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND ANTI-RACISM

Cal Poly Humboldt honors and affirms the dignity inherent in all people, and it strives to maintain a climate of equity and justice demonstrated by respect for one another. It is committed to freedom of expression, critical discourse, and the advancement of knowledge. It strives to overcome historical and divisive biases in its community and society.

The university welcomes, values, and affirms all members of the community, including their various abilities, contributions, ideas, intersectional identities, skills, and talents. It creates and nurtures environments that support the living, well-being, and belonging of all community members, with particular focus on minoritized groups. It is committed to genuinely broadening its understanding of others' experiences and life journeys, and building rapport grounded in mutual trust and respect. The university co-creates positive environments necessary for integrated work to flourish and support the purpose and vision of Humboldt. The voices of minoritized community members are listened to and prioritized to best meet the identified historical and contemporary needs of the groups and build resilient communities.

PRIMARY RESPONSIBILITIES

The Associate Vice President for Development will

- plan, implement, and execute all development functions including special giving, major giving, planned giving, and prospect research and management;
- serve as a member of the Vice President's Management Team and advise the Vice President and other senior university officers on matters related to securing charitable contributions;
- maintain a personal portfolio of prospects and support the President, Vice Presidents, and other university leadership with the management of their own donor relationships;
- consult with deans, other unit heads, and university leadership regarding fundraising priorities and provide guidance and support regarding plans and strategies to achieve fundraising priorities;
- recommend policy, program, staffing, and budget needed to accomplish campus goals in development and fundraising;

- prepare, administer, and monitor the development department budget and help to identify and secure resources;
- in conjunction with university leadership, set annual fundraising goals;
- oversee the preparation of written proposals, informational materials, planned gift illustrations, and other materials to secure major and principal gifts, including proposals to corporations and foundations;
- supervise the development of policies and procedures relating to all university fundraising initiatives and work collaboratively with leadership on collateral materials for those efforts;
- coordinate communications (case statements, recognition, stewardship, information) of fundraising initiatives and results;
- in conjunction with the Vice President, review and modify or approve the fundraising plans of fundraising initiatives;
- support college deans to maximize their effectiveness in fundraising for approved initiatives;
- as director for all university campaigns, set strategies, metrics, and help develop initiatives in conjunction with university leadership;
- ensure compliance with fundraising policies, goals, and procedures; and
- provide management, cultivation, and solicitation for a personal portfolio of top prospects and donors as assigned.

LEADERSHIP

Dr. Tom Jackson, Jr. President

Tom Jackson, Jr., Ed.D. serves as the eighth President of Cal Poly Humboldt and the first African American to serve in the role. He began his tenure in June 2019, bringing strong leadership experience and a proven commitment to supporting student success.

Prior to his current appointment, Dr. Jackson served as President of Black Hills State University in Spearfish, South Dakota. He has held other leadership roles within higher education including Vice President for Student Affairs at both the University of Louisville and Texas A&M University-Kingsville. He also has held administrative positions and served on the faculty at McMurry University, California Polytechnic State University, San Luis Obispo, the University of Southern California, and St. Mary's University.

Jackson earned an associate's degree from Highline Community College, a bachelor's degree in business management and personnel from Southwest State University, a master's in counseling and student personnel from Shippensburg University, and a Doctorate of Education from the University of La Verne. A first-generation student, Jackson is also a veteran of the U.S. Coast Guard Reserve, Army National Guard, Texas State Guard, and Indiana Guard Reserve.

Frank Whitlatch Vice President for University Advancement Executive Director of the Cal Poly Humboldt Foundation

Frank Whitlatch graduated from California State University, Chico with dual degrees in Journalism and Religious Studies. He also received a Master of Arts in Government from California State University, Sacramento. He has served in a variety of Advancement roles over the last 20 years and is currently Vice President of University Advancement at Cal Poly Humboldt. Prior to his current position he served as Cal Poly Humboldt Associate Vice President of Marketing & Communications.

PREFERRED COMPETENCIES AND QUALIFICATIONS

California State Polytechnic University, Humboldt seeks an Associate Vice President for Development with

- a commitment to the mission of California State Polytechnic University, Humboldt—to foster teaching, scholarship, and service in a *hands-on learning* environment in which students, staff, and faculty are partners in discovery;
- an ability to establish fundraising objectives, set performance standards, and organize, motivate, and direct development staff to achieve fundraising goals and to follow best practices and industry standards for serving the university and donors;
- a thorough understanding of fundraising programs, including major gifts, principal gifts, corporate and foundation gifts, planned and deferred gifts, annual fund programs, and gift management and stewardship;
- an ability to support and facilitate the development and outreach work of senior administrators and volunteer leaders;
- excellent written and verbal communication skills and the ability to present abstract and conceptual material in a clear and convincing manner, and the ability to determine relevant information and form compelling cases for support;
- an ability to work independently and cooperatively and thrive in a fast-paced, result-oriented environment;
- an ability to establish and maintain effective working relationships with staff, faculty, students, and community members from diverse backgrounds;
- experience achieving significant growth in fundraising revenue in roles with progressive responsibility;
- a history of successful major donor cultivation and solicitation;
- knowledge of deferred giving techniques and associated IRS rules and regulations;
- experience working with boards and foundations comprising prominent individuals;
- knowledge of, and commitment to, the use of information technology to support advancement programs as well as a working knowledge of donor database systems as an end user;
- experience in budget management;
- strong analytical and reporting skills with an ethic of accountability;
- strong interpersonal skills as well as an ability to communicate effectively with a diverse student, staff, faculty, and campus community as well as strong public relations skills;
- experience managing fundraising staff and success working with faculty, deans, administrative leaders, and volunteers;
- knowledge of metrics-driven major gift fundraising programs; and
- experience with campaign design, implementation, reporting cycles, communications, and completion.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least five years of experience in development including three years of management experience.

SALARY & BENEFITS

California State Polytechnic University, Humboldt offers a competitive salary and a [comprehensive package of benefits](#).

LOCATION

This position is in Arcata, California.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and resume. ***Cover letters should be responsive to the mission of California State Polytechnic University, Humboldt 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:

[Associate Vice President for Development, California State Polytechnic University, Humboldt.](#)

To nominate a candidate, please contact Anne Johnson, annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.