

ASPEN • LEADERSHIP • GROUP

DIRECTOR OF DEVELOPMENT FOR INTERCOLLEGIATE ATHLETICS

SAN JOSÉ STATE UNIVERSITY

San José, California

<http://sjsu.edu>



The Aspen Leadership Group is proud to partner with San José State University in the search for a Director of Development for Intercollegiate Athletics.

The Director of Development for Intercollegiate Athletics collaborates effectively with Athletics to implement strategies to secure philanthropic support for San José State University fundraising priorities in addition to the SJSU's men's and women's athletics and athletics facilities. The Director of Development focuses on implementing strategies to secure philanthropic support for fundraising priorities identified by the university's leadership in collaboration with the Athletics Advancement Office in the Division of University Advancement.

The successful candidate will actively manage a prospect/donor portfolio with annual goals for personal visits and fundraising outcomes based on metrics established by the Associate Athletics Director for Major Gifts; develop and execute sound strategies to identify, cultivate, solicit, and steward major gift prospects/donors; initiate contact, developed in an appropriate timely fashion toward solicitation and closure; work collaboratively with the leadership of colleges, key university donor-centric cultivation, and solicitation strategy; work collaboratively with peers in Major Gifts as well as colleagues in Annual Giving, Planned Giving, and Corporate and Foundation Relations.

This position works with volunteer leadership providing them direction and support in maximizing Intercollegiate Athletics major gift fundraising potential; focuses on securing funding for designated priorities including academic programs, scholarships, unrestricted support, facility renovations, new facilities and other specified priorities; collaborates with stewardship colleagues with donor stewardship efforts particularly pertaining to Athletics, and helps promote a culture of gratitude among internal and external constituents.

San José State University is a major, comprehensive public university located in the center of San José and in the heart of Silicon Valley. SJSU is the oldest public university in the West, and the founding campus of the California State University system. Its distinctive character has been forged by its long history, by its location, and by its vision—a blend of the old and the new, of the traditional and the innovative. Among its most prized traditions is an uncompromising commitment to offer access to higher education to all persons who meet the criteria for admission, yielding a stimulating mix of age groups, cultures, and economic backgrounds for teaching, learning, and research. SJSU takes pride in and is firmly committed to teaching and learning, with a faculty that is active in scholarship, research, technological innovation, community service, and the arts.

San José State enriches the lives of its students, transmits knowledge to its students along with the necessary skills for applying it in the service of society, and expands the base of knowledge through research and scholarship. Through its seven colleges, the university offers 73 Bachelor's degrees (146 with all concentrations) and 71 Master's degrees (104 with all concentrations) in 134 areas of study. One of the 200 top research universities in the nation, SJSU offers rigorous course work and research opportunities to more than 33,000 undergraduate and graduate students.

San José State's intercollegiate athletic program is an integral part of the University and exists to promote the common good through athletic competition by providing equitable opportunities for men and women to compete at the NCAA Division I Level. The athletic program strives to create a diverse and inclusive environment emphasizing academics, compliance, student-athlete welfare, fair play, sportsmanship, and Spartan Pride.

San José State's location in the Silicon Valley makes it an exceptionally rewarding learning environment for students. Silicon Valley firms and agencies seek SJSU students for internships, summer work programs and for assistance with research and development projects. San José State is the number one supplier of education, engineering, computer science, and business graduates to Silicon Valley.

REPORTING RELATIONSHIPS

The Director of Development for Intercollegiate Athletics will report to the Associate Athletic Director for Major Gifts.

PRINCIPAL OPPORTUNITIES

A newly formed partnership involving San José State University Spartan Athletics and University Advancement will elevate athletics fundraising efforts, better leverage advancement resources, and enhance day-to-day collaboration, connectivity and alignment as the university works to increase resources for its student athletes, coaches, and support staff. This reorganization stands to reinvigorate SJSU's athletics annual fundraising efforts, encompassing a review and analysis of annual giving, donor recognition levels and other elements, with the larger goal of raising support for athletics to levels at peer institutions.

This new partnership will set a standard for campus-wide collaboration while enhancing the university's efforts to support its student athletes and coaches. This new arrangement will heighten SJSU's ability to raise resources in support of the on-going renovation of South Campus and to meet other facility needs. In addition, the university will strengthen support for top priorities, including building its annual fund, and growing its endowment. As part of a new Athletics Advancement group led by a team of fundraising professionals with specialized expertise, the Director of Development for Intercollegiate Athletics will become part of the university's advancement team, assimilating athletics-focused fundraising and outreach into broader institutional development efforts.

PRIMARY RESPONSIBILITIES

Prospect and Donor Engagement

The Director of Development for Intercollegiate Athletics will

- manage an assigned prospect portfolio of key individuals supporting university fundraising priorities;
- coordinate with the Prospect Research team to expand and enhance a prospect pipeline that aligns with university and campaign priorities;
- actively manage a prospect/donor portfolio with annual goals for personal visits and fundraising outcomes based on established metrics;
- actively engage and establish trust with the alumni and athletics community at SJSU;
- focus on securing funding for designated priorities for south campus;

- develop and execute sound strategies to identify, cultivate, solicit, and steward major gift prospects/donors, initiate contact, develop appropriate cultivation plans, and move individuals in an appropriate and timely fashion toward solicitation and closure;
- present and regularly review top prospect strategies with immediate supervisor and other key team members as appropriate;
- work collaboratively with the leadership of Athletics, key university administrators, and other stakeholders, offering them counsel on donor-centric cultivation and solicitation strategies, as appropriate;
- work collaboratively with peers in Major Gifts as well as colleagues in Annual Giving, Planned Giving and Corporate, and Foundation relations; and
- collaborate with stewardship colleagues on donor stewardship efforts particularly pertaining to assigned college/unit/project and help promote a culture of gratitude among internal and external constituents.

Administration

The Director of Development for Intercollegiate Athletics will

- effectively utilize campus data management system and enter prospect/donor contact reports and relevant data in a timely fashion;
- prepare written donor cultivation and solicitation plans and proposals; and
- participate in staff, functional, and strategy meetings including prospect review sessions, and attend conferences, seminars, and other development training as feasible and appropriate.

Public Relations

The Director of Development for Intercollegiate Athletics will

- engage in campus and athletics activities relevant to the fundraising mission for the university.

KEY COLLEAGUES



Dr. Paul Lanning, CFRE

Vice President for University Advancement

Paul joined SJSU in 2015 from Ascend Partners Group, a Sacramento-based consulting firm he co-founded in 2011 to provide strategic and hands-on counsel to California-based non-profit organizations. In addition to managing day-to-day operations and business development activity, Paul was the lead consultant to institutions spanning the education landscape, including K-12 school districts, community colleges, and four-year universities.

From 2007 to 2011, Paul served as president and CEO of the Foundation for California Community Colleges. Under his leadership, the foundation secured the largest-ever gift to any two-year system of higher education in the U.S. to establish the system's first statewide scholarship endowment; raised national awareness of the need for increased private support to public two-year colleges; established resource development and marketing/communications departments to increase the foundation's capacity to attract support; and grew and strengthened numerous programs and services benefiting California's community colleges. From 2002 through 2007, Paul served at the University of the Pacific, first as director of corporate and foundation relations and later as assistant vice president for university advancement. He contributed meaningfully to a comprehensive campaign that raised \$330 million (well-exceeding its \$200 million goal). Prior to that, he founded and led a communications firm that was named Entrepreneur Business of the Year in 2000 by the Sacramento Metropolitan Chamber of Commerce. Paul began his career with the Los

Angeles Dodgers organization and spent several years working with professional and amateur sports organizations in corporate sponsorship, fundraising, media, and event management.

Paul earned his Ed.D. in Education Administration and Leadership from University of the Pacific. He also has an M.S. in Sport Management from the University of Massachusetts, Amherst and a B.A. in Political Science from the University of California, San Diego. He is also a Certified Fund Raising Executive (CFRE).



Marie Tuite
Director of Athletics

Marie Tuite was promoted to the position of director of athletics at San José State University on May 19, 2017 after seven years of university service in several executive positions. Twice, she was the interim director of athletics from February to May 2017 and from April to June 2012. As of June 30, 2017, Marie is one of nine women who is an athletics director at a NCAA Division I Football Bowl Subdivision (FBS) institution. She originally joined San José State in June 2010 as a senior associate athletics director and the athletics department's chief operating officer. Marie also held the position of deputy director of athletics/internal operations and fulfilled the role of senior woman administrator (SWA) before being named athletics director.

Her first athletics administrative position was at Alma (Michigan) College in 1981 as the director of women's athletics programs and activities. She joined the University of California women's athletics staff in 1984 as an assistant athletics director. Marie worked for the NCAA as an assistant director of championships from 1989 to 1994. She assisted the organization's sport committees in the administration of the National Collegiate Championships program and coordinated the Association's corporate partner, merchandising, promotional, and official ball programs for NCAA championships. She returned to a campus setting in 1994 as a senior associate athletics director at the University of Washington. Her duties included overseeing the process and appointment of new head coaches, directing day-to-day operations including fiscal responsibility and leadership opportunities for numerous sports, and initiating and implementing "keys to success" for priority Husky sports programs.

A two-sport student-athlete and graduate of Central Michigan University, she was inducted into the university's Athletics Hall of Fame in 1990 as just the third female inductee. Marie played field hockey and was a star basketball player who majored in physical education. She earned her Master's degree from her alma mater in athletic administration. Marie is a member of NACDA (National Association of College Directors of Athletics), Women Leaders in College Sports, and the Women's Sports Foundation. In May 2012, she was one of 41 local female executives honored at the 28th annual Tribute to Women Awards program by the YWCA Silicon Valley.

The native of Livonia, Michigan, has two sons, Michael, a 2015 University of Washington graduate, and John.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Director of Development for Intercollegiate Athletics should have

- strong knowledge of both men and women's intercollegiate athletics;
- knowledge of the dynamics that athletes and coaches must navigate in higher education;
- knowledge of NCAA Division I intercollegiate athletics;

- knowledge of NCAA and conference guidelines, policies, rules, and regulations;
- sensitivity and understanding of Title IX issues, and an innate ability to interact with individuals from diverse backgrounds;
- ability to identify donors and close gifts of six- and seven-figures;
- skill in networking and opening doors as well as developing donor-centric cultivation and solicitation strategies;
- ability to navigate the institution/assigned unit and make the appropriate match for donor interests;
- ability to engage and support volunteer leadership with their efforts in fundraising, consultation, and advocacy;
- strong oral and written communication skills;
- ability to work as part of a collaborative team;
- unquestionable integrity and commitment to professional ethics;
- high level of initiative, attention to detail, and organization skills;
- ability to handle sensitive and confidential information with discretion;
- skill in successfully managing multiple projects on tight deadlines and under pressure in a dynamic and open environment;
- ability to define problems, gather data, establish facts, and draw valid conclusions;
- proficiency in Google docs and ability to learn tech platforms as needed;
- ability to be flexible with a strong customer service ethic; and
- knowledge of the academic enterprise and the ability to articulate academic values internally and externally.

A bachelor's degree is required for this position as is 3 years of progressively responsible experience in fundraising or a comparable field. Experience in a Division I program is preferred.

SALARY & BENEFITS

As an employee of the California State University (CSU), SJSU employees enjoy a competitive salary as well as a comprehensive program of health benefits including medical, dental, vision, and flexible benefits programs.

LOCATION

San José State is conveniently located on 154 acres in downtown San José, midway between San Francisco and the Monterey/Carmel area at the sunny southern end of the San Francisco Bay. It is easily accessible from area freeways. San José is a newly revitalized city which hosts major sports, the arts, museums, and restaurants serving a wide variety of cuisines. The Santa Cruz coastline is less than an hour away and San Francisco is one hour to the north.

DIVERSITY AND INCLUSION

San José State University defines diversity as the active appreciation, engagement, and support of all campus members in terms of their backgrounds, identities, and experiences (as constituted by gender, socioeconomic class, political perspective, age, race, ethnicity, religion, sexual orientation, disability, regional origin, nationality, occupation, language, among others, and the intersection of these aspects).

APPLICATION DEADLINE

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

All inquiries will be held in confidence.

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