



DIRECTOR OF LEADERSHIP ANNUAL AND REUNION GIVING

POMONA COLLEGE

Claremont, California

[Pomona College](http://www.pomona.edu)



The Aspen Leadership Group is proud to partner with Pomona College in the search for a Director of Leadership Annual and Reunion Giving.

The Director of Leadership Annual and Reunion Giving will provide leadership to, set strategic direction for, and manage Pomona College's leadership annual giving and reunion program in support of the College's fundraising priorities. The Director will build upon Pomona's long-standing, milestone reunion giving and affinity programs to create a successful leadership annual giving program that bridges annual giving and major giving through a smooth transitional experience for the donor. This opportunity offers a highly collaborative environment including close coordination with the Offices of Annual Giving, Major Gifts, Gift Planning, and the Office of Alumni and Family Engagement. The Director will serve as a key leadership role in Pomona College Advancement and lead in planning and running a multi-year campaign for the department. The Director will be expected to create a healthy team-environment and lead by example.

Established in 1887, Pomona College is a private liberal arts college that offers a comprehensive curriculum, with 48 majors in the arts, humanities, social sciences, and natural sciences. One of the premier liberal arts colleges in the nation, Pomona is a close-knit and diverse community of accomplished scholars, scientists, entrepreneurs, and artists who are passionate about making a difference in the world. There are approximately 1,477 students who come to Pomona from 61 nations and 49 states, as well as the District of Columbia, Guam, and Puerto Rico.

With a student-faculty ratio of 8 to 1, Pomona students work closely with their professors in the classroom, in the lab, and in the field. And its location—within an hour of Los Angeles and the mountains, desert, and beaches—provides countless opportunities for field study, research, and internships.

Almost all students live in one of 14 residence halls on Pomona's 140-acre campus. As the founding member of The Claremont Colleges, a unique consortium of seven colleges and graduate schools, Pomona offers both the advantages of a small liberal arts college and the resources of a large university. Pomona College admits domestic applicants regardless of their ability to pay and then meets the full demonstrated need of all admitted students. Fifty-five percent of students receive financial aid.

REPORTING RELATIONSHIPS

The Director of Leadership Annual and Reunion Giving will report to the Assistant Vice President for Development, Dr. Salvador Rivas. The Director will supervise two frontline fundraisers.

FROM THE ASSISTANT VICE PRESIDENT

Pomona College is one of the most highly regarded liberal arts colleges in the world. Throughout its history, the College has educated students of exceptional promise. As we enter this new decade, the College is preparing for the most aspirational and comprehensive campaign in our history. We look forward to hiring a dynamic and proven industry leader as Director of Leadership Annual and Reunion Giving who will set strategic direction and manage the leadership annual giving and reunion program in support of the College's fundraising priorities. The Director will have executive oversight of our key Leadership Annual and Reunion Giving Department and work with a committed leadership team. I hope you will join us in our historic journey.

—Dr. Salvador Rivas, Assistant Vice President for Development

DIVERSITY, EQUITY, AND INCLUSION

Pomona College is committed to advancing the diversity of its community. Its campus, like many others across the nation, is navigating a critical turning point on issues of diversity and inclusivity. As a globally recognized institution in Southern California—a region at the forefront of diversity, openness and innovation—it must lead the way.

A diverse student body and curriculum gives Pomona students unique and important opportunities for intellectual, emotional, and ethical growth. It provides them with the necessary tools to face the challenges of today's world—political divisiveness, social upheaval, and structural inequities—creatively and to build communities and organizations that are open, vibrant, and diverse.

Education is an important mechanism for addressing historical injustices and for grappling with contemporary inequities. Placing diversity at the center of the college's educational mission means providing leadership in social change and modeling what such change looks like.

Pomona's students come from all 50 states (as well as the District of Columbia, Guam and Puerto Rico) and 59 countries outside of the United States. Half identify as domestic students of color and more than 21% are in the first generation of their family to attend a four-year college or university.

Pomona believes numbers alone do not indicate success in achieving a dynamically diverse community. The college places great importance on providing resources and energy toward enhancing a campus culture in which all students, faculty, and staff feel welcome and supported.

It is not only an ethical, but also a financial commitment. The President's Advisory Council on Diversity (PACD) developed the 2015 strategic plan on diversity, [*Lighting the Path to 2025: A Vision for Diversity*](#).

PRIMARY RESPONSIBILITIES

The Director of Leadership Annual and Reunion Giving will

- lead and supervise two frontline fundraisers to achieve annual, reunion, and campaign fundraising goals;
- manage personal and team fundraising goals that are donor-centric, ROI and KPI metrics driven and accountable, including clear annual activity and fundraising goals;
- contribute to pipeline development by qualifying prospects in order to identify new major gift prospects and solicit upgraded gifts;
- recruit and staff reunion-based volunteers and donors;
- develop annual and multi-year comprehensive fundraising plans and set aspirational goals for the department;
- collaborate with colleagues across Pomona to explore ways to enhance fundraising efforts at the College;
- actively work to understand and maintain an in-depth knowledge of Pomona programs;
- implement performance metrics and accountability to encourage the highest level of performance;
- develop strong data-informed methods for decision making and the timely evaluation of program performance and forecasting;
- further the development of cultivation strategies of prospects and volunteers;
- coordinate with Gift Planning on expanding legacy gift cultivation and blended-gift solicitations in coordination with officers, with an emphasis on 50th reunion class giving;
- in coordination with the Assistant Vice President and Office of Research, Relationship Management and Analytics, actively manage officer portfolio activity, optimization and overall performance metrics;
- oversee department operating budget, prepare budget requests, and monitor expenditures throughout the fiscal year;
- ensure direct reports have a sense of responsibility and ownership for the successful outcome of the organization; and
- maintain a leadership style that is open and fluid, and capable of inspiring, empowering, and motivating staff.

KEY COLLEAGUES



Maria Watson

Vice President for Advancement

Maria Watson joined Pomona College in 2020 as Vice President for Advancement. As an Executive Officer of the College and reporting directly to the President, Watson oversees Pomona's development, principal and major gifts, gift planning, alumni and parent engagement, advancement services, and advancement communications and events teams. The team of nearly 60 staff raises over \$40 million per year and is currently preparing for the most ambitious campaign in Pomona's history to support the mission of one of the leading liberal arts colleges in the country.

Watson was previously Associate Vice President for Development at the University of Southern California (USC), where she set strategic direction for major gift, regional, and school/unit

fundraising initiatives to realize the university's historic \$7.2 billion campaign, "Fas Regna Trojae." She was promoted to AVP of Development in 2014 after her successful tenure building philanthropic support for the university throughout the Northeast as the inaugural director of USC's New York Advancement office since 2011.

Watson brings 25 years of experience in the non-profit sector in fundraising, marketing, and public relations. Prior to the University of Southern California, she served as the Chief Development Officer for WFUV Public Radio, Fordham University in New York. During the course of her career, Watson has also held a number of senior positions in management, marketing, and fundraising in performing arts organizations, including Lincoln Center, New World Symphony, and Brooklyn Philharmonic. She spent seven years in marketing, ultimately as Director of Marketing and Communications for The Chamber Music Society of Lincoln Center. Her career began with the National Endowment for the Arts and Congressional Arts Caucus in Washington, DC.

A native New Yorker, Watson earned a bachelor of musical arts degree from the University of Michigan in Ann Arbor on merit scholarship. She and her husband David live in Claremont. An avid motorcyclist, she is a proud Ducatista on the street and track, and has taken up the futile pursuit of speeding on a race track.



Shahan Sanossian

Assistant Vice President, Advancement Communications and Events

Shahan Sanossian joined Pomona College in 2020 as the Assistant Vice President of Advancement Communications and Events. Reporting to the Vice President of Advancement, he leads advancement's communications and events team whose goals include building relationships, increasing engagement, and generating support for the College's fundraising priorities from donors, alumni, parents, friends, and other audiences. Sanossian also is collaborating with leadership and stakeholders to shape the case for support and other communications for Pomona's next comprehensive fundraising campaign.

Sanossian has more than 12 years of experience in advancement. His previous role was as the Director of Donor Relations and Proposal Development for USC Health Sciences Advancement, where he oversaw stewardship and development communications for USC's medical school, hospitals and biomedical research institutes. Prior to that, he served as the Director of Donor Relations for UCLA's central advancement team.

Sanossian began his career as a journalist, editor, and copy writer after earning his bachelor's degree in architecture from Cal Poly, San Luis Obispo, and his master's degree in professional writing from USC.



Dr. Salvador Rivas

Assistant Vice President for Development

Dr. Salvador Rivas joined Pomona College in 2020 as Assistant Vice President for Development, reporting directly to the Vice President for Advancement. He provides strategic leadership to successfully generate new revenue from major gifts, leadership and reunion giving, parents and family giving, and foundation and corporate relations to achieve Pomona's annual and campaign goals. Rivas is Advancement's primary liaison to the Dean's office

Rivas was previously the Senior Executive Director for Campaign Initiatives at the University of California, Irvine, where he was part of the leadership team and set strategic direction for the School of the Arts and the Institute and Museum for California Art. Prior to joining UCI, he was part

of the corporate and foundation relations team at the USC Dornsife College of Letters, Arts and Sciences at the University of Southern California (USC).

Rivas brings 15 years of experience fundraising at research universities in Southern California. He received his B.A. from California Polytechnic State University (San Luis Obispo), M.A. from the University of San Diego, and Ed.D. in college administration from the University of Southern California where he was a research member at the USC Center for Urban Education.

He lives with his wife and two daughters in El Segundo. They enjoy hiking the Los Angeles County trails, beach outings, and visiting museums.



Lucy Takahashi
Director, Annual Giving

Lucy Takahashi joined Pomona College December 2020 as Director of Annual Giving for Advancement. As a key advancement leader, she provides overall strategic leadership for Pomona's comprehensive annual giving program focused on shaping a sustainable growth in donor count and annual operational support for Pomona College. Takahashi brings her experience, knowledge, and passion to the process of building a best-in-class annual giving program, and works in close collaboration across the division, along with campus partners and the National Chair of Annual Giving.

Takahashi has 14 years of experience in the field of philanthropy and is a Certified Fund-Raising Executive (CFRE). She joined Pomona College from St. Jude Medical Center where she was Director of Annual Giving Programs, leading a team of six for all aspects of successful annual giving, including fundraising, communications and marketing, special events, physician engagement, donor stewardship, volunteer management, and employee giving.

Prior to St. Jude Medical Center, she was the Chief Fundraiser for the Alzheimer's Family Services Center in Huntington Beach, affiliated with Hoag Neurosciences Institute. Takahashi began her career as a grant proposal writer, including Director of Grants and Development at The Olin Group.

Takahashi received her Bachelor of Arts from UC Irvine in international studies and Master of Arts in Social Ecology from UC Irvine School of Urban Planning, Policy and Design. In post-COVID times, she and her husband Luke look forward to enjoying their hobbies of adventuring, hosting, traveling for great food, hiking with "Johnny Cash" (their black, flat-coat retriever), and spoiling their 23 small nieces and nephews.



Alisa Fishbach
Director, Alumni & Parent Engagement

Alisa Fishbach brings over 30 years of experience in nonprofit and corporate management, event production, fundraising, and higher education community building to the team. Prior to Pomona, she served as the Assistant Director of Alumni and Parent Engagement at Occidental College (her alma mater), driving a program portfolio of major tent-pole events, engagement programming, campus partnerships, parent programming, and volunteer management.

Fishbach's professional background includes extensive experience in theatrical production, management, and promotion as an independent theatrical producer with Broadway's Shubert Organization, and as Executive Director of Theatre L.A., Los Angeles' consortium of performing arts organizations. Fishbach has held multiple board and leadership positions with municipal and community organizations, and school

associations. A product of a liberal arts education herself, Fishbach's commitment to, and understanding of, the philosophy and tenants of the mission of Pomona College is firmly rooted.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Pomona College seeks a Director of Leadership Annual and Reunion Giving with

- experience in a complex nonprofit organization or higher education environment;
- experience working in a comprehensive higher education capital campaign setting;
- a track record of success in personally qualifying, cultivating, soliciting, and stewarding gifts;
- volunteer management experience;
- knowledge of donor giving societies and their successful fundraising practices;
- experience working with volunteer groups and class reunion programs;
- a high level of comfort and effectiveness working with high-net-worth individuals;
- an ability to handle activities and highly confidential information with patience, discretion, good judgment, courtesy, and tact while working with people from a wide variety of backgrounds;
- an ability to set objectives and performance standards, provide constructive feedback, and achieve established program goals;
- an ability to work within a complex institutional setting and develop and sustain productive and effective relationships with donors, faculty, colleagues, and senior management;
- exceptional organizational and time management skills, accuracy, and attention to detail;
- a high-level of energy, self-confidence, optimism, personal resilience, and the ability to function at peak levels in a high expectation environment; and
- excellent written and oral communication skills; clarity, crispness, and elegance in writing and speaking.

A bachelor's degree is required for this position as is at least seven years of leadership experience with increasing responsibility in the areas of fundraising, leadership giving, reunion programs, and volunteer groups.

SALARY & BENEFITS

Pomona College offers a competitive and comprehensive salary and package of [employee benefits](#).

LOCATION

Pomona College is located in Claremont, California, 35 miles east of downtown Los Angeles. Claremont, the "City of Trees" is a residential community of 35,000 near the foothills of the San Gabriel Mountains. Claremont consistently ranks among the best places to live, in both California and the nation.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Pomona College as well as 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:

[Director of Leadership Annual and Reunion Giving, Pomona College.](#)

To nominate a candidate, please contact Gregory Leet:

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

All inquiries will be held in confidence.