

ASPEN•LEADERSHIP•GROUP

DIRECTOR OF DEVELOPMENT, DR. MARTIN LUTHER KING, JR. LIBRARY

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, Dr. Martin Luther King, Jr. Library.

The Director of Development, Dr. Martin Luther King, Jr. Library serves on the university's library leadership team (ULLT) and is expected to partner effectively with the library to implement strategies to secure philanthropic support for San José State University fundraising priorities identified by the University's leadership in collaboration with the Office of Development in the Division of University Advancement.

Responsibilities include but are not limited to identifying, qualifying, cultivating, soliciting, and stewarding individuals and organizations capable of giving major gifts to the university. In support of these efforts, the Director of Development initiates, maintains, and strengthens close working relationships with key academic leaders, campus administrators, various stakeholders, and University Advancement colleagues.

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.

The Dr. Martin Luther King, Jr. Library is recognized as a world class and internationally renowned model of collaboration between San José State University and the city of San José. Opened in 2003 as the first library in the nation co-developed and co-managed by a major university and city, the building is a welcoming gateway leading from the community directly onto campus. The library is a symbol of culture and community and a portal to both the real and virtual worlds offering an increased breadth of services, as a result of pooled resources, for SJSU students, faculty, staff and the local community.

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, Dr. Martin Luther King, Jr. Library will report to the Vice President for University Advancement.

PRINCIPAL OPPORTUNITIES

The Martin Luther King Jr. Library is the result of a groundbreaking partnership between San José State University and the City of San José, resulting in the first public-university library in the nation. Now in its second decade of operation, the King Library is a hub of activity for students and community members alike, and the home for numerous notable collections and centers that preserve and advance history and research on a wide range of engaging topics.

In light of rapidly changing technology and ways in which libraries operate, the King Library is undergoing a metamorphosis as it creates more communal areas, technology labs, and interactive spaces (such as a new maker space) that will continue to provide valuable learning and research resources for students of all ages.

As the university seeks to modernize its entire infrastructure and build a "high-tech" campus in the heart of the Silicon Valley, the library will be core to its strategy. The Director of Development for the King Library will have the opportunity to lead fundraising efforts for a wide range of development priorities, including capital projects, planned giving, special collections, topical programming, and more.

PRIMARY RESPONSIBILITIES

Prospect and Donor Engagement

The Director of Development, Dr. Martin Luther King, Jr. Library 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;
- 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 colleges, key university administrators, and other stakeholders, offering them counsel on donor-centric cultivation and solicitation strategy, as appropriate;

- work collaboratively with peers in Major Gifts as well as colleagues in Annual Giving, Planned Giving, and Corporate and Foundation Relations;
- apply for appropriate grants and awards that support library initiatives;
- work with volunteer leadership providing them direction and support in maximizing the library's major gift fundraising potential;
- focus on securing funding for designated priorities including academic programs, endowed chairs and professorships, scholarships, unrestricted support, facility renovations, new facilities, and other specified priorities; 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, Dr. Martin Luther King, Jr. Library will

- effectively utilize the campus data management system and enter prospect/donor contact reports and their relevant data in a timely fashion;
- prepare written donor cultivation and solicitation plans and proposals;
- 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, Dr. Martin Luther King, Jr. Library will

- engage in campus and college/library 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).

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Director of Development, Dr. Martin Luther King, Jr. Library should have

- ability to identify donors and close gifts of six and seven figures;
- ability to navigate the institution/assigned unit and make the appropriate match for donor interests;
- demonstrated ability to engage and support volunteer leadership with their efforts in fundraising, consultation, and advocacy;
- skill in networking and opening doors as well as developing donor-centric cultivation and solicitation strategies;
- deep appreciation and understanding of the academic enterprise and the ability to articulate academic values internally and externally;
- sensitivity and understanding of Title IX issues, and an innate ability to interact with individuals from diverse backgrounds;
- strong verbal communication and strong writing skills and the 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 responsibly 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 Suite and Microsoft Office Suite and ability to utilize fundraising database programs, and learn new tech platforms for project management;
- demonstrated spirit of flexibility and strong customer service ethic;
- ability to interact with individuals from diverse backgrounds; and
- ability to responsibly handle sensitive and confidential information with discretion.

A bachelor's degree is required for this position as is 3 years of progressively responsible experience in fundraising or a comparable field. An advanced degree is desirable.

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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