PURPOSE:

Cal Poly is a nationally ranked, comprehensive, polytechnic university located in San Luis Obispo, California. Learn by Doing is the core philosophy of Cal Poly, built on more than 100 years of hands-on learning and experiences that prepare students for meaningful careers and life-long aspirations. Cal Poly is home to more than 21,000 students, 42,000 parents and supporters, and 185,000 alumni. Student Affairs delivers innovative co-curricular learning experiences that directly impact student recruitment, retention, and graduation from Cal Poly. As one of the largest divisions on campus, it is committed to the active engagement, wellbeing, inclusion, and success of all students. In 2017, Student Affairs was named a Promising Place to Work by Diverse Issues in Higher Education for its leadership in employee diversity, staffing practices and workplace environment.

Cal Poly is a residential campus, with an on-campus population of approximately 7,800 making it the largest student-housing program in the 23-campus California State University (CSU) system. Many students seek admission to Cal Poly not only because of its outstanding academic reputation, but also because the 6,000-acre main campus is nestled in the foothills of San Luis Obispo, just minutes from California's Central Coast beaches.

The Office of the Vice President for Student Affairs (VPSA) is the administrative site for the Chief Student Affairs Officer of the University, responsible for overseeing the University’s vital student support services for more than 21,000 enrolled students, including: Alumni Relations, Athletics, Career Services, Dean of Students, Health and Counseling Services, Testing Services, Disability Resource Center, Student Rights and Responsibilities, Parent and Family Programs, Commencement, Student Academic Services, Student Life and Leadership, University Housing, and Associated Students.

The Director of Development reports directly to the Vice President for Student Affairs with joint direction from the Associate Vice President for Development and work in collaboration with the University Development team. As the sole fundraiser assigned to the Division, the Director of Development for Student Affairs (The Director) is responsible for providing fundraising services designed to increase private support for the priorities of Student Affairs and the University. The Director works in collaboration with University Development colleagues and Student Affairs leadership to implement specified development-related external relations activities to meet the vision and mission of Student Affairs and its constituent departments and programs. Specific responsibilities of the Director include:

- Work closely with the VP for Student Affairs and the Student Affairs Senior Leadership Team to develop priorities for the upcoming comprehensive campaign and to integrate with university campaign priorities.
- Strategic planning for and implementation of fundraising programs designed to secure growing levels of private funding in support of the mission and vision of Student Affairs.
- Implement specified programs designed to enhance relationships between Student Affairs and its stakeholders, including alumni, parents, friends, corporate partners, emeritus faculty, and students.
- Represent Student Affairs on campus, including those in the University Development Division, in an effort to achieve the external relations goals of Student Affairs. Serve as an active member of the University Development Leadership Team consisting of development leaders from across campus and central program directors.
- Help establish, review and evaluate development program goals, and assess and develop recommendations for changes in strategies and policies within the advancement program.

The Director works closely with the University Development Division to achieve these goals. Important elements of the Student Affairs development effort include outreach and engagement with alumni, friends, corporate partners, foundations, key volunteers, parents, and community leaders.
**DUTIES AND RESPONSIBILITIES:**
The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

**ESSENTIAL JOB FUNCTIONS**

**Fundraising Activities**

The Director is responsible for cultivating the interest, involvement, and support of prospective donors through personal visits, events, and correspondence. This position works closely with the VP for Student Affairs, senior executive team members, department directors, key staff, and university-reporting advancement staff, and is responsible for coordinating specified fundraising initiatives, advancement efforts, and alumni activities for the Division.

In collaboration with University Development, participate fully in the delivery of services that support the development of Student Affairs. These responsibilities include:

- Provide a full range of fundraising services to the Student Affairs Division to identify and attract external resources for Student Affairs.
- Identify, qualify, cultivate, solicit and steward prospective donors for annual, major, leadership and planned gifts to Student Affairs.
- Manage the Vice President’s development responsibilities, ensuring he is engaged where appropriate and traveling with him on a regular basis. Serve as the Vice President's primary development advisor.
- Actively partner with Career Services leadership to increase its corporate relationships, including a robust sponsorship program. Collaborate with campus wide colleagues to ensure university-wide relationship coordination.
- Serve as the Division’s corporate and foundation relations officer, actively seeking funding opportunities from organizations whose missions align with Divisional priorities.
- Proactively research private foundations that may have an interest in Cal Poly Student Affairs.
- Effectively manage follow-up and reporting requirements in an appropriate manner.
- Lead the Student Affairs division in reaching annual fundraising goals.
- Manage an assigned portfolio of prospects and achieve annually established contact, proposal and solicitation goals.
- Travel extensively with required day and overnight travel.
- Lead and enhance Student Affairs annual giving program; monitor progress for goal fulfillment.
- Discover and qualify new prospects for support of Student Affairs with emphasis on prospects capable of donating $25,000 and more.
- Be heavily engaged in the development of campaign priorities and strategies for meeting established goals.
- Provide requested input to campus alumni relations staff to maintain an active alumni relations program, including the development and implementation of new, innovative strategies to enhance the current program, as appropriate.
- Engage and lead the Student Affairs Advisory Council to advance the mission of Student Affairs and reach fundraising priorities for the division.
- Assist Student Affairs department directors with development activities and communications, as appropriate.
- Participate in the development and maintenance of a strong donor stewardship program that ensures donor acknowledgement with appropriate and timely recognition correspondence that complies with campus procedures and keeps information current in the advancement information management system.
- Interact and exchange ideas with the University Development office and campus-wide colleagues about research, prospect assignments, cultivation and solicitation of potential donors, and special events for alumni outreach and developing major donor relations.
- Provide regular reports of Student Affairs campaign accomplishments and strategies for goal fulfillment. Conduct regular assessments of the success of a specified range of Student Affairs fundraising goals and overall advancement activities.
- Prepare periodic reports and presentations to the University President, Cabinet, Foundation Board of Directors, Advisory Council members and other constituents as needed.
- Ensure all development activities are conducted in accordance with the fundraising policies and procedures of CSU and University Development.
- Engage with campus and college volunteer leadership in supporting fundraising priorities and assist departments in maximizing the development impact of their Advisory Board members.
- Assist with gift documentation and prepare related reports as needed.
- Oversee compliance for Student Affairs in-kind giving.
- Collaborate with other fundraising staff in an effort to enhance opportunities for gifts from donors/prospects.

**OTHER JOB FUNCTIONS**

- Perform other job-related duties and special projects as assigned.
- Attend training and maintain skill currency as appropriate to safely and effectively complete assignments.

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MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE: A Bachelor’s Degree is required with at least two years of progressively responsible professional experience in development, advancement or a related field. Demonstrated experience in development, major gifts fundraising, planned giving, or other related professional field is required. Experience in a university setting is preferred.

LICENSES, CERTIFICATES, DEGREES, CREDENTIALS: Possession of (or the ability to obtain by date of hire) a valid driver’s license.

REQUIRED QUALIFICATIONS (SKAs):

- Demonstrated experience in developing and cultivating relationships with diverse and high-level constituencies.
- Ability to participate with a high-level of responsibility in a large, complex, and successful, program with annual and multi-year goals in a major long-term capital project campaign.
- High-energy, collaborative, and productive working style.
- Ability to interpret, communicate, and apply policies and procedures.
- Knowledge of prospect management systems, fiscal administration, and volunteer development.
- Experience in record keeping, using principles of accounting, budgeting, etc.
- Excellent organizational and time management skills with the ability to set own priorities to coordinate multiple assignments with fluctuating and time-sensitive deadlines.
- Ability to utilize the alumni relations database and prospect management systems as organizational tools.
- Ability to identify, organize, and conduct potential major gift donor contacts.
- Experience in fundraising communications, and a personal commitment to the mission of Student Affairs and the University.
- Well-developed human and customer service skills necessary to maintain cordial relations with donors, prospects, alumni, faculty, staff, and administration.
- Ability to use tact and diplomacy to effectively handle a broad range of high-level and sensitive interpersonal situations with diverse personalities, and to respond appropriately to conflicts and problems.
- Ability to initiate, establish, and foster communication and teamwork by maintaining a positive, cooperative, productive work atmosphere in and outside the University with the ability to establish and maintain effective working relationships within a diverse population and with those from various cultural backgrounds.
- Demonstrated ability to maintain high standards of conduct and confidentiality dealing with various external constituencies.
- Demonstrated customer service experience requiring a very high level of diplomacy and professionalism to effectively handle a broad range of high-level and sensitive interpersonal situations, and to respond appropriately to conflicts and problems.
- Ability to analyze operational and procedural problems and develop, recommend and evaluate proposed solutions.
- Ability to understand problems from a broad perspective and anticipate the impact of office administration problems and solutions on other areas.
- Knowledge of special event roles and responsibilities, including coordination of individuals outside the organization.
- Ability to train others on new skills and procedures and lead others.
- Must possess good negotiation and persuasion skills to achieve results and expedite projects.
- Excellent computer skills and proficiency with a variety of computer applications including: Word-processing, spreadsheets, databases, publication software (e.g., MS Publisher), presentation software (e.g., MS PowerPoint), on-line systems, Internet, calendaring, and email.
- Working knowledge of, or ability to quickly learn, the University infrastructure, policies and procedures.

PREFERRED QUALIFICATIONS:

- Demonstrated fundraising skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.
- Experience in a higher education or similar development setting.
- Previous capital campaign, major gift cultivation and/or donor solicitation experience is desired.
- Working knowledge of University online applications: MS Outlook; CMS PeopleSoft Financials and Human Resources, Web development software (Drupal) and the ability to effectively retrieve information for the sake of reporting.
- Track record of successful foundation grant writing.
SPECIAL CONDITIONS:

- Must be willing to regularly travel during the week and/or weekends to meet with donors and other potential supporters and to attend out-of-town meetings, special events, conferences, and training programs off-site for occasional professional development.
- Must be able to work occasional holidays, and adjust working hours to meet special jobs. May be called back periodically to perform work as needed on an emergency basis.
- The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.
- Must be able to successfully pass a pre-employment background/fingerprint check.
- This position is a "designated position" in the California State University's Conflict of Interest Code. The successful candidate accepting this position is required to file Conflict of Interest forms subject to the regulations of the Fair Political Practices Commission.
- This position classification has been defined as Exempt and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).