Human Resources
POSITION DESCRIPTION (HR 120)

CLASSIFICATION: Administrator III
DEPARTMENT: CENG – Advancement Program
WORKING TITLE: Assistant Dean of Advancement and External Relations
FLSA: Exempt

PURPOSE:
Cal Poly is a nationally ranked, four-year, comprehensive public university located in San Luis Obispo, California. The emphasis of the University is a “learn by doing” educational experience for its nearly 20,000 students. U.S. News and World Report has ranked Cal Poly #1 among public master's universities in the western United States for 19 consecutive years. Many students seek admission to Cal Poly not only because of its excellent 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 College of Engineering (CENG) is the largest of Cal Poly's six colleges with eight academic departments that offer 13 Bachelor of Science degrees, nine Masters of Science degrees, and six blended/joint BS and MS degree programs. The College currently educates over 6,000 undergraduate and graduate students and admission is extremely competitive. The College is recognized as one of the premier undergraduate engineering programs in the nation for its hands-on project and design-based learning environment. The College operates under the leadership of the Dean of the College of Engineering, and a management staff consisting of associate and assistant deans, department chairs, and program directors. The College employs approximately 50 staff and 200 tenured/tenure track faculty and part-time lecturers. The University is in the early phases of a comprehensive campaign. The College has a strong base of connected and committed alumni, friends, and corporate partners.

The role of University Development (UD) is to provide a seamless and coordinated program of outreach that fosters strong philanthropic relationships with internal and external partners to enhance support for Cal Poly. UD works in close collaboration with Cal Poly stakeholders, garnering the support necessary to fulfill the University's mission and accomplish its strategic goals. The University is currently in the silent phase of a $500 million campaign to which UD is leading with the University's President and the respective Colleges and other entities.

The CENG Advancement Office is responsible for all aspects of external relations for the College including strategic planning for and implementation of fundraising and communication programs designed to secure growing levels of private funding in support of the CENG’s strategic plan and in concert with the annual goals of the University's capital campaign. The CENG advancement team serves and partners with the College’s leadership, faculty and staff and works closely with the University Development division to achieve these goals. An important element of the CENG advancement effort include outreach and engagement with alumni, friends, corporate partners, foundations, key volunteers, parents, media and community leaders.

The incumbent will work in collaboration with university teams and reports primarily to the College Dean and secondarily to the Associate Vice President for Development. This position is responsible for providing extensive strategic planning, articulation and implementation of college-wide development and advancement initiatives that have multiple-year objectives, as well as, coordinating campaigns that enhance and promote major fund raising and public relations efforts. The incumbent will build relationships with high-profile contacts within industry and cultivate the interests, involvement and future support of prospective donors and supporters; manage a comprehensive and dynamic marketing program; represent the college at development events; recruit, train, support and motivate volunteers; provide administrative oversight of all advancement processes and perform the full range of supervision duties for CENG advancement staff. The incumbent is responsible for achieving the college's fundraising goals. The incumbent is the College’s principal gift officer, will be assigned personal fundraising goals, and will manage the team’s staff and programs such that fundraising remains the core responsibility of the position.

DUTIES AND RESPONSIBILITIES:
The following examples illustrate typical work activities and are not meant to be all inclusive or restrictive:

ESSENTIAL JOB FUNCTIONS

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Original To: Human Resources
Copies To: Employee and Supervisor
This position serves the College by developing, implementing and managing a college-wide advancement program which includes fundraising, alumni relations and marketing/public affairs and is in compliance with Cal Poly and CSU policies and procedures and employs industry best practices.

In collaboration with the Dean, Associate Deans, department heads/chairs, key faculty and staff, University Development staff, advisory board/council members, corporate partners, volunteer organizations, alumni and friends of college, design, establish, implement and execute a comprehensive development plan with multi-year objectives, in line with the college's advancement mission, goals and priorities.

- Develop strategies, programs and specific objectives to identify and prioritize college needs that can be met with private support.
- Develop aggressive and dynamic development objectives for the development team to target the college's major supporters by cultivating the interest, involvement, and support of prospective donors through correspondence, personal visits, meetings, and events.
- Provide leadership and stewardship for the college's corporate and foundation development efforts and individual donors.
- Identify and cultivate principal gift prospects in support of the College’s highest priorities as determined by the College Dean and directed towards meeting the annual campaign goals for the College.
- Develop and implement solicitation campaigns targeted at alumni, parents, corporations, foundations and friends of the college.
- Develop and participate in a sophisticated and strategic system of prospect identification and evaluation.
- Develop written proposals for presentation to major donors, corporate sponsors and foundations.
- Develop gift agreements and confer with appropriate administrative personnel to secure gift closure.
- Ensure proper gift stewardship through accounting, gift recording, acknowledgement procedures, gift information and tracking, and other related reporting functions. Oversee the process of answering donor/prospects questions, inform them of various programs.
- Work collaboratively with the Dean, the Associate Vice President for Development, and President in developing and implementing college and University-wide fundraising campaigns.
- Serve as a key advisor to the Dean on all matters related to development and the financial sponsorship of College goals and mission. Keep the Dean well-informed and connected on the interests of private stakeholders and internal opportunities. Maximize the Dean's effectiveness in the fund raising process. Serve as a member of the Engineering Leadership Team.
- Serve as a collaborative partner on university and cross-disciplinary initiatives. Communicate and collaborate effectively with all other advancement colleagues throughout the university. Readily team-up on multi-interested prospects and multi-disciplinary projects.
- Properly document and share fundraising activities using appropriate data bases. Encourage and support the documentation efforts of others such as deans and chairs. Work with the College’s fiscal manager and other assistants to reconcile gift accounts, track use, and report back to donors.

In collaboration with university-wide teams and college staff, oversee the delivery of services that support the advancement of college including:

- Provide input upon request 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.
- Serve as a strategic advisor on college events, including donor events. Provide strategic direction on university-wide, on- and off-campus events as appropriate. Coordinate with department heads and faculty to ensure effective communication and partnerships with alumni and prospective donors and maintain an atmosphere of teamwork with various constituents. Attend all major CENG fundraising events and represent the College in a positive light to donors, prospects and other constituent groups.
- Represent the Dean as appropriate and necessary at various advancement related functions and in private meetings with donors and potential donors.
- Provide leadership to department chairs, faculty, staff and students in the area of partnerships, outreach and communication. Gather their ideas to enhance and strengthen existing programs and initiatives.
• Oversee the donor acknowledgement process by coordinating with the appropriate advancement staff, ensure appropriate and timely recognition correspondence that complies with campus procedures, and ensure follow-through with information to the advancement information management system.

• Assist with the strategic planning for the regularly scheduled meetings of the college Dean's Advisor/Leadership Councils. Develop and maintain strong, effective working relationships with members and assist with identification and cultivation of new members. Promptly respond to requests for advancement information as needed. Collaborate with the Dean to ensure that college advancement goals are part of the mission of the council/advisory board. Work with board/council members in support of advancement goals.

• Interact and exchange ideas with University Advancement office and campus-wide advancement directors about research, prospect assignments, cultivation and solicitation of potential donors, and special events for alumni outreach and developing major donor relations.

• Oversee CENG in-kind giving and the Cal Poly Fund activities for college. Provide regular reporting of college campaign accomplishments and direct strategies for goal fulfillment. Conduct regular assessments of the success of the full range of college fundraising goals and overall advancement activities.

• Provide the full range of effective supervision activities, including timely annual performance reviews, to the advancement unit staff and student assistants.

• Develop a multi-year and yearly college Advancement operating budget in consultation with the Dean.

• Regularly monitor reports on expenditures.

OTHER JOB FUNCTIONS  As Needed  10%

• Perform other job-related duties and special projects as assigned.

• Attend training and maintain skill currency as appropriate to safely and effectively complete assignments.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE: A Bachelor's Degree is required with at least eight years of progressively responsible professional experience including a minimum of five years in development, advancement, sales, marketing public relations or a related field. Demonstrated experience in development, major gifts fundraising, marketing, planned giving, sales or other related professional field, with preference for experience in a university setting, is required.

REQUIRED QUALIFICATIONS (SKAs):

• Previous capital campaign, major gift cultivation and/or donor solicitation experience.

• Extensive demonstrated experience in developing and cultivating contacts within the advancement community.

• Demonstrated ability to independently manage a large, complex, and successful program with annual and multi-year goals in a major long-term capital project campaign.

• Exhibits a high-energy; collaborative, and productive working style.

• Experience in drafting complex proposals to corporations, private foundations, and individuals that include detailed goals, work plans and evaluative mechanisms.

• Ability to interpret, communicate and apply policies and procedures.

• Strong knowledge of prospect management systems, fiscal administration, and volunteer development.

• 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 a variety of computer applications, including word-processing, spreadsheet, database, calendaring, email, and online applications.

• 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, significant experience and/or expertise in fundraising communications, and a personal commitment to the mission of college and the University.

• Strong organizational and demonstrated administrative, leadership, and staff supervision skills.

• Successful management style characterized by a commitment to collaboration and creativity.

• Recognized as an effective advocate, who exhibits high ethical standards of conduct and confidentiality in dealing with various internal and external constituencies.

• Demonstrated customer service experience requiring a very high level of diplomacy and professionalism.

• 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.

• Excellent communication skills; ability to effectively communicate information in a clear and understandable manner, both verbally and in writing.
• Experience in record keeping, using principles of accounting, budgeting, etc.
• Working knowledge of or ability to quickly learn CENG and University infrastructure, policies and procedures.

PREFERRED QUALIFICATIONS:
• Working knowledge of the College of Engineering activities and disciplines.
• Demonstrated skills in an institutional/educational environment utilizing a customer-oriented and service-centered attitude.
• Advanced degree in a related field.
• Fundraising experience in a University setting.

SPECIAL CONDITIONS:
• Must be able to travel, as necessary, for success of development efforts and work varied hours often including nights, weekend and prolonged days.
• Must be willing to travel and attend training programs off-site for occasional professional development.
• Must be able to work overtime, 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.
• Full-time MPP employees are required to disclose outside employment at time of hire or within 30 days of taking additional outside employment subsequent to time of hire.
• This position classification has been defined as "Exempt" and is not subject to the overtime provisions of the Fair Labor Standards Act (FLSA).