



TEXAS A&M UNIVERSITY
COMMERCE

Vice President for Philanthropy and Engagement Fall 2021

Position Prospectus



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Position Prospectus Texas A&M University-Commerce Vice President for Philanthropy and Engagement, Fall 2021

THE OPPORTUNITY

The president of Texas A&M University-Commerce invites inquiries and nominations for the position of Vice President for Philanthropy and Engagement.

UNIVERSITY OVERVIEW

A&M-Commerce is a proud member of The Texas A&M University System. Located just east of Dallas, A&M-Commerce offers 130 affordable degree programs and serves 11,624 students. The university transforms lives through its mission to **“Educate. Discover. Achieve.”**

Students work with world-class professors who dedicate themselves to excellence in teaching and research. The university maintains strong relationships with local industries to create relevant academic programs and valuable internship and networking opportunities that prepare career-ready graduates.

PHILANTHROPY AND ENGAGEMENT DIVISION OVERVIEW

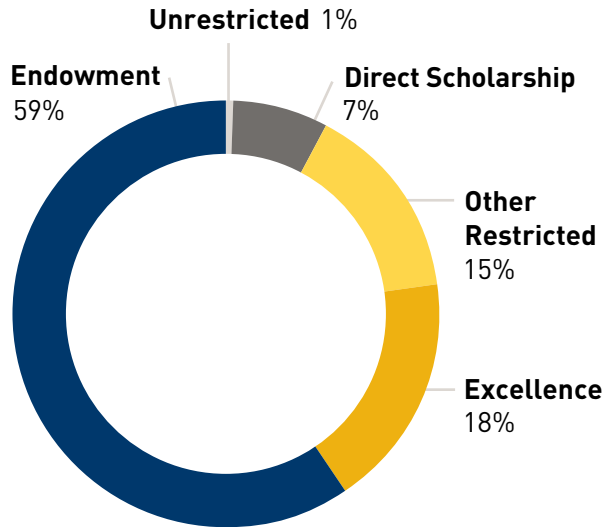
The Philanthropy and Engagement Division generates public and private support for the university community, helping alumni and friends

- create personal legacies;
- stay informed, involved and invested in A&M-Commerce;
- and establish strong personal connections with the university community.

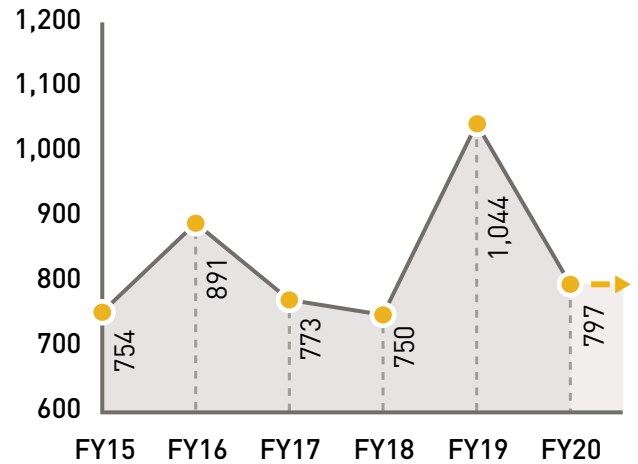
The philanthropy and engagement team is inspired by a deep appreciation for the generosity of donors and their heart for A&M-Commerce. The team recognizes that every donation—no matter the amount—makes an immeasurable impact and will pay repeated dividends in the successful lives and accomplishments of our students.

DONOR IMPACT: FY2020 GIVING SUMMARY

FUND CATEGORY

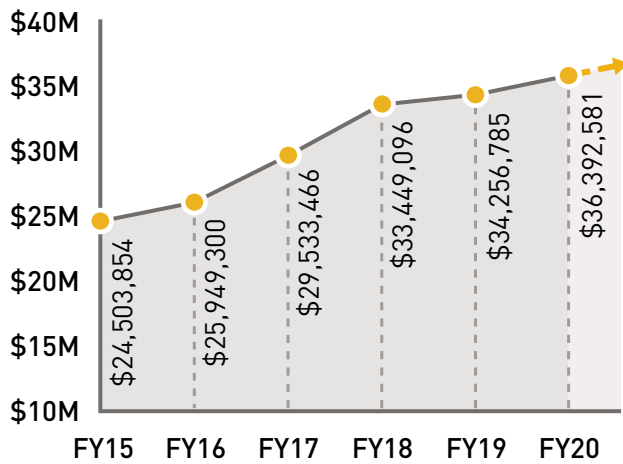


NUMBER OF AWARDED SCHOLARSHIPS*



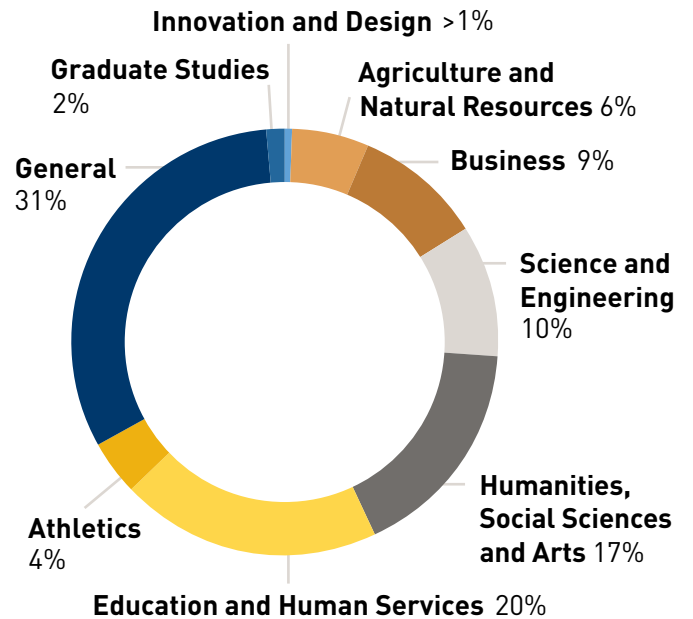
*Emphasis on scholarships awarded (more awards) vs scholarship size (fewer awards) varies annually. Beginning with the 2021 cycle, Dr. Rudin prioritized efforts to improve and standardize the awarding process.

TOTAL TAMUC FOUNDATION ASSETS†



†Assets = Funds invested in the system endowment fund (SEF), cash concentration pool (CCP), annuities and mineral holdings

ENDOWMENTS BY IMPACT AREA



FALL 2020 ENROLLMENT: 11,624

LIVING DONORS: 15,000



POSITION OVERVIEW

A&M-Commerce seeks a strategic and visionary leader to direct all fundraising efforts for the university. The Vice President for Philanthropy and Engagement (VPPE) will foster a culture of philanthropy at A&M-Commerce to increase financial support for the university, its students, employees and the Texas A&M University-Commerce Foundation Board. This is a unique opportunity to join the third-largest university in the A&M System (of 11 universities).

The VPPE reports to university president Mark Rudin, Ph.D., and is supported by provost John Humphreys, DBA. As the senior philanthropy and engagement officer, the VPPE is responsible for supporting the university's mission.

JOB LOCATION

The VPPE will work on site at A&M-Commerce in Commerce, Texas. Occasionally, the VPPE may work beyond regular office hours and weekends, so they will be expected to reside within 45 miles of the A&M-Commerce campus in Commerce, Texas, which may include the cities of Commerce, Greenville, Sulphur Springs, Rockwall and Royce City, Texas.

KEY RESPONSIBILITIES

- Provide effective leadership to develop and maintain integrated, comprehensive internal and external philanthropy and engagement programs, including but not limited to annual giving, major gifts, corporate giving, foundation giving, planned giving, special events, fundraising, campaigns and related programs.
- Develop and maintain philanthropy operations, including but not limited to volunteer and donor management, alumni engagement, research and cultivation, gift processing, and stewardship.
- Instill a culture of philanthropy and strong alumni engagement within the organization.
- Plan, coordinate and implement strategies that inspire donors to make contributions to the university.
- Facilitate policy-making by informing the university president, executive committees, foundation board and alumni board of current trends, issues, problems and activities.
- Recommend policy positions concerning philanthropy and engagement.
- Help create a balanced funding mix of donor sources and solicitation programs that are tailored to the university's needs and will attract, retain, and motivate donors and fundraising volunteers in alignment with the university's Strategic Plan: tamuc.edu/strategicplan.
- Establish performance measures and monitor results to help the university president and foundation board evaluate the effectiveness of the organization's philanthropy and engagement program.
- As chief administrative officer, provide oversight, evaluation and leadership to the Philanthropy and Engagement Division.
- Support the foundation by serving as ex officio executive director.
- Monitor account balances for the foundation endowment and approve expenditures.
- Serve as the liaison to all campus campaigns, fundraising committees, the foundation and any other entities established in relation to the university's advancement efforts.
- Regularly attend and participate in university-wide functions.
- Achieve all performance goals outlined by the president/CEO regarding this position.
- Travel as needed to perform job functions. Approximately 30% of work time is spent out of the office and requires air travel and overnight stays.



PROFESSIONAL EDUCATION, QUALIFICATIONS AND EXPERIENCE

The ideal candidate will possess the following required skills and experience:

- Bachelor's degree
- Proven record of leadership and accomplishment in the field of development
- Track record of fundraising success, especially in major gift development and solicitations
- Marketing expertise
- Understanding of relational fundraising. Ability to convincingly articulate the needs and goals that motivate potential donors to make gifts
- Aptitude and ambition to help build and lead an effective advancement program
- Excellent interpersonal skills with the ability to relate well with donors and effectively supervise, motivate and work cooperatively with personnel
- Strong organizational skills
- Excellent written communication skills, including effective persuasive writing skills
- Excellent verbal communication skills, including strong presentation skills
- Solid work ethic
- Personal integrity
- Ability to:
 - think strategically
 - multitask
 - prioritize tasks
 - maintain confidentiality when working with sensitive information
 - work both independently and collaboratively

A&M-Commerce also prefers a leader with the following skills and experience:

- Advanced degree (master's or doctoral) or certification in an appropriate area of specialization
- Higher education fundraising experience
- Capital campaign experience
- Proficient in database applications such as Raiser's Edge
- Bilingual in English and Spanish



ABOUT A&M-COMMERCE

MISSION

A&M-Commerce provides a personal, accessible and affordable educational experience for a diverse community of learners. We engage in creative discovery and dissemination of knowledge and ideas for service, leadership and innovation in an interconnected and dynamic world. Our university's driving mission is to **"Educate. Discover. Achieve."**

VISION

As a member of the A&M System family of universities, A&M-Commerce will:

- Become the university of choice for all who seek higher education in the Northeast Texas region and beyond.
- Provide traditional and non-traditional learning opportunities through new and existing programs that set high expectations and goals for students, faculty and staff.
- Offer a sense of community through a nurturing environment for all individuals to maximize learning, career and personal development.
- Become a place where students, faculty, staff and community are engaged in the pursuit of excellence.

A&M-Commerce strives to:

- Transform lives by providing a relevant, personalized education to diverse learners.
- Advance knowledge and pursue impactful research.
- Serve an inclusive community where all are valued.
- Foster collaboration to solve contemporary problems.

FOUNDATIONAL PRINCIPLES

As the anchoring institution (university) of Northeast Texas, we maintain a commitment to be:

- **Transformative:** Providing opportunities to achieve distinction.
- **Innovative:** Establishing a campus environment with the freedom to explore, create and challenge tradition.
- **Inclusive:** Ensuring a welcoming environment where all are respected.
- **Sustainable:** Assuring the university has the necessary people, financial resources and facilities to serve future generations.

These principles endure even as our strategic priorities and goals evolve.

Inclusivity: As mentioned above, inclusivity is one of the four foundational principles of the university's 2019-2024 Strategic Plan. Our vision and mission are to serve an inclusive community where all are welcome, respected, safe and valued.

To create an inclusive community characterized by respect and collaboration, A&M-Commerce will:

- Enhance civility and collegiality of administrators, faculty, staff and students.
- Recruit, develop and retain diverse students, faculty, staff and administrators.
- Create occasions for meaningful interactions across the university, including opportunities that enhance global awareness.

The university is fostering our commitment to inclusivity by:

- Offering a diverse and culturally inclusive campus with increasing minority enrollment.
- Providing excellent programs to attract students from various backgrounds. A&M-Commerce ranks in the top 10% by U.S. News and World Report for providing the best online bachelor's program to attract diverse learners.
- Developing scholarships and student success teams that support underserved minority populations.

STRATEGIC PRIORITIES AND GOALS

Student preparedness and employability

We will:

- Provide a transformative and experiential education that develops relevant, marketable skills.
- Pursue innovative pedagogies and an engaging environment for learning.
- Collaborate with external partners to increase student career readiness.

Elevate research

We will:

- Build infrastructure for research and creative activity.
- Gain distinction as a high research activity institution by identifying and advancing targeted research initiatives.
- Encourage interdisciplinary collaboration.

Align university initiatives to bolster our unique rural-urban identity

We will:

- Serve as the hub of educational opportunities for Northeast Texas.
- Leverage the university's assets for the economic, cultural and social benefit of the region.
- Cultivate and strengthen partnerships that address regional needs.

Transform our operations to serve the mission of a contemporary university

We will:

- Increase organizational effectiveness by developing sound business practices that are intentional, collaborative and data-informed.
- Diversify sources of funding and allocate resources strategically to promote innovation and effectiveness.
- Invest in student recruitment, retention, graduation and continued engagement.

Create an inclusive community characterized by respect and collaboration

We will:

- Enhance civility and collegiality of administrators, faculty, staff and students.
- Recruit, develop and retain diverse students, faculty, staff and administrators.
- Create opportunities for meaningful interactions across campus.



PRESIDENT MARK RUDIN BIO

Dr. Mark J. Rudin was named the thirteenth president of Texas A&M University-Commerce on August 16, 2018. A progressive leader with a passion for innovation and research, Dr. Rudin is using his experience and expertise to grow A&M-Commerce into a leading teaching and research institution.

Dr. Rudin works from the belief that innovation is the key to transformation, and he encourages his colleagues to think outside the traditional “box” of higher education to find creative solutions to every challenge. With this mindset, he is helping move A&M-Commerce to the forefront of secondary education in Dallas-Fort Worth and the surrounding areas, introducing innovative programs that address the region’s workforce needs and delivering those programs in accessible formats for the modern student.

One of the president’s top priorities is to promote unity, connection and civility across the university community. He maintains an open-door policy, and he regularly engages with students, faculty and staff across campus, listening to their stories to understand their experiences. He also fans the flames of the Lion spirit as an enthusiastic supporter of Lion Athletics, student events and performances.

Rudin is married to Elizabeth “Libby” Rudin, a fellow Purdue University graduate and chemist. They have three children, Noah, Mia, and Izzy, and two furry family members, Evie and Pi. The family makes their home in Heritage House, a historic landmark on the east side of the A&M-Commerce campus.

FACTS AND STATS

The Texas A&M University System Membership

- A&M-Commerce joined the A&M System in 1996.
- A&M-Commerce is the third-largest university in the A&M System (of 11 universities).

Academics

Stats:

- Student-to-faculty ratio: 20:1
- Median class size: 24
- Degree programs: 130+

Academic Highlights:

- A&M-Commerce is a leader in competency-based education. It is the nation's first accredited institution to offer a competency-based bachelor's degree in criminal justice.
- The university's College of Agricultural Sciences and Natural Resources is a national stand-out, featuring one of the only programs where students grow experimental crops on the university's 1,300-acre farm.
- A&M-Commerce maintains a 130-year legacy as an exceptional teachers' college, graduating more than 400 certified educators in 2019.
- In 2020, the university opened the 113,470-square-foot Nursing and Health Sciences Building, featuring a state-of-the-art simulation hospital. The facility will help address the dire shortage of healthcare professionals in Texas.
- The music department is highly sought by aspiring musicians and music educators. In 2021, A&M-Commerce received the All-Steinway School designation, bestowed by the prestigious Steinway & Sons piano company. The university is also the world's first institution to receive a Spirio Technology designation.

Athletics and Student Life

- The Lion Athletics program is an NCAA Division II powerhouse, excelling in 14 sports.
- The university's diverse student life experience includes a thriving Greek system and more than 140 student clubs and organizations.

Learning Sites

- The main campus, located in the city of Commerce, features 2,094 acres.
- Distance education offerings are located in Corsicana, Dallas, Frisco, McKinney, Mesquite, Bryan and online.
- *Dallas site relocation is effective November 1, 2021.*


Student Demographics

- Student gender distribution: 37.66% male and 62.34% female
- Students enrolled from 170 counties, 39 states, 59 countries
- First-generation undergraduates: 42%
- Student veterans or active service members: 5.8%
- Students who live off campus: 70%
- Students who live in college-owned, operated or affiliated housing: 30%
- Ethnicity of A&M-Commerce students in Fall 2019:
 - 43.72% White
 - 20.85% Hispanic
 - 18.98% Black
 - 6.11% Multiracial
 - 5.58% International
 - 2.56% Asian
 - 1.63% Unknown
 - 0.46% American Indian or Alaskan Native
 - 0.12% Native Hawaiian or other Pacific Islander

Student Enrollment

- Undergraduate enrollment: 8,062
- Graduate enrollment: 3,562
- Total enrollment: 11,624


LEARN MORE ABOUT A&M-COMMERCE


 tamuc.edu

 [Facebook.com/TAMUC](https://www.facebook.com/TAMUC)

 [Twitter.com/TAMUC](https://twitter.com/TAMUC)

 [Instagram.com/TAMUC](https://www.instagram.com/TAMUC)

 [Linkedin.com/School/
Texas-A&M-University-Commerce](https://www.linkedin.com/school/Texas-A&M-University-Commerce)

 tamuc.edu/News



CITY OF COMMERCE, TEXAS

The city of Commerce is located in Northeast Texas, about 60 miles northeast of Dallas. With a population of 9,293, Commerce is a close-knit community of involved citizens. The city's historic downtown features family-owned boutiques, a coffee shop and eateries.

POINTS OF INTEREST

- Commerce ISD
- Cooper Lake State Park
- Hunt Regional Emergency Medical Center at Commerce
- Sand Hills Golf and Country Club
- Bois d'Arc Bash
- Northeast Texas Children's Museum
- 30+ restaurants

PROCEDURE FOR CANDIDACY

All applications, nominations and inquiries are invited. Electronic submissions are required. A complete application will include a letter of interest addressing the themes in the profile, CV or resume, and contact information for five professional references.

For fullest consideration, candidate materials should be received by September 20, 2021 via We are Lions! —Workday: tamus.wd1.myworkdayjobs.com/TAMUC_External.

Additions to the application must be sent to hr.hiring@tamuc.edu.

Nominations and inquiries can be directed to **Mrs. Stacey Preas** at VPPResearch@tamuc.edu.

This search will be conducted with respect for the confidentiality of candidates; references will not be contacted without prior knowledge and approval of candidates. **While this position is open until filled, it is preferred that candidate submissions are submitted by September 20, 2021.**

Disclosure: This document represents the major duties, responsibilities and authorities of this job and is not intended to be a complete list of all functions. Other duties may be assigned. Texas A&M University-Commerce is committed to promotion of diversity and thus all employees are expected to facilitate a work environment that encourages knowledge of, respect for, and ability to engage with those of other cultures or backgrounds. This job description is not an employment agreement or contract. The university has the exclusive right to alter this job description.