



SF SANTA FE COLLEGE

VICE PRESIDENT FOR ADVANCEMENT SEARCH PROFILE



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THE SANTA FE COLLEGE OFFICE FOR ADVANCEMENT

The Invitation

The Santa Fe College (SF) District Board of Trustees and President Paul Broadie II invite applications and nominations for Vice President for Advancement and Chief Philanthropy Officer of this highly acclaimed institution of higher learning. SF has consistently ranked among the nation's top community colleges and is among the highest performing institutions across the 28 colleges that comprise the Florida College System.

Santa Fe College seeks a skillful, personable, and diplomatic leader with a proven track record of success and a compelling record of fundraising, donor relations, gift cultivation, and fiduciary acuity. The Vice President for Advancement serves as the Executive Director of the Foundation and Chief Philanthropy Officer and is responsible for executing a strategic vision that establishes and implements an annual growth strategy which encompasses major and planned gifts, annual giving, sponsorships, special events, and donor engagement. Additionally, the Vice President is responsible for the cultivation of key donors and prospects and the successful development of a robust Alumni donor base.

MISSION, VALUES AND GOALS

Mission

In keeping with our values and goals, Santa Fe College, a comprehensive public institution of higher education serving North Central Florida and beyond, adds value to the lives of our students and enriches our community through excellence in teaching and learning, innovative educational programs and student services, and community leadership and service.

Values

Santa Fe College is a dynamic, innovative learning community committed to:

- Academic excellence, academic freedom and intellectual pursuit
- Individual, social and global responsibility
- Honesty, integrity and civility
- Collaboration with our community
- Open access
- Lifelong learning
- Assessment, accountability and improvement
- Sustainable use of environmental, social and economic resources

Goals

- **Outreach and Access**
Identify, assess and meet community needs to promote open access to the college.
- **Delivery Alternatives**
Assess student needs and outcomes as well as create innovative and flexible learning opportunities.
- **Educational Programs**
Provide learning opportunities and academic support to ensure the highest levels of academic performance.
- **Student Affairs**
Provide research-based, learner-centered program of services that supports access and student engagement from matriculation to goal attainment.
- **Workforce Development**
Provide student-centered workforce programs in collaboration with local employers and economic development agencies.
- **Human Resources**
Recruit, develop, assess and retain quality full- and part-time faculty and staff.
- **Technology**
Provide information and communications technology infrastructure and services to support the college's mission.
- **Resources**
Develop, obtain and allocate the necessary resources to implement the college's mission.
- **Sustainability Education and Operations**
Create, develop and enhance programs to reduce waste, conserve energy and green space, protect water resources and promote the wellness of students, faculty and staff.

SERVING NORTH CENTRAL FLORIDA WITH PROGRAMS AND LOCATIONS FOR ALL LEARNERS

Santa Fe College was established in 1965 to serve Alachua and Bradford counties. The City of Gainesville is Alachua's county seat and home to the college's oldest campus. SF's region reflects a captivating combination of urban and rural communities and rich ethnic diversity. Originally named Santa Fe Junior College, the institution changed its name to Santa Fe Community College when it moved to its location on NW 83rd Street in 1972. It became Santa Fe College in 2008 when it began offering bachelor's degrees.

Santa Fe College enrolls students from every county in Florida, nearly every state in the U.S. and from almost 100 countries. Although most students take classes on the Northwest Campus, the college has six additional centers throughout Alachua and Bradford counties.

sfcollege.edu/locations

Northwest Campus (Gainesville)

SF's Northwest Campus is home to the 10-acre SF Teaching Zoo, the only accredited teaching zoo in the country; the Kika Silva Pla Planetarium, North Central Florida's sole planetarium; the Santa Fe College Little School, an early childhood laboratory site; and an athletics complex that supports five collegiate athletic teams. In 2011, SF opened the Fine Arts Hall, housing exemplary academic programs and offering more than 30 music, theater and dance performances each year.

Andrews Center (Starke)

The Guy Andrews Center was established in 1985 after the renovation of the historic Bradford County Courthouse. The center now occupies three locations in downtown Starke including the Lillian Stump Educational Building and the Cultural Building, which also houses the Eugene L. Matthews Bradford County Historical Museum.

The Andrews Center offers both daytime and evening classes, and students can earn an A.A. degree at this location, as well as complete the prerequisites needed for an A.S. degree. The Andrews Center has a strong High School Dual Enrollment program and is home to Upward Bound, a program that offers college preparation programming for Bradford High School students who potentially will be the first generation in their family to attend college.

Blount Center (Downtown Gainesville)

The Charles L. Blount Center, in downtown Gainesville, is home to the college's Business and Information Technology programs. Additionally, the Blount Center offers A.A. degree and Adult Basic Education classes, along with Community and Continuing Education opportunities. The center's Learning Commons provides space for students to work on assignments, meet with tutors or schedule a proctored exam for an online class. SF's Center for Innovation and Economic Development (CIED) is located at the Blount Center and provides services for startup companies that drive the economy in Gainesville. The center is ideally located near the University of Florida, UF's Innovation Hub and Career Source North Central Florida.

Davis Center (Archer)

Located in the City of Archer in southwest Alachua County, the Ron and Norita Davis Center offers a welcoming environment where students can pursue educational and career goals while receiving personalized support.

The Davis Center offers day and evening offerings, a High School Dual Enrollment program, GED exam preparation and Community Education courses. The Davis Center features small class sizes, tutors, academic coaches and many additional resources.

Kirkpatrick Center (Gainesville)

Home to the most advanced simulation-based training facility in Florida, the George W. Kirkpatrick Center is located near the Gainesville Regional Airport, approximately 11 miles east of the Northwest Campus. Programs offered at the center accommodate the growing need for skilled personnel in emergency medical services, law enforcement and corrections professions.

The Center is home to SF's Institute of Public Safety (IPS), which encompasses the Emergency Medical Services degree program and certificate programs in Emergency Medical Technician and Paramedic. IPS also offers Basic Recruit training in law enforcement and corrections, as well as continuing education for sworn officers in both fields.

Perry Center (Alachua)

The Charles R. and Nancy V. Perry Center for Emerging Technologies is in the City of Alachua, at the heart of Florida's high-tech corridor, roughly 13 miles from SF's Northwest Campus. The Perry Center provides citizens of northern Alachua County an opportunity to earn a college education close to home.

The Perry Center focuses on emerging technology degrees. The 30,000 square foot building opened in 2009 and has state-of-the-art technology classrooms and laboratories. The center is intentionally located near Santa Fe High School, which offers a biotechnology program that articulates to the SF Biotechnology A.S. degree. Progress Corporate Park, a growing industrial complex anchored by the University of Florida's Innovate I Sid Martin Biotech facility, is across the street.

Watson Center (Keystone Heights)

The Alfred B. and Agnes W. Watson Center is situated on a 40-acre natural habitat of pine and oak trees known as Watson Woods. This area is often used by students and faculty as an energizing outdoor classroom. With two computer labs and a state-of-the-art science lab, the center also boasts a large High School Dual Enrollment program, allowing high school students to jump-start their college careers. The Watson Center, which offers both day and evening classes, also allows students to earn an A.A. degree entirely at this center. Located 30 minutes northeast of Gainesville, the Watson Center serves the citizens of southeast Bradford County.

SANTA FE COLLEGE POINTS OF DISTINCTION

- Santa Fe College was named the No. 1 community college in the nation by winning the 2015-2016 Aspen Prize for Community College Excellence.
- Santa Fe College has direct articulation agreements with the University of North Florida, Florida A&M University, the University of South Florida, the University of West Florida, New College of Florida, and University of North Florida. SF also enjoys a strong partnership with the University of Florida. UF accepts more transfer students from SF than from any other college, and the new Going Gator initiative gives SF students in 16 Liberal Arts A.A. tracks guaranteed admission to UF's College of Liberal Arts and Sciences.
- SF is a charter member of the prestigious League for Innovation in the Community College.
- The Santa Fe College Academy of Science and Technology is a STEM-focused high school. Students who successfully complete the program will earn a high school diploma, an Associate in Science degree in one of four tracks, and a minimum of two industry credentials, all at no cost to the students or their families.
- SF aspires for its students to be global citizens. To that end, the college offers an International Studies certificate, and numerous travel and study-abroad opportunities. Recent destinations include Belize, Brazil, the British Isles, Italy, Japan, Peru and Sweden. In 2024, there are study abroad trips planned for Denmark, Ireland, Jamaica, Mexico, Morocco, Scotland, Spain and Sweden.
- SF has consistently been named a "Best for Vets" college by Military Times, and also received recognition as a "Military Friendly" college. Services for military veterans are provided through the college's Veterans and Military Success Services office.
- For 50 years, SF has been host to the Spring Arts Festival, first held in downtown Gainesville and now on the Northwest Campus. The festival attracts more than 10,000 visitors to see the work from artists across the country and featured student artists.
- The college boasts the SF Teaching Zoo, the only teaching zoo located on a college campus in the nation accredited by the Association of Zoos and Aquariums.
- SF is very proud of the Kika Silva Pla Planetarium, the only planetarium in North Central Florida. The planetarium offers spectacular shows each weekend and is host to multiple school field trips from K-12 institutions.
- This year, the Santa Fe College Foundation awarded more than 640 scholarships totaling almost \$1.6 million for students. The Foundation has assets valued at approximately \$97 million and soon will close out a highly successful \$12 million TranSForm campaign to raise funds for scholarships, program enhancements and to support the arts throughout Alachua and Bradford counties.
- The college opened the Charles R. Perry Construction Institute in 2009.



The Institute is home to the many vocational and technical programs offered at SF. These include A.S. programs, apprenticeship programs and certificate programs in construction-related fields. Students in the LEED-certified facility also work on a home for Habitat for Humanity each year as part of the curriculum. This spring the 14th house built by SF students left the Northwest Campus.

OPPORTUNITIES

There will be many occasions for the next Vice President for Advancement and Chief Philanthropy Officer to raise money for scholarships and program enhancements. A small selection of upcoming opportunities are listed below.

The college will soon begin construction on the Ralph W. Cellon Institute for Skilled Trades and Advanced Manufacturing. The new facility will double the instructional space for the college's Welding and HVAC programs, while also instituting a new academic program in Advanced Manufacturing with a focus on semiconductor production. Additionally, the college is expanding academic offerings by launching a new Associate in Science in Nursing degree in Bradford County, to compliment the college's existing traditional ASN program and the nights and weekend Nursing ANEW programs housed at the Northwest Campus. The college is also working with municipal partners to launch programs in Diesel Mechanics, CDL Training and others to address the growing need in the region.

In 2022, the college opened Blount Hall in downtown Gainesville. The 87,000+ square foot facility on the corner of West University Avenue and North 6th Street not only is the home to the institution's Business and IT programs, but the college plans for even greater expansion to make more programs readily available to the citizens of downtown and east Gainesville. The college owns the former Planned Furnishings building across the street from Blount Hall with plans to renovate the facility and transform it into an art museum. The college owns adjacent property and is looking to acquire additional land around the Blount Center for a full-fledged, multi-disciplinary campus, complete with a full array of student support services.

There are also plans to expand existing innovative programs, including ACB Excel – a two generational approach to education in which parents take courses to upskill themselves for a higher paying job, while their school-aged children engage in STEM-focused academic enrichment designed to set them on a course of lifelong learning. The college has had four cohorts of ACB students, the first group took a course in Building Maintenance and Management, while the last three courses have been in Phlebotomy. The college is hoping to expand the success of ACB Excel by holding several cohorts simultaneously to help create avenues of social and economic mobility for community members.

Finally, Santa Fe College has a vast and untapped alumni network. SF graduates have gone on to earn degrees from the University of Florida, Stanford, Columbia, Notre Dame, Yale and other prestigious institutions. By creating a database of alumni, a new source of potential donors could be created to continue to support the transformative work of the institution.

OVERVIEW, RESPONSIBILITIES AND DUTIES

The Vice President for Advancement serves as the Executive Director of the Foundation and Chief Philanthropy Officer and is responsible for executing a strategic vision that establishes and implements an annual growth strategy which encompasses major and planned gifts, annual giving, sponsorships, special events, and donor engagement. Additionally, the Vice President is responsible for the cultivation of key donors and prospects and the successful development of a robust Alumni donor base.

The successful candidate must have prior relevant experience and a demonstrated record of success seeking philanthropic support from individuals, foundations, organizations, and local and national prospects. The Vice President will be expected to forge strong relationships with the college's network of generous supporters, while continuing to forge new relationships that result in greater philanthropic support from external and internal constituents that directly impact the Foundation's fiscal ability to advance the college's mission. The Vice President must possess intellectual and strategic vision, imagination, ingenuity, creativity, emotional intelligence, collaborative and charismatic leadership, the ability to connect and develop relationships with a wide variety of constituents and communities, a record of strategic and operational leadership, and the energy and integrity that inspires the success of others and externally represents the college well.



RESPONSIBILITIES AND DUTIES:

- Leads the creation and oversight of a fundraising strategy through multiple fundraising approaches with clear objectives.
- Develops proposals and presentations for potential donors, facilitates donor recognition events, cultivates philanthropic partnerships and individual giving, plans and leads fundraising campaigns, annual giving, comprehensive campaigns, capital campaigns, planned and deferred gifts, and employee and Alumni stewardship.
- Conducts local and national prospect research and outreach strategies.
- Provides leadership and coordination in developing activities and external support associated with gifts, enhancing student recruitment/retention and institutional impacts through philanthropic support.
- Advises the President and Foundation Board by preparing reports and board materials, delivers presentations to the Board of Trustees, and provides recommendations to support informed decision-making and the advancement of college and Foundation efforts.
- Ensures effective donor communication strategies, gift processing, and overall Foundation activities and operations.
- Engages with and works closely with the President in philanthropic activities, events, and donor relations, managing the portfolio of major donors and prospects, and facilitating the President's engagement.
- Demonstrates a commitment to cultural and academic activities that raise the profile of the college as a leading, innovative, and comprehensive institution of higher education learning.
- Provides administrative leadership as the Treasurer and Executive Director of the Santa Fe College Foundation by maintaining board and state compliance activities and reporting, and Foundation board management.
- Provides administrative leadership for a variety of friend-raising and fundraising activities including the President's Gala, Women of Distinction, Convocation, grand openings, and other donor-related receptions with an understanding that most fundraising activities occur outside of the normal college work hours.
- Provides administrative leadership for the management of the SF Art Collection, which includes the Hector Puig Art Collection (>5,000 pieces), the World Record Letter Opener collection, and several other art pieces from a variety of smaller collections.
- Provides leadership for the development of naming opportunities and legacy gifts for donors in support of program and building locations.
- Provides leadership to and creates strategies for major multi-million-dollar fundraising campaigns and capital campaigns that cross multiple fiscal years.
- Forges strong connections and lasting, impactful relationships with the Foundation members, donors, community members, businesses, and community leaders while cultivating new donor relationships locally and nationally.
- Develops and implements a comprehensive Alumni cultivation and fundraising strategy.
- Engages students, college constituents, and Academic and Student affairs departments to support philanthropic activity and the cultivation of support from donors.
- Maintains fiduciary relationships and fulfills fiduciary responsibilities in a manner commensurate with the highest standards of the college, meeting all federal, state, and local audits and reviews.
- Manages Santa Fe College Foundation assets, including real estate, negotiable paper, stocks, bonds, and liquid funds.
- Explores and develops experiential opportunities to create awareness and encourage donor participation and connection.
- Works in close alignment with the Office of Public and Governmental Affairs.

QUALIFICATIONS, KNOWLEDGE, SKILLS AND ABILITIES

QUALIFICATIONS:

Required:

- A Bachelor's degree with a minimum of seven (7) years in progressively responsible positions in resource development, advancement, development, or fundraising.
- Prior experience cultivating long-term relationships, such as through principal gifts, estate gifts, annuities, and trust funds.
- Must have strong leadership, management, strategic, analytical, and communication skills to direct a results-oriented advancement program and to convey and support the unique goals and values of Santa Fe College.

Additional Requirements:

- A criminal background check will be conducted.

Preferred:

- A degree in fields related to resource development, such as public policy, business administration, or marketing, preferably a Master's degree.
- Ten (10) years in progressively responsible positions in resource development, advancement, development, or fundraising.
- Prior experience in developing and leading successful fundraising campaigns.
- Demonstrated experience meeting or exceeding fundraising goals.
- Experience in or a clear understanding of higher education resource development.
- Experience working with and creating a connection with a variety of communities, organizations, and constituents of various interests and backgrounds.
- Experience building relationships with high net-worth individuals, community leaders, and Foundation leaders.
- A proven record of developing engaging and creative donor prospect activities.

KNOWLEDGE, SKILLS AND ABILITIES:

- Ability to work successfully in a multi-cultural environment.
- Adaptability to Change – able to be flexible and supportive, able to positively and proactively assimilate change in rapid growth environment.
- Analytical Aptitude & Problem Solving - able to analyze information, problems, situations, practices and/or procedures, collect and interpret data, reason logically, establish facts, identify and define existing and potential issues, recognize the interrelationships among elements, draw valid conclusions, develop recommendations, as well as alternative courses of action, select appropriate course, follow up, and evaluate.
- Communication – able to effectively communicate in a professional, diplomatic, empathetic, and tactful manner using preferred method and level as applicable to the job.
- Critical Thinking and Judgement - able to make well-reasoned, sensible, and timely decisions based on careful, objective review and informed analysis of available information, considerations, and other factors.
- Customer Service – ability to respond promptly and courteously to all questions from students and faculty, demonstrating patience and persistence when helping students with little or no computer skills.
- Ethics – able to demonstrate integrity, professionalism, civility, and a high degree of ethics in all job-related actions.
- Organization and Time Management – able to plan, schedule, and organize tasks related to the job to achieve goals within or ahead of established time frames.
- Problem Solving – proven skills in identifying issues, determining their cause, developing creative solutions, and following through with implementing resolutions.
- Relationship Management – able to personally provide high level of interactive service to others, building relationships and addressing identified needs.
- Results Orientation – proven ability to set and exceed established targets.
- Systems and Software - proficient level of knowledge of Microsoft Office and/or relevant position software programs.
- Detail Oriented - Proven accuracy and attention to detail.
- Multi-task - Ability to expeditiously organize, coordinate, manage, prioritize, and perform multiple tasks simultaneously to swiftly assess a situation, determine a logical course of action, and apply the appropriate response.



THE NOMINATION AND APPLICATION PROCESS

The application deadline for best consideration is June 12, 2024. The search will remain open until an appointment is made.

Candidates are requested to submit the following:

- An up-to-date resume/curriculum vitae
- A letter of intent that speaks to your record of fundraising success, including cultivation through solicitation and stewardship, and outlining your management experience with a diverse range of assets.
- Evidence of experience in building long-term donor relationships and closing significant financial gifts.
- Five professional references with email addresses and telephone numbers, including their relationship to the candidate. References will not be contacted without prior authorization from the candidate.

All application materials will be received in full confidence and should be submitted electronically in PDF format through the **AGB Search portal system accessible via this link**.

Questions regarding the application process should be directed to SantaFe-VPAdvancement@agbsearch.com

Nominations and Confidential inquiries should be directed to:
Frederick V. Moore, J.D., MBA, Senior Executive Search Consultant, fred.moore@agbsearch.com 712-299-2544
Jeanne F. Jacobs, Ph.D., Executive Search Consultant, jeanne.jacobs@agbsearch.com 937-470-9068

Please note that Florida has a broad public records law, and that all correspondence to or from college employees and AGB Search via email may be subject to disclosure. Please contact the search consultants with any questions.

Commitment to Equal Access and Equal Opportunity

Santa Fe College (SF) is committed to maintaining a work and educational environment that embraces diversity and where no member of the college community is excluded from participation in, denied the benefits of, or subject to discrimination in any college program or activity based on: their race, ethnicity, national origin, color, religion, age, disability, sex, pregnancy status, gender identity, sexual orientation, marital status, genetic information, political opinions or affiliations, or veteran status. This commitment applies to employees, volunteers, students, and, to the extent possible, to third parties, applicants for admission, applicants for employment, and the general public.

Inquiries regarding non-discrimination policies or concerns about discrimination or harassment, including concerns about sexual harassment or sexual violence under Title IX, should be directed to SF's Equity Officer and Title IX Coordinator, 3000 NW 83rd Street, R-Annex, Room 113, Gainesville, Florida 32606, 352-395-5950, equity.officer@sfcollege.edu



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www.sfcollege.edu/hr/search/vp-advancement.html