



UNIVERSITY OF
HOUSTON - VICTORIA

Invites Applications and Nominations for the Position of:

Vice President
for
Advancement
and
External Relations

Greenwood/Asher
& ASSOCIATES, LLC

The Opportunity

The University of Houston-Victoria (UHV) invites applications and nominations for the Vice President for Advancement and External Relations position.



Reporting directly to the president, the Vice President for Advancement and External relations (VPAER) at UHV oversees two, major departments: University Advancement (UA) and Marketing & Communications (Marcom). The VPAER is the direct supervisor for all full-time staff (5) in UA and directly supervises the Senior Director of Marketing and Communications, who oversees 11 full-time staff. In all, 17 FTE positions and several part-time positions report up under the VPAER. While the vice president is equally and fully responsible for both OUA and Marcom, their work is more heavily weighted toward advancement since the Sr. Director of Marcom provides day-to-day leadership for that team.

The VPAER has a dotted line reporting relationship to the Vice Chancellor for Advancement at the University of Houston System and collaborates on occasion with the advancement vice presidents of UHV's sister institutions within the System.

Office of University Advancement

The mission of University Advancement at UHV is to secure growing material support for the mission of the university and to engage an increasing number of alumni, foundations, corporations and other donors in that effort. To this end, UA creates awareness, builds relationships, and generates support for the teaching, research and academic mission of UHV.



UA's goal is to engage and connect alumni, friends and the community with the university to garner support and secure resources to help UHV pursue its vision of being an academic leader. UHV is recognized for innovative teaching and learning, and a commitment to outreach and service in the Coastal Bend region and beyond.

UA executes or coordinates all university fundraising efforts, alumni engagement and donor stewardship activities. Annual giving, alumni relations, corporate & foundation relations, private grant solicitation and management efforts, gift processing and donor stewardship are included. Reporting directly to the VPAER, UA full-time staff positions are as follows:

- Senior Director for Corporate & Foundation Relations
- Director of Alumni Relations & Annual Giving
- Coordinator of Stewardship & Advancement Services
- Grants Facilitator
- Administrative Secretary

The VPAER provides leadership for the advancement team while personally executing most major donor/major gift cultivation and solicitation efforts on behalf of the university. The vice president also functions as a community relations lead for UHV, as well as supports the president on governmental relations matters.

Marketing & Communications

This position provides overall leadership to the 12 professionals in Marcom who seek to communicate UHV's stories to audiences inside and outside the university community by:

- Creating, executing and monitoring public relations plans, web strategies and marketing solutions for the best return on resources.
- Guiding the university's marketing, web and public relations efforts by identifying the best audiences, selecting ways to communicate, crafting messages and determining the timing for distribution.
- Gauging the effectiveness of marketing, web and public relations efforts, and making adjustments to achieve the best results.

Marcom is focused on overall university branding and marketing; media relations and communications; the UHV website; all official university social media platforms; major university campaigns; transfer and graduate recruitment; supporting student life and student retention, and more. Under the Senior Director, 11 Marcom staff are organized into three functional groups, each lead by a manager:

- Communications (2 FTEs)
- Creative Services (3 FTEs)
- Web & Digital Media (5 FTEs)

Duties and Responsibilities

- Provide strategic and operational leadership in advancing the mission of the University through the attainment of development goals and metrics.
- Provide oversight for advancement programs, donor stewardship and advancement services.
- Hire, evaluate and supervise all staff in UA.
- Propose and execute an annual business plan for institutional advancement for the university that generates income from individuals, foundations and corporations.
- Establish and maintain leadership to the university's diverse fundraising needs and efforts to prevent duplication of solicitation, while benchmarking upon successful fundraising efforts. Work with the UH System Relationship Management System to accomplish this.
- Develop volunteer boards that generate support for the university's development initiatives.
- Maintain a portfolio of prospective major gift donors of 30-40.
- Develop and execute creative strategies to set the groundwork for a fundraising campaign.
- Provide oversight for advancement programs.
- Prepare and administer UA's operational budget.
- Oversee Marcom's operational budget.
- Serve on the President's Cabinet, Executive Committee, Compliance Committee and the University Strategic Planning Committee.
- Oversee strategy for university communications in collaboration with appropriate Marcom staff, including issuance of public statements to the media and the general public.
- With the President, oversee the university's relations with federal, state and local government units, in the media, or with private organizations.
- Represents UHV and UH System-wide and external meetings.
- Ensure compliance with university policies and procedures, as well as state and federal regulations and accreditation requirements.
- Plan and approve all publications related to fundraising activities.
- Provide general leadership, supervision and oversight to the Marcom team and their work.
- Provide direct supervision, leadership and guidance to the Senior Director of Marcom.

Qualifications

Qualified candidates will have a record of success in:

- Helping to build an advancement office, developing an outstanding team, increasing fundraising, and elevating institutional visibility.
- Master's degree (preferred) with five (5) years of senior-level fundraising experience in educational advancement and/or development with a successful record accomplishment in direct solicitation, prospect management, annual giving, major and planned giving management, alumni affairs and leading capital campaigns preferred.
- A Bachelor's Degree may be accepted in lieu of a Master's with at least seven (7) years of significant job-related experience with increasing duties and demonstrated success in fundraising and leadership to fundraising efforts.

UHV Fast Facts

- Founded - **1973**
- Academic Programs Offered - **80**
- Degrees Conferred Since 1973 - **23,973**
- Enrollment - **4,350**
- Student/Faculty Ratio - **20:1**
- Financial Aid Awarded Annually - **\$41M**
- Annual Tuition and Fees - **\$8,767**

University of Houston System

The University of Houston-Victoria is part of the larger University of Houston System comprised of four universities: University of Houston, University of Houston-Clear Lake, University of Houston-Downtown, and University of Houston-Victoria. The UH System also "operates five off-campus teaching centers." Relationships among UHS institutions are collegial and collaborative. Credits transfer easily from one institution to another, and students move freely from one campus' library to another. Each UHS institution has a distinct mission; together, the institutions' missions and programs complement and support one another.

University of Houston-Victoria

UHV, a Hispanic-serving institution, is one of four separately accredited institutions in the University of Houston System. Located in the Coastal Bend region of Texas, UHV serves the educational needs, promotes economic well-being, and advances the community and region's quality of life through teaching, research and service excellence. The university's main campus is

in Victoria, with significant operations (focused on upper-division and graduate programs) in the Western Houston suburb of Katy.

UHV offers bachelor's and master's degrees online and on campus in Victoria and Katy. It is recognized as a leader in distance delivery of instruction and services. UHV enrolled its first freshmen and sophomores in Fall 2010 and has continued to grow its presence in Victoria and Katy while maintaining its commitment to online delivery. UHV currently enrolls 4,350 students: half of those students being online students, 1,500 on-campus students in Victoria, and 900 on-campus students in Katy. With faculty at both campuses (Victoria and Katy), UHV has shown and continues to show commitment to access, outreach, collaboration, and expansion of its programs and international involvement.

UHV is ranked as the seventh most affordable public university in Texas. Its Financial Aid office is committed to helping students get the most aid possible, whether through scholarships, grants or loans. UHV prides itself on the personalized attention faculty and staff provides to students. The student-to-faculty ratio is 20:1. Programs such as the Student Success Center provide students with advising, writing assistance and subject-area tutoring to help them succeed in their classes.

University of Houston-Victoria at Katy

The University of Houston-Victoria at Katy has served the Greater Houston area for close to 20 years. In 2019, the Katy Academic Building opened, and it is shared by the University of Houston and the University of Houston-Victoria. Located right off I-10 and the Grand Parkway (across from Katy Asian Town), UHV Katy offers easy access to higher education at an affordable cost for Greater West Houston residents.

Transfer students with 45 or more credit hours can select from a variety of degree programs that can be completed in Katy or online. Those pursuing graduate programs can choose from high-demand programs such as Computer Science, Counseling, School Psychology, Education and our flexible Master of Business Administration. Working adults can pursue their higher education goals close to where they live and work.

UHV Mission Statement

The University of Houston-Victoria (UHV), a dynamic destination institution serving Texas and the world, is dedicated to providing every student educational and leadership

opportunities to become a successful professional and an engaged global citizen. Innovative educational activities challenge students to make meaningful connections between their learning and their lives in a complex world. UH-Victoria promotes economic development and advances quality of life through teaching, research, and service excellence.

UHV Long Range Strategic Plan 2022-2032

In the Spring of 2022 the President convened an Executive Committee chaired by the Provost to embark upon the creation of a long-term strategic plan. This action comes at a time where the university is preparing for its SACSCOC ten year reaffirmation in 2024. It provides to opportunity for the university to set the course for its future growth and expansion in the region and to determine its identify and culture going into the future. A set of strategic priorities will be developed based upon broad community and stakeholder input as well as from prior strategic plans developed within individual units on the campus. The university-wide long range strategic planning process is expected to last a year from its beginning point.

Annual Report

The 2020-2021 year was one like no other for both the University of Houston-Victoria and the communities that it serves as people worked from home, taught or took online classes, switched to virtual events, wore masks and socially distanced.

Despite the radical changes, there were many bright spots throughout the year as it opened a new building and continued construction on others, offered new degrees, partnered with the community on projects and helped students succeed despite the challenges they faced. Please follow the link below to view the 2020-2021 annual report.

<https://www.uhannualreport.com/20-21-Annual-Report/>

Accreditation

UHV is accredited by the Southern Association of Colleges and Schools Commission on Colleges. The university has additional accreditations from the AACSB International-The Association to Advance Collegiate Schools of Business, Texas Education Agency, Council for Accreditation of

UHV Core Values

- > Academic excellence accessible to a diverse community.
- > Continuous improvement and responsiveness to emerging issues.
- > Freedom of inquiry and expression of truth in a culture of mutual respect, cooperation, and teamwork.
- > The highest standards of ethics, integrity, and accountability.

Counseling & Related Educational Programs, and the Commission on Collegiate Nursing Education.

Athletics

UHV fields teams in baseball, softball, men's and women's soccer, and men's and women's golf. The Jaguars are part of the National Association of Intercollegiate Athletics and compete in the Red River Athletic Conference.



Academics

The University of Houston-Victoria offers more than 80 bachelor's and master's degrees and concentrations in the fields of business, education and health professions, liberal arts and social sciences, and natural and applied science. UHV provides accredited face-to-face and online programs to students in the Gulf Coast region and beyond. Since its founding in 1973, UHV has provided students with a quality higher education taught by talented faculty at a great value.

College of Liberal Arts & Social Sciences/College of Natural & Applied Science

The [College of Liberal Arts & Social Sciences/College of Natural & Applied Science](#) is central to the teaching, research and service interests of UHV. We prepare students to have the skills and intellectual leadership needed in the public and private sectors. Special emphasis is placed on providing students with the critical thinking and technological skills necessary for lifelong success, active citizenship and global awareness.

College of Business

Accredited by AACSB International, the [College of Business](#) offers business degrees for the leaders of today and tomorrow. Our programs and concentrations are relevant in the dynamic business environment and equip students with the analytical and reasoning skills needed to succeed in diverse economies and cultures.

College of Education & Health Professions

There's a common thread that joins the students, faculty, and staff in the [College of Education & Health Professions](#): We like to help people. It's a passion of ours. It's what drives us to teach, learn, and strive to make a difference in people's lives.

Community Outreach

- [Victoria Regional History Center](#) – This center maintains various collections including local newspapers, historical photographs, genealogy records and other items of historical value to the area. It is a partnership with Victoria College.
- [Small Business Development Center](#) – Certified business advisors offer technical business assistance and training for area small business owners and those aspiring to start a business in an 11-county area.
- [Center for Regional Collaboration](#) – The center provides a regional hub for small business resources and promotes community engagement and partnerships to support educational, economic and cultural development throughout the area.

UHV and its degree programs are recognized for their excellence and affordability by outside ranking organizations every year. Here are just a few of UHV's recent recognitions:

The [Princeton Review](#) included the School of Business Administration in its list of 2016 Best 295 Business Schools and The Best Business Schools 2022: Best On-Campus MBA Programs list.

- › UHV tied for 12th in the 2017 [U.S. News & World Report](#) Best Ethnic Diversity list out of regional universities in the West.
- › The School of Arts & Sciences ranked third nationally on the [Affordable Schools](#) 2016 list of Top 20 Affordable Online Bachelor's Degrees in Communications.
- › [AffordableColleges.com](#) ranked UHV 18th on its list of most affordable bachelor's degrees in the nation.
- › Readers of the [Katy Times](#) chose UHV as the Best College in Katy four years in a row from 2016 to 2019 and ranked it as a top college in 2021.
- › [Top Education Degrees](#) ranked the UHV School of Education, Health Professions & Human Development's Master of Education in curriculum and instruction 21st in the nation.



UHV History

UHV opened in fall 1973 as the University of Houston Victoria Center. Just 356 students enrolled to take classes from 24 faculty members. In 1983, as the institution celebrated its 10th anniversary, the Texas Legislature passed Senate Bill 235 granting permanent status to UHVC as a degree-grant university offering junior- senior and graduate-level courses. The center also was renamed University of Houston-Victoria.

UHV reached another milestone in 2010 when classes were added for freshmen and sophomores, and the university became a residential campus. UHV now has more than 4,500 students taking classes in Victoria, [Katy](#) and [online](#), and [alumni](#) numbering more than 23,000. As UHV continues to grow, we remember our [history](#) as we look to the future.

Victoria, Texas

Victoria is one of the oldest cities in Texas, founded by Martín De León in 1824. Located just two hours away from Houston, Corpus Christi, San Antonio and Austin, Victoria resides beside the Guadalupe River. Victoria is rich with history, culture, and outdoor recreational activities and serves more than 250,000 residents. The economy continues to grow in Victoria, especially in the areas of manufacturing and transportation industries.

Salary

The salary is competitive and commensurate with qualifications and experience.

How to Apply

Greenwood/Asher & Associates, LLC is assisting UHV in this search. Applications and nominations are now being accepted. Inquiries, nominations and application materials should be directed to Greenwood/Asher and Associates. Application materials should include a letter of interest that clearly states the applicant's qualifications for the position, a current résumé/curriculum vita, and the name and email address of five professional references. Submission of application materials as PDF attachments is strongly encouraged. Initial screening of applications will begin immediately and will continue until an appointment is made.

Confidential inquiries, nominations, and application materials should be directed to:

Ann Bailey or Joe Stanley

Greenwood/Asher & Associates, LLC

Phone: 850.650.2277 / Fax: 850.650.2272

E-mail: annbailey@greenwoodsearch.com

E-mail: joestanley@greenwoodsearch.com

For more information on the University of Houston–Victoria, visit <https://www.uhv.edu/>.

The University of Houston-Victoria is an Equal Opportunity/Affirmative Action institution. Minorities, women, veterans, and persons with disabilities are encouraged to apply. Additionally, the University prohibits discrimination in employment on the basis of sexual orientation, gender identity, or gender expression.