Send Nominations or Cover Letter and Resume to:
Lisa Vuona
Vice President
617-262-1102
lvuona@LLLSearches.com

**The Opportunity:**

The University of San Francisco (USF) is recognized nationally and internationally as a leading Jesuit Catholic, urban university with a tremendously diverse student and faculty population and a global perspective. Established as San Francisco’s first institution of higher education in 1855, the University is deeply embedded in the intellectual, spiritual, and cultural life of one of the most innovative, diverse, and dynamic cities in the world. USF presently serves over 11,000 undergraduate, graduate, and professional students in Arts and Sciences, Education, Law, Management, and Nursing and Health Professions and has 1,217 faculty members.
USF is frequently recognized for its community engagement, public service, and contribution to the common good. The University has been listed for eight straight years on the Higher Education Community Services Honor Roll. USF is one of the top twenty on Forbes’s list of most entrepreneurial universities and is tied for No. 2 in the nation for undergraduate student ethnic diversity according to the 2017 U.S. News & World Report. It also is listed as a Tier One National University in the 2017 U.S. News & World Report.

In addition to its campus in San Francisco, USF has a long, distinguished history of providing education opportunities through its branch campuses located in Sacramento, Santa Rosa, Downtown San Francisco, Orange, San Jose, and Pleasanton. Online degree programs are available in a growing number of fields.

Learn more about the University of San Francisco’s vision for parent relations:
https://lllsearches.box.com/v/USF-Parent-Relations-Brochure

**Position Overview – Director of Parent Engagement and Philanthropy**

USF is a forward-leaning institution that is currently investing in significant growth of its fundraising capacity. The next five years will be especially transformative as increased investments in staffing prepare the Development division for a substantial comprehensive campaign. Reporting to the Associate Vice President of Development, the Director of Parent Engagement and Philanthropy will play a leadership role in the overall direction of the parent program, which seeks to increase and enhance engagement with and raise funds from high capacity non-alumni parents whose children are current or former USF students. The Director will manage a portfolio of non-alumni parents who are capable of making major gifts to the University in excess of $25,000. The Director will responsible for soliciting gifts both independently and in collaboration with unit-based development officers in support of University priorities.

The Director will interact with the Office of Student Life regarding matters intersecting with parents, alumni engagement and development, in an effort to leverage existing opportunities and create new opportunities with current parents. The Director will serve as a major gifts officer for prospects for Student Life. Accordingly, the Director will oversee the Parents Leadership Council and its major gift activities.
The Director functions as a counterpart to the Directors of Development at USF’s schools and colleges, connecting prospects and donors with the areas of the University in which they have the greatest interest, and therefore can make the greatest impact.

In addition to major gift cultivation and solicitation, the Director will work with and collaborate with the Annual Giving colleagues to ensure meaningful and efficient annual solicitation strategies for parents.

**Principal Duties and Responsibilities:**

This position will be tasked with growing a program rooted in best practices in the field and utilize a market research based approach to:

- Manage a portfolio of 150-200 prospects located both nationally and overseas, creating a healthy pipeline of donor prospects through the donor cycle, raising between $800,000 and $1,000,000.
- Conduct 20 visits per month, including extensive outreach to qualify prospects.
- Ensure that all parents with gift capacity of $25K or more are solicited for the Parent Leadership Council level gift of min annual gift of $5K. This effort is done both independently and collaboratively based on prospect and his/her interests.
- Coordinate regular review of the prospect list to prioritize as needed to ensure appropriate focus on the most likely major gift prospects. Refine and determine next step strategies to move the prospect closer to a gift.
- Develop and manage annual business plan and budget.
- Prepare written proposals and/or other written materials for use during qualification, cultivation and solicitation.
- Provide monthly status reports on number of contacts, proposals and solicitations.
- Coordinate closely with peers on the Major Gifts Team and University leaders including but not limited to Deans, the Offices of the President, Provost, Admissions, International Programs, and Career Services, as appropriate.
- Act as a “point of contact” for all Parent Leadership Council members on development related opportunities.
- Collaborate with Development Communications, Academic and Enrollment Services, Alumni Relations and University Life colleagues in the enhancement and creation of print and electronic engagement and communication materials/tools for parents.
- Serve as an ambassador and representative of USF at events.
- Collaborate with the Office of the Annual Giving on international parent solicitation and recognition.
- Team with the Special Events manager in the development and coordinate of events to assure that event goals and objectives are met.
Qualifications:

- Requires Bachelor’s degree. Masters Degree preferred.
- At least five years: broad knowledge of the major gift fundraising, parent or volunteer management, and event planning in a higher education setting.
- Experience working in a capital campaign and knowledge of capital campaign donor engagement concepts is desired.
- Familiarity with the University of San Francisco and alignment with its stated mission to educate minds and hearts to change the world.
- Ability to clearly articulate the fundraising priorities of the University in supporting the mission of USF.
- Ability to think creatively and strategically in planning, executing and evaluating programs and events.
- Experience for motivating and managing volunteers.
- Demonstrated leadership skills, creativity and the ability to work effectively with administrative and academic leadership, faculty, volunteers (alumni and parent), colleagues and students.
- Ability to manage budgets, analyze program costs and provide timely reports.
- Knowledge of social networking and web 2.0 applications and strategies.
- Ability to work weekends and evenings and travel extensively throughout the United States as well as abroad.
- Respect for the high ethical standards and the maintenance of confidential information.
- Ability to write and speak clearly and effectively.
- Proven ability to work autonomously and to handle multiple relationship situations simultaneously, and navigate through a complex and multi-level organization.
- Evidenced ability to problem-solve imaginatively and creatively.
- Currently hold or ability to obtain a valid California driver’s license, have reliable transportation and proof of car insurance to travel to meetings and for donor visits.

Development Overview

For the past four years, the Office of Development has been led by Peter Wilch, Vice President, Development. Peter has overseen a period of rapid growth for the Office of Development, during which the team has doubled in size. The Office of Development (a team of nearly eighty staff members) includes major and planned giving, annual giving, corporate and foundation relations, alumni relations, communications, stewardship and donor engagement, and development services. The Development overall generates $25
million annually (cash) and the Director of Parent Engagement and Philanthropy will be responsible for generating $1.5-2 million annually.

The USF Campaign raised $37M in 2015, $47M in 2016 and $40M year-to-date in 2017, totaling $124M on a goal of $300M with conclusion targeted for 2022.

**Client Overview**

The University of San Francisco provides a world-class education in the best of the Jesuit pedagogical tradition through its degree programs, its athletic and cultural events, its physical and digital learning resources, its beautiful hilltop campus, and its campuses in the Financial District, around the Bay Area, in Southern California, and online everywhere.

In this tradition, the University’s education aims at fully developing every dimension of a person’s humanity – intellectual, moral, social, religious and aesthetic – so that its graduates, in addition to mastering a requisite body of knowledge, think clearly, analyze critically, communicate effectively, evidence a disciplined sensitivity to human suffering, construct lives of purpose and meaning, and work effectively with persons of varying background and cultures for the common good.

The University distinguishes itself as a diverse, socially responsible learning community of high quality scholarship and academic rigor sustained by a faith that does justice. USF is uniquely positioned to offer extraordinary educational and life experiences for its students. It draws from the cultural, intellectual, and economic resources of the San Francisco Bay Area and its location on the Pacific Rim to enrich and strengthen its educational programs.

USF students learn side by side with classmates from more than seventy countries, from the center of a city enriched by its multicultural communities, its students mature socially and intellectually by exploring a diversity of cultures, lifestyles, values, and beliefs.

As one of the most culturally diverse universities in the United States (*U.S. News and World Report* ranks USF as tied for 11th in international student enrollment and 2nd in undergraduate student ethnic diversity), it is a community where students, faculty, staff, and neighbors learn from each other.
USF 2028

As articulated in its strategic plan, **USF 2028**, USF has identified five areas of focus that guide the University’s decisions and enable leadership to plan and to allocate resources effectively: Jesuit Catholic tradition, academic excellence, its San Francisco location, diversity, and a global perspective. These five strengths, and their integration into the fabric of campus life, set USF apart.

In pursuit of its mission, USF offers students a demanding, integrated and holistic education that is the product of these five qualifiers; they are not discrete attributes that may be neatly separated one from the other, but five closely interwoven strands that together, and only together, are the “whole cloth” of educational excellence in USF’s distinctively Jesuit tradition.

**JESUIT CATHOLIC TRADITION:**
The Jesuit tradition is fully committed to the pursuit of academic excellence in the framework of students’ realizing the fullness of their humanity — of their developing into intelligent, sensitive and responsible members of society. As a Catholic university, USF asserts the centrality of God as a mystery that should engage believers and non-believers alike and the compatibility of faith and reason in the pursuit of truth.

**ACADEMIC EXCELLENCE:**
The University holds up “excellence as the standard for teaching, scholarship, creative expression and service” (Core Values). USF evidences this commitment to excellence in the core activities of discovering, communicating and applying knowledge.

**SAN FRANCISCO LOCATION:**
USF contributes to and benefits from the energy, resources, diversity and opportunities of a world-class city on the edge of the Pacific Rim.

**DIVERSITY:**
USF prepares students for the complexities of a diverse and interdependent world through curricular and co-curricular offerings which capitalize on the differences within the city and the university.
GLOBAL PERSPECTIVE:
USF educates students to responsible global citizenship in an increasingly interdependent world that offers innumerable opportunities for good, but is also home to two billion people who struggle to survive on $2 a day or less.

The University’s challenge is to interweave these five qualities into a single multi-hued tapestry that is Jesuit Catholic education at the University of San Francisco.

Location

San Francisco, CA:

San Francisco is one of the top tourist destinations in the world, ranking 35th out of the 100 most visited cities worldwide. It is renowned for its cool summers, steep rolling hills, and eclectic mix of architecture and landmarks.

San Francisco is a hub for innovation and home to many new and burgeoning industries in high technology, healthcare, biotechnology, education, and nonprofit organizations. This environment provides students, faculty, and staff incredible opportunities for global engagement and leadership. USF has made remarkable progress in raising its visibility in the San Francisco Bay Area in recent years by offering many high-quality academic programs and through a marketing campaign that highlights the distinct nature of a USF education.

From Fortune 500 companies to seven-person startups, San Francisco’s economy is booming. In San Francisco, entrepreneurialism goes beyond technology and trade. It’s a culture that makes things better, easier, faster, more impactful, and more accessible – asking, “What’s next?” instead of “What now?”

The city provides USF students with an extended classroom – interning and volunteering; serving schools and nonprofits; and immersing themselves in art, culture, adventure, and the natural beauty of the City by the Bay. Students have a unique opportunity to see the world from a variety of perspectives and are better off because of it.
Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. LLLS does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

To learn more, call
Lisa Vuona, Vice President at
617-262-1102
or send nominations or cover letter and resume to
lvuona@LLLSearches.com.
All inquiries will be held in confidence.

Setting the Standard in Development Search

420 Boylston Street, Suite 604, Boston, MA 02116
617.262.1102
www.LLLSearches.com
Appendix

Leadership:

Paul J. Fitzgerald, S.J.
President

The Board of Trustees elected Paul J. Fitzgerald, S.J. as the 28th President of the University of San Francisco on April 8, 2014. He began his tenure on August 1, 2014.

Born in Burbank, California, Fr. Fitzgerald earned a B.A. in History from Santa Clara University in 1980. Two years later, he entered the Society of Jesus, beginning his religious formation at the Jesuit Novitiate in Montecito, California. After First Vows, he was sent to study Philosophy at the Jesuit-run Hochschule fuer Philosophie in Munich, Germany. He then returned to the United States to teach at Jesuit High School in Sacramento.

Fr. Fitzgerald earned his M.Div. degree in 1991 and a Pontifical Licentiate with an emphasis in Ecclesiology at Weston School of Theology, Cambridge, MA in 1993. He attended the University of Paris - La Sorbonne, where he earned a D.E.A. (diplôme des études approfondies) and a Docteur ès Lettres (Ph.D.) in the Sociology of Religion. Concurrently he worked towards an S.T.D. (Pontifical Doctorate) in Ecclesiology from the Institut Catholique de Paris.

Prior to USF, he served as Professor of Religious Studies and Senior Vice President for Academic Affairs at Fairfield University. After joining the department of Religious Studies at Santa Clara in 1997, Fr. Fitzgerald taught courses and conducted research under the rubrics of both Systematic Theology and Sociology of Religion. He is the author of the book L'Église comme lieu de formation d'une conscience de la concitoyenneté (Presses Universitaires du Septentrion, 1999) and numerous scholarly articles and popular essays. He served four years as faculty-in-residence for the Loyola Residential Learning community at Santa Clara and was director of the interdisciplinary Catholic Studies minor for seven years. He served as an adjunct lecturer at the Education College in Xiamen, China (1991) and as a visiting lecturer at Hekima College, Nairobi, Kenya (2004). While at Santa Clara Fr. Fitzgerald served as Associate Dean and Senior Associate Dean of the College of Arts and Sciences.

Fr. Fitzgerald currently serves on the Board of Trustees of Loyola University of Chicago, the Board of Trustees of Loyola University in New Orleans, the Board of Governors of the Commonwealth Club, the San...
Francisco RBI Board of Trustees, and the Board of Regents of Archbishop Mitty High School. His prior board service includes the Ecclesiastical Board of the School of Theology and Ministry at Boston College and the Board of Trustees of Loyola Marymount University in Los Angeles.

Peter J. Wilch  
Vice President for Development

Peter Wilch is the Vice President for Development at the University of San Francisco. He is charged with leading the day-to-day operations of all fundraising at USF. The areas under his direction include principal giving, major giving, planned giving, annual giving, corporate and foundation relations, alumni engagement, stewardship, special events, and advancement services.

Upon joining USF on June 1, 2012, Peter initiated a qualitative and a quantitative assessment of USF’s fundraising operation and made a series of recommendations for sustained revenue growth at USF. As a first step, he reorganized the operation and centralized development for all areas across campus. In December 2012, the University’s Board of Trustees endorsed a plan for the future of development at USF that recommended a 75% increase in staff and a 50% increase in base budget to expand USF’s fundraising program. The plan called for the expansion to be self-funding within three years. Fundraising targets have been exceeded since the expansion was initiated, including all-time record philanthropic revenue productivity years in FY2015 and FY2016.

Before arriving at USF, Peter served as Vice President for Alumni & College Advancement at his alma mater, Cornell College, a national liberal arts institution located in Mount Vernon, Iowa. There, he led a successful capital campaign, Extraordinary Opportunities: The Campaign for Cornell, which raised $105.8 million toward a $92 million goal. The campaign included 23 gifts of $1 million or more, with nearly 60% of the college’s alumni giving to the campaign.

Peter has been in higher education fundraising for eighteen years. Prior to leading the advancement team at Cornell College, he served as Executive Director of Development at the University of Iowa Foundation for the University of Iowa College of Law. There, he raised $48.4 million toward a $35 million campaign goal as part of the university-wide $1 billion Good.Better.Best campaign. He also worked as a major gift officer at Grinnell College, a national liberal arts college located in Grinnell, Iowa. At Grinnell, his efforts helped build upon the institution’s $2 billion endowment, and he secured funds for science and athletic facility campaigns. He has a Bachelor of Arts in philosophy and politics from Cornell College and has completed graduate work at the University of Iowa Tippie School of Management. He has four children, two of which are currently students at the University of San Francisco.
Preston Walton  
**Senior Associate Vice President for Development**

Preston joined USF as the Senior Associate Vice President for Development in January of 2016, but his roots at USF go much deeper. Preston earned a Bachelor of Science in Hospitality Industry Management and a Master of Arts in Organization & Leadership, both from USF. After his graduation, and prior to joining USF as a staff member, Preston served as President of the Alumni Board, as a constituent representative on the USF Board of Trustees, and as a member of the USF Hospitality Industry Management Program Advisory Board. He possesses extensive knowledge about the university, and is a strong advocate for USF’s success.

In Preston’s current role, he serves as a member of the university’s Leadership Team, which is charged with providing strategic direction for the university. He has five direct reports and manages a team of approximately eighty employees.

Prior to joining USF as a staff member, Preston spent many years honing his nonprofit management and fundraising skills, most recently as a Vice President for CCS, a leading global fundraising and management firm, which designs and implements successful, transformative, development initiatives for leading nonprofits across all sectors and throughout the world. At CCS, his clients were among the most recognizable brands in philanthropy, nationally and internationally.

Preston brings extensive experience working with leading higher education, nonprofit, and business organizations, including The Jesuit Network for Equitable Excellence in Higher Education, USC Annenberg School for Communication and Journalism, San Francisco Jazz Festival, Arts Council Silicon Valley, and Four Seasons Hotels. Preston’s areas of expertise include case development, major gift cultivation and solicitation, campaign management, special events, employee and volunteer training, and leadership development.