

## **ASSOCIATE VICE PRESIDENT, EXTERNAL AFFAIRS AND ADVANCEMENT**

### **DEFINITION**

Under administrative and general policy direction, provides highly responsible and complex management assistance to the President/Chief Executive Officer and Foundation Board of Directors. Administrative direction, plans, organizes, manages, and coordinates College development, the College Foundation, alumni programs, Marketing and Communication, and Public Affairs. Coordinates and directs College-wide and division activities and operations related to institutional advancement and development, including, but not limited to, the College Foundation, alumni programs and activities, donor relations, fundraising, private and public grants development, communications, marketing, brand management, and community and government relations; assists the President/Chief Executive Officer in executing the long-term vision for the College in collaboration with the Foundation Board of Directors and management staff; provides leadership to College service areas to enable staff to effectively and efficiently maximize available resources; ensures quality services provision to the students and the community; coordinates assigned activities with other College divisions, officials, outside agencies, and the public; fosters cooperative working relationships among College divisions and various public and private groups; and performs related work as required.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives administrative direction from the President/Chief Executive Officer and the College Foundation Board. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general direction and supervision over management, professional, technical, and administrative support staff through subordinate levels of management and supervision.

### **CLASS CHARACTERISTICS**

This is an executive management classification that oversees, directs, and participates in all programs, services, and activities related to development, the College Foundation, alumni relations, Marketing and Communication, and Public Affairs, including planning and development and administration of policies, procedures, and services. This class provides assistance to the President/Chief Executive Officer in a variety of administrative, coordinative, analytical, and liaison capacities and regularly interacts with the President/Chief Executive Officer, Foundation Board of Directors, and division representatives in obtaining and coordinating projects and information. Responsibilities include coordinating the activities of assigned programs with those of other programs, departments, divisions, and outside agencies and managing and overseeing the complex and varied functions. The incumbent is accountable for accomplishing programmatic planning and operational goals and objectives and for furthering College goals and objectives within general policy guidelines. Successful performance of the work requires knowledge of education policy and College functions and activities, and the ability to develop, oversee, and implement projects and programs in a variety of areas.

### **EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)**

1. Provides leadership and direction and assumes full management responsibility for Foundation, alumni programs, services, and activities, as well as Marketing and Communication and Public Affairs.
2. Plans, organizes, controls, integrates, and evaluates College-wide institutional advancement and development, fundraising, alumni and constituent relations, and funds administration, to ensure operations and services comply with the policies and strategic direction set by the President/Chief Executive Officer, Foundation Board of Directors, and all applicable laws and regulations.
3. Participates in formulation of the College strategic plan and other long-range fundraising, regional advancement, planned giving, and resource plans; exercises leadership in achieving optimal organizational efficiency and effectiveness, including initiatives to improve work processes and enhance systems and staff performance.
4. Provides guidance and direction to management staff to coordinate and direct programs and projects; meets with management staff to identify and resolve organizational and operational problems both within the College Foundation, Marketing and Communication, and Public Affairs; ensures the successful completion of programs and projects.
5. Contributes to the overall quality of the College's service provision by developing, reviewing, and implementing policies and procedures to meet legal requirements and College needs; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
6. Plans and evaluates performance of assigned administrators/managers and staff; establishes performance requirements and personal development targets; monitors performance and provides coaching for performance improvement and development; takes disciplinary action, up to and including termination, to address performance deficiencies, in accordance with the College's rules, Human Resources policies, and labor contract provisions.
7. Advises the President/Chief Executive Officer regarding policy issues, programs, and projects to achieve College fundraising, business, and educational needs; advises and assists the President/Chief Executive Officer in identifying, analyzing, and implementing policies, programs, and projects; interprets state and College codes, laws, regulations, policies, and procedures to ensure compliance within areas of assigned responsibility; oversees and directs the preparation of Board agenda items directly related to areas of oversight.
8. Manages and participates in the development and administration of assigned program budgets; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.
9. Contributes to the overall quality of assigned programs' service by developing, reviewing, and implementing policies, procedures, and internal controls to meet legal requirements and College needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors

- the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
10. Develops and manages programs in the areas of major, planned, and annual giving and corporate and other Foundation grants; coordinates Foundation fundraising activities, including donations and appropriate grants in support of the College.
  11. Assists and directs administrators and other employees in the solicitation and acceptance of gifts and other contributions; ensures timely acknowledgment of all contributions.
  12. Develops and maintains systems for identification of donors and potential donors; maintains liaison with external prospects and donors on an on-going basis.
  13. Maintains financial accounting system for Foundation fiscal activities, including accurate records and contributions.
  14. Develops, coordinates, and directs the Alumni Association activities and volunteer work.
  15. Coordinates the Mt. San Antonio College Scholarship program and oversees acceptance and acknowledgment of scholarship funds.
  16. Ensures that federal, state, and other required reports are filed in a timely manner.
  17. Oversees publication of Foundation publications, including brochures, annual reports, fundraising materials, and website.
  18. Provides periodic fundraising reports of Foundation activities to the Board of Trustees and President/Chief Executive Officer.
  19. Maintains, updates, and recommends changes to Board Policies and Administrative Procedures related to scope of responsibilities and facilitates their approval at all stages of the process, including Board approval.
  20. Serves as a liaison for the Foundation and Alumni with other agencies; provides responsible staff assistance to the President/Chief Executive Officer; prepares and presents staff reports and other necessary correspondence as requested.
  21. Represents assigned programs to other College departments, divisions, and outside agencies; explains and interprets programs, policies, and activities; negotiates and resolves significant and controversial issues.
  22. Conducts a variety of organizational and operational studies and investigations; recommends modifications to programs, policies, and procedures as appropriate.
  23. Establishes, implements, and fosters an environment of belonging as it relates to diversity, equity, inclusion, social justice, anti-racism, and accessibility (DEISAA).
  24. Participates in and supports employee participation on committees, task forces, and special assignments, including, but not limited to, Screening and Selection Committees and mandated trainings as required.
  25. Prepares and delivers DEISAA-minded presentations related to assigned areas as required.
  26. Monitors changes in laws, regulations, and technology that may affect College or program operations; implements policy and procedural changes as required.
  27. Implements, enforces, supports, and abides by federal, state, and local policies, and Board Policies and Administrative Procedures.
  28. Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the President/Chief Executive Officer.

29. Assists with strategic planning in developing and implementing strategies to support and achieve College goals, vision, and institutional effectiveness.
30. Maintains collaboration with other associate vice presidents regarding College-wide matters.
31. Attends weekly President Cabinet meetings, Board meetings, and Board Study Sessions as required.
32. Oversees, leads, and provides quality customer service when interacting with the public, vendors, students, and College staff, including individuals from minoritized groups.
33. Utilizes critical thinking, sound decision-making, and problem-solving skills with tact, confidence, and diplomacy.
34. Performs other related duties as assigned consistent with the scope of the position.

## **QUALIFICATIONS**

### **Knowledge of:**

1. Principles and practices of supporting a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
2. Theories, principles, and practices associated with higher education curricula and instruction, student support services, student learning, and student success.
3. Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
4. Administrative principles and practices, goal setting and strategic planning, monitoring, measuring, and reporting of goals, objectives, and outcomes.
5. Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs; principles and practices of public agency administration.
6. Principles and practices of fundraising and alumni programs, including planned giving and capital campaigns.
7. Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
8. Methods and techniques for the development of presentations, contract negotiations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.
9. Principles and procedures of record keeping, technical report writing, and preparation of correspondence and presentations.
10. Modern office practices, methods, and computer equipment and applications related to the scope of responsibility.
11. Techniques for effectively representing the College in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
12. Techniques for providing a high level of customer service by effectively interacting with the public, vendors, students, and College staff, including individuals of various ages, disabilities, socio-economic levels and ethnic groups.

### **Skills & Abilities to:**

1. Implement, advocate for, and communicate the College's vision and commitment to creating a diverse, equitable, inclusive, socially just, anti-racist, and accessible academic and work environment.
2. Oversee and address gaps in diversity, equity, inclusion, social justice, anti-racism, and accessibility in recruitment and retention of faculty, management, and staff.
3. Develop and implement resources and strategies towards the goal of being diverse, equitable, inclusive, socially just, anti-racist, and accessible in academic and work environments.
4. Exercise critical thinking and sound decision-making through observing, analyzing, inferring, communicating, and problem-solving in challenging situations with ethics, tact, confidence, and diplomacy.
5. Communicate effectively orally and in writing and deliver formal presentations.
6. Develop, implement, and evaluate programs and services.
7. Utilize data and assessment outcomes to make improvements for programs and services.
8. Prepare and administer large and complex budgets; allocate limited resources in a cost-effective manner.
9. Cultivate relationships for donor solicitations and support.
10. Analyze situations accurately and adopt an effective course of action; plan, prioritize, and organize work; meet schedules and timelines.
11. Make sound, ethical, and independent decisions within legal and general policy and regulatory guidelines.
12. Identify and respond to Foundation and alumni issues, concerns, and needs.
13. Interpret, apply, explain, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
14. Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
15. Effectively administer special projects with contractual agreements and ensure compliance with stipulations; effectively administer a variety of fundraising and alumni programs and administrative activities.
16. Identify, develop, and implement resources and strategies towards the goal of being diverse, equitable, inclusive, socially just, anti-racist, and accessible in academic and work environments.
17. Conduct effective negotiations and effectively represent the College and assigned programs in meetings with governmental agencies, contractors, vendors, and various businesses, professional, regulatory, and legislative organizations.
18. Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
19. Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
20. Establish and maintain a variety of filing, record-keeping, and tracking systems.
21. Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
22. Communicate effectively through various modalities.

23. Learn and apply emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
24. Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures; understands scope of authority in making independent decisions.
25. Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**Education and Experience:**

1. Master's degree from a regionally or nationally accredited college or university with major coursework in journalism, education, public administration, or a related field; and
2. Five (5) full-time equivalent years of increasingly responsible management experience related to key functions of fundraising and resource development, including experience working with volunteers, strategic planning, and grant writing.

**Desirable Qualifications:**

1. Proven track record of implementing or overseeing programs or policies relating to diversity, equity, inclusion, anti-racism, and accessibility preferably in a minority serving institution such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI); OR
2. Proven track record of participating in programs relating to diversity, equity, inclusion, anti-racism, and accessibility preferably in a minority serving institution such as Hispanic Serving Institution (HSI) and Asian American and Native American Pacific Islander-Serving Institution (AANAPISI).

**Licenses and Certifications:**

Possession of, or ability to obtain, a valid California driver's license by time of appointment.

**PHYSICAL DEMANDS**

Must be able to work in a standard office setting and use standard office equipment, including technological devices; to communicate with individuals at various College and meeting sites; the ability to understand and comprehend written and electronic materials; the ability to receive, review, and respond to communications in person, before groups, and over the telephone and through various media. This is primarily a sedentary office classification although movement between work areas may be required. Positions in this classification occasionally may need to physically reach, push, and pull drawers open and closed to retrieve and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects weighing up to 20 pounds.

## **ENVIRONMENTAL ELEMENTS**

Incumbents work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbents may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

Amended: 5/2023; 10/2024