

Emmett & Miriam
McCoy
College of Business Administration

Executive Director and Assistant Dean for Development
of the McCoy College of Business Administration

Development Foundation

Texas State University

San Marcos, TX

<http://www.mccoy.txstate.edu/>

Send Nominations or Cover Letter and Resume to:

Lisa Vuona

Vice President

617-262-1102

lvuona@LLLSearches.com

The Opportunity:

Texas State University is a public, student-centered, Emerging Research University dedicated to excellence in serving the educational needs of the diverse population of Texas and the world beyond. Texas State University is recognized as the "Rising Star of Texas" not only across the state of Texas, but the nation as well. *The Princeton Review* has repeatedly named Texas State one of the Best Western Colleges, ranking it 12th of its 2015 Best West Regional Universities. *The Princeton Review* has also ranked Texas State as one of America's Best Value Colleges.





The McCoy College of Business Administration (McCoy College) is a place of great energy, intellectual challenge and opportunity. It fosters an engaged learning community that prepares a diverse student population for successful business careers as responsible global citizens. The College complements these efforts with research that adds to knowledge, provides solutions to business challenges, and contributes to pedagogical advances.

The McCoy College of Business Administration strives to be a leader in experiential business education and business relevant, socially significant research.

The McCoy College of Business is looking for a highly motivated, entrepreneurial professional with a track record of meeting and exceeding goals. This role not only offers strategic oversight of the foundation operations, but also the thoughtful cultivation, solicitation and stewardship of high level McCoy College donors as well.

Position Overview – Executive Director and Assistant Dean for Development of the McCoy College of Business Administration Development Foundation

The Executive Director and Assistant Dean for Development of the McCoy College of Business Administration Development Foundation is responsible for administering the operations of the foundation and for developing and executing the long-term strategies for increasing the engagement and financial support of alumni and friends, corporations, and targeted philanthropic constituencies of the McCoy College of Business. The Executive Director/Assistant Dean reports to the Board of the McCoy College of Business Development Foundation and the Dean of the McCoy College of Business. He/She will also work with the Vice President of University Advancement to identify fundraising priorities and to coordinate fundraising activities.

The Executive Director/Assistant Dean will manage the activities of the foundation and ensure that all the appropriate policies and procedures are followed. He/She is expected to sustain an upward trajectory of fundraising results and increase alumni and donor participation. This position will be highly visible within the McCoy College of Business and the university community. The Executive Director/Assistant Dean will serve as the representative of the Dean at various activities as required, ensuring that the mission and the programs of the McCoy College are communicated to all external stakeholders.

Specific McCoy College of Business Foundation Board Responsibilities:

- Administers the day to day operations of the foundation.
- Reviews and approves all gift agreements for the foundation on behalf of the Board and ensures that the funds are distributed in compliance with donor's intent and university policies.
- Reviews and reports to the Board on the programs and expenditures of the foundation.
- Serves as the representative of the foundation to the McCoy College of Business and to the university.
- Implements foundation policy and procedures.
- Establishes and maintains accurate, timely and complete records of the business of the foundation.
- Serves as the principal board contact with outside professionals representing the foundation including accountants, investment managers, and attorneys.

Specific Assistant Dean Responsibilities:

- Works closely with the VPUA on establishing fundraising priorities and adheres to university guidelines regarding constituent contact, gift reporting and stewardship.
- Partners with other major gift officers on developing cultivation strategies and developing proposals for prospects and donors.
- Manages a portfolio of principal gift prospects in a donor-centric manner that moves the prospect along a continuum of engagement and assists the prospect in achieving his/her philanthropic missions.
- Participates in the university fundraising initiatives by working collaboratively to reach the fundraising goals established for the College and the performance activity goals appropriate for this position.
- Works with the Dean and other McCoy College faculty and staff to achieve the development goals for the College.

Experience and Qualifications:

- Proven track record of development experience and progressively responsible management and leadership in financial administration and external engagement strategies.
- Strong interpersonal skills and organizational abilities coupled with excellent verbal and written communication.
- Bachelor's degree required.

Preferred Qualifications:

- Seven years of development experience preferred.
- Experience in managing a non-profit or comparable organization with major gift fundraising experience.
- Higher education experience.
- MBA or graduate degree related to the position.
- Experience in overseeing investment portfolios.
- CFRE certification.

Advancement Overview at Texas State University

Division of University Advancement:

The Division of University Advancement is one of five divisions on campus and is responsible for all of the external constituencies. The departments include: Alumni Affairs, Community Relations, Development, Donor Services, Communications and Research. The staff is comprised of 50 development and alumni relations professionals led since 2011 by Vice President Barbara Breier.

Building for Tomorrow Campaign:

Contributions to the McCoy College through the *Building for Tomorrow Campaign* will achieve its vision of national recognition of its students and programs.

McCoy College is committed to:

- Developing innovative and challenging undergraduate and graduate academic programs in each academic unit;
- Attracting and retaining outstanding students who are committed to learning the essential skills for success and becoming business leaders of tomorrow; and
- Attracting and retaining an outstanding faculty dedicated to molding and inspiring the business leaders of tomorrow by providing a learning environment that enables students to master the skills necessary to succeed.

Matching Gift Program:

The McCoy College of Business Administration Foundation Matching Gift Program is made possible by a \$20 million gift from Emmett and Miriam McCoy. This program doubles a donor's gift when it is for one of a variety of specific endowments that have been identified as having the greatest potential for enhancing the educational and research goals of the McCoy College.

Client Overview

Texas State University:



Texas State is the rising STAR of Texas. Every day, its faculty, staff and students accomplish great things, from making groundbreaking discoveries to receiving prestigious honors.

Established in 1899 as the Southwest Texas State Normal School, it opened its doors in 1903 to 303 students with a focus to educate students to become teachers. Since that time it has grown into the largest institution in the Texas State University System and the

fourth-largest university in the state of Texas boasting an enrollment of almost 38,000 students. It is one of the 35 largest universities in the nation. Academically, it is composed of 10 colleges and about 50 schools and departments across multiple disciplines, including nationally recognized programs in Geography, Criminal Justice, Biology, and Music. As an Emerging Research University, Texas State offers opportunities for discovery and innovation to faculty and students. In February 2016, The Carnegie Foundation for the Advancement of Teaching classified Texas State University under "Doctoral Universities: Higher Research Activity," its second-highest designation for research institutions.

President [Lyndon B. Johnson](#) graduated from the University in 1930, making Texas State the only university in Texas to have a [President of the United States](#) as an alumnus. Today, its students come from around the globe, and its student body is diverse. Forty-eight percent of Texas State students are ethnic minorities. Texas State ranks 13th in the nation for total bachelor's degrees awarded to Hispanic students. *Hispanic Outlook* magazine in 2015 ranks Texas State 16th in the nation in Hispanic undergraduate enrollment and 23rd in the nation for total degrees awarded to Hispanic students.

Texas State has 16 sports that compete in NCAA Division I Athletics and in Fall 2014 joined the Sun Belt Conference.

Texas State has two campuses. The oldest is in San Marcos, a growing community of approximately 54,000 people in the Austin Metropolitan Area. The Texas State University Round Rock Campus is located north of Austin and is the home of the College of Health Professions. Students there can take upper-level courses leading to bachelor's degrees and complete master's degree and certificate programs. Students who complete their degree requirements at the Round Rock Campus earn their degrees from Texas State University.



McCoy College of Business Administration:



meet the challenges of a dynamic business world.

McCoy College provides a curriculum that focuses on developing skills in information technology, oral and written communication, critical thinking and teamwork. Its students have many opportunities for the application of the concepts they learn. This blending of content and application has been shaped by McCoy College faculty and endorsed by its colleagues in the business community as the best way to prepare individuals to

McCoy College students are encouraged to develop a strong working relationship with both their academic advisor and the faculty. Their goal is to give students the tools they need both while at Texas State and as they advance in their careers. It is very important that its students recognize and share its commitment to developing the skills and ethical standards necessary for the success of today's organizations and the people who work within them.

Approximately 4,300 undergraduate and 430 graduate students major in one of the McCoy College of Business programs. Students can earn a bachelor of business administration (BBA) degree in accounting, computer information systems, economics, finance, management, management with teacher certification, or marketing and business majors can earn a minor in international business. For students interested in

graduate studies, McCoy College offers the master of business administration (MBA), master of accountancy (MAcy), master of science in accounting and information technology (MSAIT), or a master of science in human resource management degrees (MSHRM). Students deciding to complete a bachelor of arts or bachelor of science degree at Texas State may consider a business minor, which can broaden career opportunities.



While all McCoy College programs are offered in San Marcos, its MBA and its BBA in management are also offered at Texas State's Round Rock Campus. Both campuses are conveniently located near Austin, less than two miles from Interstate 35.

Center for Entrepreneurial Action:

The Texas State Center for Entrepreneurial Action supports economic development and job growth in San Marcos and Central Texas by providing support, assistance, and training to regional entrepreneurs and inventors. The center works to establish and support technology commercialization efforts at Texas State University, as well as providing students with an entrepreneurship curriculum.

Center for Professional Sales:

Texas State wants to be one of the world's leading professional sales programs focused on sales education, research and industry collaboration.

The Center for Professional Sales was designed to enhance the sales concentration offered through the Department of Marketing in the McCoy College of Business at Texas State.

Students who participate in the sales concentration take challenging courses that focus on both theory and action learning which enhances their understanding of the sales process. Its concentration in professional sales prepares students for careers in selling, facilitates internships and helps provide career placement.

Institute for Global Business:

Today, more and more companies are affected by global competition. Globalization makes business more challenging; meanwhile, it provides better opportunities for companies to grow. The ability to understand

global trends is essential in the 21st century. McCoy International Business program provides students the opportunity to obtain the knowledge and technical skills necessary to succeed in global business.

Institute for Global Business provides quality academic and experiential learning opportunities to prepare students, faculty and the business community to successfully compete in the global markets. The International Business Program is dedicated to creating and disseminating knowledge with the purpose of promoting greater international awareness and understanding.

Small Business Development Center:

The Texas State University Small Business Development Center (SBDC) works with existing and startup small businesses to help them grow and compete in today's global economy. The SBDC is available to provide assistance during every phase of the business life cycle. The improvements that result from the direct support of its client's activities lead to job creation, investments, and economic growth for communities throughout central Texas.

The SBDC's professional staff of business advisors, trainers, and researchers provides comprehensive, confidential business counseling services at no cost to the client. The SBDC is funded in part by the U. S. Small Business Administration and Texas State University, and is supported by an extensive network of banks, chambers of commerce, and other economic development organizations. The Texas State University SBDC serves 12 counties within the 79-county service area of the South-West Texas Border SBDC Network regional office. This regional office, located in San Antonio, directs the activities of 10 satellite SBDCs, located as far west as El Paso and as far east as Victoria.



Location

San Marcos, TX:

San Marcos is a growing community of 54,000 people about 30 miles south of Austin and 40 miles north of San Antonio. Located on the edge of the Texas Hill Country, Texas State enjoys a setting that is unique among Texas universities. The beauty of the crystal-clear San Marcos River and the stately cypress and oak

trees on the campus adds to the charm of the university's picturesque setting. The location on the banks of the San Marcos River provides recreational activities for students throughout the year. San Marcos was listed in the 2010 *Business Week's* fourth annual survey of the "Best Places to Raise your Kids."



The culture of San Marcos is greatly enriched by the city's diversity. Home to a growing Hispanic population, and a small African-American population, the city hosts many annual events that highlight its different cultures. San Marcos benefits greatly by the presence of Texas State University and its large student population. The influx of youth contributes toward keeping the city vibrant, as exemplified by a thriving music scene. In addition, the university and local school district provide many opportunities for entertainment through the various student artistic productions, and athletic events.

Those in San Marcos enjoy a life centered greatly around nature. The presence of the pristine San Marcos River and an ample city park system provide plentiful outdoor opportunities. The admiration for nature lends to a city pride in its scenic natural beauty, and the unique and endangered species which also call San Marcos home.

For more information: <http://www.sanmarcostexas.com>

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

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Leadership:



Dr. Denise M. Trauth
President

Denise M. Trauth has served as president of Texas State University since 2002. Under her leadership in recent years, the university has been designated as one of the state's Emerging Research Universities and as a federal Hispanic-Serving Institution. Dr. Trauth also has overseen the university's largest construction program in the university's 114-year history. Texas State is currently the state's fourth-largest university among the state's 38 public universities.

Just the ninth president in Texas State's 105-year history, Dr. Trauth has become a leader in higher education in Texas. In 2008, *Texas Diversity* magazine placed her on their list of the Most Powerful and Influential Women in Texas.

Dr. Trauth is active both in civic projects in Central Texas and in higher education organizations, including the Austin Area Research Organization, KLRU, Greater San Marcos Partnership, and Southwest Research Institute. She has served on the American Council on Education's Commission on Women in Higher Education and serves as the presidential sponsor of that organization's Texas Network for Texas Women in Higher Education.

Dr. Trauth came to Texas State University from the University of North Carolina at Charlotte, where she was provost. Prior to joining the University of North Carolina at Charlotte in 1993, Dr. Trauth worked at both the University of Tulsa and Bowling Green State.

She has authored numerous publications in the areas of mass communication and telecommunications law and policy and First Amendment issues.

Dr. Trauth earned a bachelor's degree in English at the College of Mount St. Joseph, a master's degree in journalism at The Ohio State University, and a Ph.D. in mass communications at The University of Iowa. She is married to Dr. John Huffman, professor emeritus at Bowling Green State University and UNC Charlotte. They have two daughters and four grandchildren.



Dr. Denise T. Smart
Dean
McCoy College of Business Administration

Denise Smart is dean and professor of marketing of the McCoy College of Business Administration at Texas State University, a campus of more than 38,000 students. The McCoy College serves approximately 4,200 undergraduate and 400 graduate business students, and 2,800 others pursuing minors in business. Prior to becoming dean in January 2000, she served as the associate dean of the College of Business Administration at the University of Nebraska at Omaha and chair of the Department of Marketing. She has a Ph.D. in business administration (marketing) from Texas A&M University, an MBA from the University of South Dakota, and a bachelor of science from South Dakota State University. Her research interests are in advertising, consumer communication with manufacturers, and marketing education.

Dean Smart's teaching has been recognized by the Association of Former Students of Texas A&M University Distinguished Teaching Award for the College of Business Administration, the Outstanding Educator Award from the Greater Omaha Chapter of the American Marketing Association, and the University of Nebraska at Omaha Executive MBA Professor of the Year Award. In 2005 she was named Students in Free Enterprise "Most Supportive Dean of the Year."

Dean Smart is a past president of the American Marketing Association Academic Division, the Southern Marketing Association, the Council of Texas Business Deans and the Southwestern Business Deans' Association; and serves on the advisory boards of AACSB, the Southwest Texas Border Regional Small Business Development Centers, and the McCoy College Development Foundation. She is the immediate past chair of the AACSB Continuous Improvement Committee, a former facilitator for the AACSB New Dean's Seminar and served as a member of the Blue Ribbon Committee on Accreditation Quality that was charged with revising accreditation standards that went into effect in 2013. She also served two terms on the Beta Gamma Sigma Board of Directors, the honor society for ACSB accredited schools of business.



Dr. Barbara Breier
Vice President for University Advancement
Executive Director of Texas State Development Foundation

Dr. Barbara Breier joined Texas State University as the Vice President for University Advancement/Executive Director of Texas State Development Foundation on December 5, 2011.

Prior to joining Texas State, Dr. Breier served as the Senior Vice President of Development and Marketing at the Hispanic Scholarship Fund, where she increased philanthropic support, including contributions by individual donors, major foundations and corporations. She also helped launch a successful national advertising campaign designed to motivate Hispanic parents to become more involved in their children's education.

Dr. Breier has also served in several positions in the University of Texas System and its components, including nine years as the Executive Director of Development for the University of Texas System and several years at the University of Texas Medical Branch in Galveston. She served seven years as the Assistant Vice President for Development at Hardin-Simmons University.

Dr. Breier holds a bachelor's degree in English and history from Texas Christian University, a master's degree in English from Texas A&M University-Kingsville and a Ph.D. degree in higher education/organizational behavior from the University of Kansas.

Before beginning her development career, she was an assistant professor of education at William Jewell College, the coordinator of field experiences for the teacher education program at the University of Kansas and the director of planning at Cameron University.