



Associate Athletic Director for Development
University of San Francisco
San Francisco, CA
<https://www.usfca.edu/>

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 10,000 undergraduate, graduate, and professional students in Arts and Sciences, Education, Law, Management, and Nursing and Health Professions and has 1,033 faculty members, 1,029 staff, and an operating budget of over \$400 million.

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 No. 7 in the nation for campus ethnic diversity according to the 2015 *U.S. News & World Report*. It also is listed as a Tier One National University in the 2015 *U.S. News & World Report* and is featured in *The Princeton Review's* Best 380 Colleges: 2016 Edition.



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.

The University of San Francisco also has a tradition of excellence in intercollegiate athletics. The [Dons](#) have won 12 National Championships, 77 Conference Championships, produced 92 All-Americans, and for more than 100 years its student-athletes have proudly represented the Green & Gold. This tradition has been built not only by student-athletes and coaches, but by loyal supporters as well.

USF Athletics boasts 15 Division-I programs accounting for over 230 student-athletes. USF is committed to maximizing its student-athletes' opportunity to excel in the classroom, win at the highest level of competition, engage in the community, and become leaders in the world.

Position Overview – Associate Athletic Director for Development

The University of San Francisco has recently expanded the development operation and is in the quiet phase of an historic comprehensive campaign. The Associate Athletic Director for Development will play an integral role in this process at an exciting time in the university's evolution and be a critical leader in shaping efforts towards immediate revenue targets and long-term development capacity-building efforts. As a collaborative leader and strong team player, the Associate Athletic Director for Development will be responsible for developing, implementing and managing the day-to-day activities of the Athletic development team consisting of one Senior Assistant Athletic Director for Development and close collaboration with colleagues in Development, the Athletic Department, and the University as a whole.

Under the joint direction of the Associate Vice President for Development and the Director of Athletics, the Associate Athletics Director for Development is responsible for the management of all advancement activities for the Department of Athletics. The position will provide strategic oversight to the following advancement programs: Annual Fund, Major Gifts, Leadership Gifts, Alumni Relations, and Annual and Premium Seating. The position will manage and direct the fundraising activities including: identifying, cultivating, soliciting and proposal development and stewardship of donors capable of making gifts in excess of \$100,000 with a yearly goal of \$1M to \$3M. The successful candidate serves as the lead advancement officer for the Athletic operation during USF's upcoming comprehensive campaign, with an emphasis on engaging donors around the department's athletic facilities master plan.

Principal Duties and Responsibilities:

The Associate Athletic Director for Development will be tasked with growing a major gifts program within the Department of Athletics rooted in the best practices of the development and fundraising industry. Key duties and responsibilities for this assignment include:

- Identifying, qualifying, cultivating, soliciting, and stewarding a prospect and donor portfolio of 150-175 alumni, parents and friends for endowed, capital, and planned gifts for athletics, with an emphasis on facilities fundraising.
- Developing new sources for fundraising and revenue, including increases in annual giving from current donors and future prospects.
- Working in a coordinated and collaborative effort with Development Staff regarding identification, cultivation, stewardship and proposal development.
- With the Associate Vice President of Development and Director of Athletics for the Department of Athletics, establishing a five-year strategy to substantially grow contributions at all levels and through all channels to the Department of Athletics, increasing the number and amount of major gifts the Department of Athletics receives annually.
- Coordinating all development activity and communication with the Department of Athletics, including Athletics Administrations, Ticketing, Communications and Marketing, coaching staff, other executive leaders and Director of University Initiatives in the Office of the President.
- Staffing the campaign committees for the Department of Athletics. Staffing responsibilities include identifying and helping to recruit committee members and playing an integral role in managing and deepening relationships with the committee members.
- Managing and nurturing a Senior Assistant Athletic Director for Development at the Department of Athletics.

- Being an active member of the Department of Athletics executive staff to be fully integrated into the department, the department's leadership, and to be current on topics that will be potential discussion points with donors and prospective donors.
- Being a visible presence at USF Athletics by attending games and any pre-game development events.
- Coordinating of major athletic fundraising efforts, including golf tournaments or other initiatives and special events.

Qualifications:

- A minimum of a bachelor's degree with a preference for candidates who have advanced degrees.
- A minimum of 5 years of progressive and successful development experience in major gifts in the higher education arena, with preference for candidates who have experience fundraising for capital projects, athletic development and with comprehensive campaigns.
- Have a passion for collegiate athletics and able to articulate that role that athletics plays at the university.
- Ability to understand the needs and interest of major/principal donors in order to develop relationships between them and the University, and a demonstrated track record of success with identifying, qualifying, soliciting and stewarding major and principal gift donors.
- Ability to hire, manage, motivate and evaluate development staff.
- Excellent written and oral communication skills, including demonstrated writing and editing skills in the preparation of proposals, and in the drafting of related correspondence.
- Stellar relationship building skills and ability to build rapport with internal and external stakeholders around innovative ideas and programs.
- Commitment to appropriate use of sensitive and confidential constituent data.
- Familiarity with relevant privacy laws.
- Excellent time management and follow-up skills.
- Ability to work well under deadline and to manage multiple projects simultaneously.
- Ability to work nights and weekends
- Ability to establish and achieve quantified objectives.
- Ability to work independently and as part of a team.
- Ability to travel around the regionally, domestically and internationally.
- Must have a valid driver's license.

Personal Attributes:

- Self-starter with discipline in establishing and meeting personal and team goals.
- Mission-driven and identifies with the Jesuit principles and goals of USF.
- Possesses a high degree of emotional intelligence, diplomacy and self-awareness.
- Creative, hardworking and committed to successful fundraising.
- Sense of humor.
- Highly attentive to detail.
- Strong communication, organization and strategic thinking skills.
- Collaborative and transparent with ability to make independent decisions when appropriate.

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 Associate Athletic Director for Development will be responsible for generating \$1-\$3 million annually.

The USF Campaign raised \$37M in 2015, \$47M in 2016 and \$20.3M year-to-date in 2017, totaling \$104.2M on a goal of \$300M with conclusion targeted for 2022. The Athletic portion of the goal will be approximately \$30M.

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 7th in international student enrollment and 8th 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.

USF Athletics:

The nature of USF's athletics program creates learning environments that emphasize personal and physical growth that nurture the academic, mental and social development of each of its student-athletes.

Athletics at USF dates back to its founding in 1855, when founder Anthony Maraschi, S.J. organized ball games as recreation for the first students. The college became the University of San Francisco in 1930 – it adopted green and gold as its colors in 1927 and chose the Don as its mascot in 1932.

Today, the University of San Francisco sponsors teams in eight men's and nine women's NCAA sanctioned sports:



Men's Intercollegiate Sports

[Baseball](#)

[Basketball](#)

[Cross Country](#)

[Golf](#)

[Soccer](#)

[Tennis](#)

[Track & Field \(Indoor & Outdoor\)](#) ^

Women's Intercollegiate Sports

[Basketball](#)

[Beach volleyball](#) *

[Cross Country](#)

[Golf](#)

[Soccer](#)

[Tennis](#)

[Track \(Indoor & Outdoor\)](#) ^

[Volleyball](#)

* = *Beach volleyball is a fully sanctioned NCAA sport which had its first national championship in the spring of 2016.*

^ = *The men's and women's track and field teams compete as independents.*

For 100 years, student-athletes have competed on the "Hilltop" and beyond, representing their University with pride. As recently as 2016, three USF alumni participated in the 2016 Summer Olympics - Israeli long distance runner [Maor Tiyouri](#), basketball player [John Cox](#) and synchronized swimmer [Mariya Koroleva](#). Athletics possesses the unique ability to unify the USF community – alumni, current students, parents, faculty & staff and friends – in an exciting, spirited and family-oriented environment.



Historically, USF has been best known for its basketball program. The men's basketball team have won three national titles: the 1949 NIT under Pete Newell and the 1955 and 1956 NCAA championships under Phil Woolpert. The latter two were led by future National Collegiate Basketball Hall of Fame and Naismith Memorial Basketball Hall of Fame members Bill Russell and K.C. Jones.

USF retained its status as a basketball powerhouse into the 1970s and early 80s, holding the distinction of being a "major" program in a "mid-major" conference. It held the number-one spot in the polls on numerous occasions. In 1977, led by All-American center Bill Cartwright, the Dons went 29–0 and were regarded as the #1 team in the nation in both major polls before dropping their last two games.

The Department of Athletics created its 2013-2018 strategic plan, *Aim Higher*. This five-year plan guides the strategic course to spark creativity, provide benchmarks and establish metrics that will drive its execution.

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.**

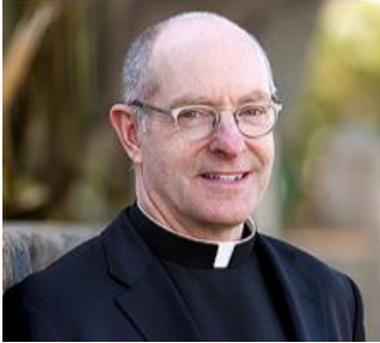


Setting the Standard in Development Search

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.



Scott Sidwell
Director of Athletics

One of the top sports executives in the nation, Scott Sidwell was appointed to his position as director of athletics at the University of San Francisco in May of 2011 after spending five and a half years in senior roles within the athletic administration at Syracuse University.

Sidwell directs a department that includes 15 intercollegiate varsity teams comprised of over 250 student-athletes which is committed to excellence in athletics as part of a larger mission in educating students at one of the nation's leading Jesuit universities.

Excelling in the classroom, winning at the highest levels of competition, engaging in the community and becoming leaders in the world make up the Four Pillars of Success Sidwell has defined to support and develop the student-athletes of the only NCAA Division I program in the city of San Francisco. The department is committed to developing programs of national distinction while providing its student-athletes with a world-class education at one of the nation's leading Jesuit institutions.

An experienced fundraiser, Sidwell played a key role in securing a historic \$15 million naming gift from John A. and Susan Sobrato, which will support USF's first-ever master plan for athletic facilities, renovate 60-year old War Memorial Gymnasium and help USF uphold its tradition of excellent in Division I athletics. The gift was the largest individual donation in the history of the University and was a large portion of the \$24 million Sidwell has helped secure for athletics over the past 18 months.

Prior to joining the athletics staff at Syracuse, Sidwell spent five years at his alma mater, Tulane University. He joined the Green Wave in 2000 as the associate athletic director for corporate development, and led Tulane's external operations staff from 2003-05.

Before his successful career in collegiate athletic administration, Sidwell made an impact in professional sports in New Orleans. After spending two seasons as the director of group sales for the Class AAA New Orleans Zephyrs (1996-97), he took over as the director of marketing operations for the New Orleans Saints for two seasons (1998-00).

A former student-athlete, Sidwell spent two years at Brown where he was a unanimous All-Ivy League selection in baseball in 1991. He spent his last two years at Tulane and as a senior, helped the Green Wave to a 41-win season and a berth in the NCAA Regionals. He was honored with the Jim and Joan Lebreton Leadership Award following his senior season.

Following his graduation, Sidwell served on Tulane's coaching staff for two seasons and helped the Green Wave to the program's inaugural Conference USA title, a 43-win season and a NCAA regional berth in 1996.

To read Scott Sidwell's full biography, please click: [Scott Sidwell](#)



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.