



Assistant Vice President, Corporate & Foundation Relations Position Information

George Mason University is seeking an Assistant Vice President, Corporate & Foundation Relations (CFR) for its Advancement & Alumni Relations team. The Assistant Vice President will lead the development of strategic funding opportunities on behalf of the university with major foundations, corporate foundations, and other philanthropic organizations across the U.S. and internationally.

George Mason University: About Mason

Mason is a young and innovative university that, in just a short time, has made impressive strides in size, stature, and influence. Today, as Virginia's largest and most diverse public research university, Mason is setting the benchmark for a bold, transformative learning experience through an experiential and global education that serves the needs of students and communities.

Each year, Mason welcomes thousands of healers, builders, authors, explorers, leaders, and inventors. They come to learn and grow; they leave ready to change the world. George Mason University is committed to access and excellence and it defines success by the number of opportunities provided to students, alumni, faculty, staff and the community. The institution is proud that 35 percent of its graduates are the first members of their family to earn a four-year degree. It is the largest public research university in Virginia with three campuses in Virginia and one in Songdo, Korea. The university has grown to more than 37,000 students from 130 countries and all 50 states, over 4,000 faculty and staff, and 200,000 alumni. In 2016, George Mason University moved into the highest research category (R-1) as determined by the Carnegie Classification of Institutions of Higher Education.

Located near Washington D.C., one of the most important political, economic and intellectual hubs in the world, the university accepts its responsibility to serve others: to help students succeed, enrich the life of the community, and contribute to solving some of the most complex global problems of our time. George Mason University has [10 schools and colleges](#) devoted to a variety of areas of study and was also the first university in the country to offer doctoral programs in conflict resolution, information technology, bioinformatics and computational social science.

George Mason University: Values

Our students come first - Our top priority is to provide students with a transformational learning experience that helps them grow as individuals, scholars and professionals

Diversity is our strength - We include and embrace a multitude of people and ideas in everything we do and respect differences

Innovation is our tradition - We strive to find new and better ways to deliver on our mission while honoring time-tested academic values

We honor freedom of thought and expression - We protect the freedom of all members of our community to seek truth and express their views

We are careful stewards - We manage the economic and natural resources entrusted to us responsibly and sustainably

We act with integrity - We hold ourselves to the highest ethical standards as educators, scholars, students and professionals

We thrive together - We nurture a positive and collaborative community that contributes to the well-being and success of every member

Alumni

George Mason University has seen the best and brightest individuals from across the world pass through its doors. Many Mason graduates have gone on to become leaders in their respective fields, achieve top levels in their careers, win prestigious awards, and make important contributions to the world. With [alumni](#) numbers inching near 200,000 the opportunities, Mason Nation is a force to be reckoned with.

Governance

George Mason University is governed by its 16-member [Board of Visitors](#), a corporate body serving under the leadership of a rector, vice rector, and secretary. The members of the board are appointed by the governor of Virginia on a rotating basis to serve four-year terms. The Faculty Senate Chair sits on the Board as a nonvoting faculty representative. As a result of their respective elections to the positions of president of the Student Government and president of the Graduate and Professional Student Association, two non-voting student representatives are appointed by the Board of Visitors each year at the May meeting to serve a one-year term.

Strategic Plan

George Mason University has grown in both size and stature, not only becoming the largest public research university in the Commonwealth, but also gaining prominence in the United States and throughout the world. Mason's location near Washington, D.C., affords the university access to unique opportunities, resources, and audiences, as it strives to be the best university for the world.

The university has set an ambitious course for the future through its [2014-2024 Strategic Plan](#). Mason's strategic plan is structured around four constituencies – students, faculty and staff, the community, and the world. While not mutually exclusive, each embraces the [Mason IDEA](#) – Innovative, Diverse, Entrepreneurial, and Accessible – and is representative of the university's commitment to serve. As an indicator of Mason's strong market brand, this past fall Mason welcomed its largest freshman class of approximately 3,530 students. Mason continues to serve a large student population with a headcount of 36,297 across all campuses, which represents a 3.1 percent increase over fall of 2016 and 17 percent of the total headcount from all 15 public, four-year institutions of higher education in the Commonwealth.

Mason has accounted for 48 percent of public university enrollment growth in Virginia over the past decade.

Resource Development at GMU

Mason's Advancement & Alumni Relations office and the George Mason University Foundation are responsible for all aspects of fundraising for the university, which includes the successful discovery, cultivation, solicitation, and stewardship of all donors.

The George Mason University Foundation

The [George Mason University Foundation](#), Inc., founded in 1966, is a 501(c)(3) nonprofit, independent foundation and a private corporation organized and operated for the benefit of George Mason University to receive, manage, invest and administer private gifts and resources. The [endowment](#) represents the generosity and vision of donors and stewards who, by investing in George Mason University through the foundation, help ensure financial stability for Mason. Income from more than 512 endowed funds provides perpetual support for schools and colleges, students, faculty, and programs across the university. As of September 30, 2020, the endowment stands at \$159.9 million.

A team of twelve professional and support staff manages, invests and administers private gifts, including endowment and real property. Assets of the Foundation total approximately \$457M. The Foundation is guided by a board of 41 elected trustees, two appointed deans, one appointed faculty representative and four ex-officio members. The board is integral in advocating for the university with alumni, community partners, and business affiliates. In addition, the trustees advance introductions to industry leaders, helping foster partnerships between Mason and corporations, government organizations and businesses. The elected trustees can serve up to three, three-year terms. The board meets three times a year and has five working committees: Audit, Finance, Investment, Nominating/Governance, and Real Estate.

President of the George Mason University Foundation and Vice President for Advancement and Alumni Relations

Trishana E. Bowden joined George Mason University in March 2019 as the Vice President for Advancement and Alumni Relations and President of the George Mason University Foundation.

As the Vice President for Advancement and Alumni Relations and President of the Foundation, Trishana reports jointly to the President of the university and the Foundation Board of Trustees, working harmoniously with a multitude of highly engaged and energetic university and foundation partners. She is responsible for developing, executing, and evaluating all aspects of the university's comprehensive fundraising program, including annual giving, major and leadership giving, corporate and foundation relations, planned giving, alumni relations, research and prospect management, development services, and donor cultivation and stewardship.

Trishana provides the vision and direction for University Advancement with a clear focus on future fundraising after the completion of the record-setting Faster Farther campaign, which concluded in December 2018. She also provides strategic leadership and direction for post-campaign analytics, reporting, and follow-up, while working with key leadership to develop clear priorities and a plan for future support through pipeline development, alumni engagement, and participation strategies.

Bowden came to Mason from Goucher College in Towson, Maryland, where she was the Vice President for Advancement, responsible for providing strategy, leadership and direction for fundraising, alumni and parent relations, campaign planning, and implementation. Her accomplishments there included diversifying and strengthening Goucher's donor base and pipeline to build a culture of philanthropy, which led to a doubling of overall giving to the institution in less than three years.

Prior to her work at Goucher, Trishana was the Associate Dean for External Relations at the University of Maryland's Francis King Carey School of Law. She also served as Associate Dean for Institutional Advancement at American University Washington College of Law and has held development positions at the American Lung Association of Maryland and the Johns Hopkins Oncology Center. She received a B.S. in Mass Communication/Media Studies from Towson University in 1991.

Office of Advancement & Alumni Relations

The Office of Advancement & Alumni Relations team fosters lifelong relationships, facilitates advocacy, and secures private and public financial support for George Mason University while working closely with advancement professionals in the schools, colleges, and units as well as with faculty, staff, and volunteer leaders across the university. The team consists of approximately 125 professional and support staff members in both central advancement and in the schools and units. Functional units within Advancement include development/fundraising, alumni relations, stewardship and donor relations, advancement communications, special events, gift processing, research, prospect management, gift planning, corporate and foundation relations, information systems and management, and infrastructure services.

Advancement's mission is to build strong, lifelong relationships with George Mason University's alumni and constituents, while matching their philanthropic interests with the university aspirations and priorities. The division is committed to serving the needs of the university, our alumni, and the greater community by providing access to quality education and lifelong learning. Respect, service, integrity, collaboration, diversity, transparency, and creativity are the values that guide our work and culture. The Alumni Relations office works closely with the [Alumni Association](#), which represents a network of more than 200,000 alumni who love Mason and support each other and the university. In 2018, Mason celebrated the Golden Anniversary of the Alumni Association, started by the class of '68. From an up-and-coming school to top-tier research university, Mason has come so far in those 50 years, with the support of alumni being crucial to the university's success.

Results

In fiscal year 2020, the institution secured \$118.1 million in philanthropic support with \$78.5M coming from CFR gifts.

***Faster Farther:* [The Campaign for George Mason University](#)**

George Mason University has gone farther, faster, than any other university. The university has pushed boundaries in fields ranging from music to medicine, and this is only the beginning of what Mason hopes to achieve. The *Faster Farther* campaign, intended to bring in \$500 million raised over \$690M raised from 2008 to 2018. More than 73,000 donors gave, and yearly giving doubled from \$30.5M to \$72.3M in the 10-year campaign. Significant achievements were made in research funding (\$362.8M), student scholarship and support (\$93.1 M), and for facilities (\$32.5M).

The Position

Reporting to the Vice President for Advancement and Alumni Relations, the Assistant Vice President for Corporate and Foundations will provide service and leadership to the George Mason University community by acting as a strategic partner in developing, managing, and sustaining relationships with key external partners and will contribute to the implementation of a strategic vision for a highly effective Corporate and Foundation Relations Philanthropy program at George Mason University.

Key Responsibilities

Revenue Responsibility (50%)

Manages George Mason University's Corporate and Foundation Relations philanthropy program, including recruitment, orientation, mentoring, and fundraising activities. Provides leadership and staff oversight for Corporate and Foundation Relations (CFR) team members. Coordinates and facilitates development colleagues, faculty, Deans, unit directors, volunteers, administration and staff to identify and solicit corporate and foundation support for strategic university and academic-unit priorities.

- Manage a team of fundraising professionals and maintains a personal portfolio of 50-75 prospects with multi-disciplinary interests within a high-performance, metrics-based team environment.
- Identify, cultivate, solicit and steward public/private corporations and regional/national/international foundations for the purpose of securing gifts/grants for George Mason University's institutional priorities, academic programs and initiatives.
- Establishes long-term relationships within the corporate and foundation sectors.
- Works collaboratively with administration, faculty, development officers, academic and athletic programs, research centers and institutes to enhance relationships with the goal of securing and increasing philanthropic support.
- Maximize the corporate support of key university priorities across all academic units.
- Identify and cultivate prospect leads in industry (and corporate foundations, as appropriate) to support Academic programs and presidential priorities with the goal of securing multiple new six-, seven-figure contributions.
- Provide stewardship to existing corporate partners and secure ongoing renewed support.
- Collaborate closely with advancement and alumni relations colleagues and the VP of Research to build out multidimensional strategic relationships with corporate sponsors, donors, and prospects to drive overall corporate support.

Strategic Planning/ Collaboration and Communication (20%)

Works closely with internal and external partners to promote and solicit funding from viable corporate and foundation partners and prospects. Works collaboratively across the university/community to create a Corporate Presidential Advisory Board. Must be inclusive, collaborative and demonstrate exceptional oral and written communication skills.

- Coordinate the university's relationships with businesses, industry leaders, national organizations, and other private entities seeking access to GMU resources and forge research, workforce and philanthropic partnerships.
- Responsible for developing and implementing strategies and budgets for industry support and sponsorship in collaboration with senior members of the development team and program staff.
- Advise senior management team and staff on corporate areas of interest to identify and develop new opportunities for support.

- Respond to queries as the expert on corporate funding priorities.

Prospect Research and Proposal Management (15%)

Conducts research and maintains in-depth knowledge of all university policies and priorities. Participates in structured sessions with colleagues inclusive of Deans and VPs to coordinate prospect identification, engagement, strategy building, proposal development, solicitation, and follow-up.

- Maintain current and accurate internal records of corporate donor relationships and interactions through the donor/prospect database.
- Develop and coordinate and/or assign tasks regarding overall prospect research and proposal development including: tracking of cultivation, stewardship, and solicitation activity for corporate prospects, partners, and supporters.
- Write and submit proposals directly or via staff.
- Participate in regular Development meetings to share updates of activities.
- Collaborate with Development staff, sharing best practices, current challenges, and opportunities and to assist in framing overall development strategy.

Reporting and Analysis/ Stewardship and Donor Management (15%)

Provides thoughtful, consistent and appropriate stewardship including impact statements/reports and other measures of accountability.

- Enters all development activity in the database system in an accurate and timely manner.
- Oversees site visits for corporate and foundation donors/prospects, working closely with development officers, faculty, and university partners.
- Arranges and participates in visits with corporations and foundations with university leadership, as needed.
- Develop and coordinate reports as required to industry partners. Utilize donor database for reporting/analysis that measure progress against department goals.

Qualifications, Experience and Key Attributes

- Master's degree or equivalent education and experience, with a minimum of 10 years' Development / Fundraising experience with a focus in Corporate and Foundation Relations within higher education.
- Demonstrated senior experience in corporate fundraising and sponsorship securing six- and seven-figure gifts, grants, and underwritings with knowledge of corporate giving, including CSR programs, corporate foundations, and corporate outreach programs.
- Three to five years of grant management, institutional fundraising and corporate partnership experience.
- Experience with fundraising database and knowledge of prospecting tools and reports within fundraising systems or other prospective donor relations systems, e.g. Advance, Raiser's Edge, Sales Force, etc.
- Proven self-starter capable of making sound, ethical, independent judgments.
- Success working on teams to develop high-level proposals with funding opportunities across disciplines.
- A high degree of integrity, drive, and persuasiveness – a self-starter who leads by example and measures success by results.
- Superior writing, oral communication, presentation, and interpersonal skills.
- Demonstrated results in developing strategic partnerships.

- Proficiency in word processing, spreadsheets, databases, and presentation software.
- Advanced skills in project management and budget.
- Ability to think creatively and to innovate.
- Excellent flexibility and adaptability skills with a strong work ethic and entrepreneurial spirit to accommodate large responsibility and multiple priorities.

Nominations and Applications

Review of application materials will begin immediately and will continue until the position is filled. Application materials must include a cover letter detailing how the candidate's experiences match the position requirements; resume; and names with contact information of at least five (5) references. Submission of materials as Adobe PDF attachments is strongly encouraged. For full consideration, applicants must apply for position number **FA851Z**. at <https://jobs.gmu.edu/>

Requests for information, written nominations, confidential inquiries, and all application materials should be directed in confidence, to:



Susan VanGilder, Partner
Kenna Boyd, Senior Associate
Storbeck Search
GMUAVPCFR@storbecksearch.com

For more information on George Mason University please visit <http://www.gmu.edu/>

George Mason University is an equal opportunity/affirmative action employer, committed to promoting inclusion and equity in its community. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, gender identity, sexual orientation, national origin, disability, or protected veteran status.