

MPP / Staff Position Description

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| **HUMAN RESOURCES USE ONLY** | |
| **Conflict of Interest (COI) Designated:** ☐ Yes ☒ No  **Mandated Reporter:** ☒ Limited ☐ General ☐ N/A  **Review Date: 9/4/24** | ***MPP Positions Only***  **MPP Job Code: U 03 5**  **Job Family: University Advancement**  **Job Function: Alumni Relations**  **Job Category: Senior Manager** |

**Mandated Reporter Per CANRA** ☒  **YES** ☐  **NO**

The person holding this position is considered a ‘mandated reporter,’ under the California Child Abuse and Neglect Reporting Act (CANRA) and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

**Please Note**: A current and accurate signed Position Description is required for each MPP / Staff position and must be on file in the Center for Human Resources. After completion, the Position Description should be reviewed, signed and dated by the employee, the supervisor and the Center for Human Resources - Classification and Compensation.

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| --- | --- | --- |
| **Please check one:** | ☐ New Position | ☒ Existing Position Update |

|  |  |
| --- | --- |
| **Date:** | 6/12/24 |
| **Department & Division:** | SDSU Alumni / University Relations and Development |
| **Employee Name**  *(leave blank if vacant)***:** |  |
| **Current Classification & Grade:** | Administrator I |
| **FLSA Status:**  *(exempt or non-exempt)* | Exempt |
| **Working Title:** | Assistant Director, Alumni Engagement |
| **Position Number & Job Code:** | 10002074/3318 |
| **Working Title & Position Number of HEERA Designated Appropriate Administrator:** | Director Alumni and Community Engagement / 10001163 |

**I. FUNCTION OF THE EMPLOYING UNIT:**

*State the basic purpose of the Department/Unit in one brief paragraph. Include the division’s DEI statement here.*

University Relations and Development (URAD) shares the university’s vision and mission underscored in the 2020 five-year strategic plan. The plan identifies five strategic priorities including: Becoming a Premier Public Research University: A New Kind of Hispanic Serving Institution (HSI); Resilience. Designed to Thrive; We Are SDSU; Equity and Inclusion in Everything We Do; and Students at Our Core.

Units of URAD work together to create enduring relationships with alumni, parents, donors, students and the community to generate private support for SDSU students, faculty and a diverse number of programs. URAD handles a range of services encompassing stewardship, events, gift administration, communications and more.

Within URAD, the departments of Development, SDSU Alumni, Planned Giving, Special Events, Donor Relations, Marketing and Communications, Financial Management, Data Management, Prospect Research and Management and Operations are making a difference in the lives of SDSU’s 37,000 students.

URAD had another record-setting fundraising year in 2022-2023 with $136.9M total raised. Other superlatives in 2022-2023 include 16,534 total gifts, 2,254 scholarships awarded and 5,969 first-time donors. The latest fundraising success can be credited to the university’s goal of building a world-class university campus, research center, and multi-use stadium in Mission Valley to serve higher education, the public good, and the community’s goals and aspirations.

SDSU has been recognized several times for its exceptional development program by the Council for Advancement and Support of Education (CASE). With the support of loyal donors and working alongside SDSU’s visionary faculty and staff leaders, SDSU builds lifelong relationships with 500,000 alumni, friends and the community that advance the mission of SDSU.

**Diversity, Equity and Inclusion:**

University Relations and Development at San Diego State University is committed to upholding, as a foundational belief, a supportive working environment of inclusion that values, honors, and respects, all members of our team and the University community.

We strive to engage in and promote the fair and equitable recruitment and training of URAD staff members, develop meaningful relationships with all groups in our diverse campus community, and share philanthropic stories that highlight the impact of and opportunity for diverse giving by our SDSU community.

University Relations and Development firmly believes that an inclusive environment facilitates critical and creative thinking, and that differences in identities, values, beliefs, and perspectives are fundamental to our mission of generating philanthropic support for the university and its student body.

Within University Relations and Development, the term diversity implies a respect for all and an understanding of individual differences and other characteristics protected by applicable state or federal law, so that all members of the community are treated at all times with dignity and respect.

We value diversity and inclusion in the working environment and believe it is vital to the fulfillment of the university’s mission.

**SDSU Alumni**

Mission Statement: Enhance and grow the engagement and interaction all alumni and students to the fullest extent, tailoring opportunities to best fit interests in time, talent, and treasure and meaningfully benefitting students, alumni, and the university.

Vision Statement: To forge beneficial and measurable lifetime relations between all Aztecs and the University.

**II. PURPOSE OF POSITION**:

Under the general supervision of the Director of Alumni and Community Engagement, the Assistant Director of Alumni Engagement will lead development and manage alumni engagement strategies across chapters and affinity communities, volunteer programs and networks. This position serves as a critical link between SDSU and its alumni network and will involve fostering engagement, facilitating communication, coordination of key alumni events, and promote philanthropic initiatives to strengthen connections between alumni, the university, and each other. In addition, this position is responsible for championing strong relationships with campus departments to identify volunteer opportunities within university programs and initiatives. The Assistant Director of Alumni Engagement will serve as a key advisor in fostering a culture of volunteerism and engagement, contributing to the overall success and growth of SDSU Alumni and the university.

**III. CHANGES IN RESPONSIBILITIES:**

**Added**

* Create an environment oriented toward trust, open communication, creative thinking, and inclusiveness
* Manage and guide chapter leaders through the creation of chapters and the annual renewal process
* Ensure all chapters and communities are appropriately using their funding and oversee chapter budgets
* Maintain a volunteer handbook, including overall resources, financial guidelines, communication tools and engagement methods
* Oversee the onboarding and offboarding process for volunteers
* Collaborate with other team members on programming to engage alumni through multiple channels such as chapter and regionally activities
* Maintain accurate records of alumni engagement metrics, including participation rates, event attendance, and volunteer involvement using the CRM system
* Use data insights to refine and improve alumni engagement strategies
* Identify, recruit, and manage alumni volunteers of a high caliber to create, sustain and expand programs
* Create long-term framework for an active and sustainable alumni volunteer program
* Define, establish and oversee the onboarding and offboarding process for volunteers
* Develop and implement strategic plan to increase volunteer engagement metrics and satisfaction of volunteers
* Cultivate a positive volunteer experience by continually identifying new opportunities and actively engaging alumni participation
* Develop and maintain positive relationships with on-campus partners, alumni networks, and other stakeholders to expand volunteer opportunities for alumni
* Work effectively with a broad, diverse alumni base and implement effective outreach and marketing strategies to attract a diverse pool of volunteers
* Develop, design and distribute email communications in support of volunteer activities, work with Director of Marketing to maintain brand standards
* Maintain and enhance the Aztec Network platform to facilitate networking, mentorship, and professional development opportunities for alumni
* Own all aspects of chapters/communities/groups on the Aztec Network, lead the creation of new groups, upload graphics and post content in support of group and chapter announcements
* Strengthen partnership with Career Services to increase involvement among SDSU alumni
* Develop relationships to assist in the student-to-alumnus transition process, incorporating new and existing traditions as tools for further engagement as they become alumni
* Coordinate and execute various alumni events, including networking receptions, career fairs/workshops, and special campus visits. Identify alumni market segments within the assigned regions and with key volunteers, develop association programs to match interests and needs based on lifecycles, lifelong learning/networking and philanthropic priorities

**Removed**

* Champion our transition to a mentor program platform that supports Alumni to Alumni mentoring and Virtual Communities
* Recognize significant alumni professional and life accomplishments through programs like Rising Aztecs
* Use data insights to refine and improve alumni engagement strategies

**IV. MAJOR RESPONSIBILITIES**:

*Clearly list the major responsibilities/essential functions in descending order from the most important to the least important. Indicate the approximate percentage of time spent in each (percentages should not be less than 5%). The percentage must total 100%.*

| **Description of Responsibilities:** | **(%) Percent of Time** |
| --- | --- |
| **Chapter and Community Management**   * Develop strong chapter and community strategies and manage the organization of alumni groups, serve as lead for regional council alumni leads, and key stakeholders and corporate engagement projects * Oversee the establishment and lead the development of new alumni chapters and communities, which includes creation of a training program and continual execution of volunteer training for lead alumni chapters and community initiatives * Serves as key strategic advisor to all chapter leaders and community organizers with support and guidance to ensure they are active, engaged, and aligned with the university's values * Analyze, scale and amplify strategic engagement programs to successfully deliver meaningful and measurable return on engagement (ROE) and hit department and division goals * Develop and execute strategic communications plans for chapter and community related events and activities, work with Director of Marketing to organize distribution based on department’s communications plan * Develop, design and distribute email communications in support of chapter and community related events and activities, work with Director of Marketing to maintain brand standards * Champion interactions and maintain position relationships with various internal and external stakeholders, including campus and community partners, volunteers and donors, executives, colleagues and staff regarding project strategies, updates, and implementation * Create an environment oriented to trust, open communication, creative thinking, and cohesive team effort to drive high standards with a kind and collaborative style * Manage chapter leaders through the creation of chapters and the annual renewal process * Prepare and maintain an operating framework which guides all activities to increase the effort of chapters/communities’ visibility and submit annual progress reports to leadership * Manage budgets and reporting related to alumni chapters and communities and make sure all are appropriately using their funding * Develop, maintain and oversee the execution of the volunteer and chapter/community handbooks, including overall resources, financial guidelines, communication tools and engagement methods * Provides leadership and guidance to alumni relations professionals, staff, students, and volunteers * Collaborate with other team members on programming to engage alumni through multiple channels such as chapter and regional activities * Oversees outreach and communication efforts to all chapters/communities to keep volunteers informed and engaged with current university policies, programs, and initiatives * Designs new and recommends improvements to existing alumni chapters/communities policies, processes and procedures * Continually examine new ways to influence partnerships and collaborations with assigned alumni groups/networks to achieve organizational goals | 30% |
| **Volunteer Engagement**   * Spearhead and manage SDSU Alumni volunteer program and initiatives to strategically engage alumni in university activities * Identify, recruit, and manage alumni volunteers of a high caliber to create, sustain and expand programs * Create long-term framework for an active and sustainable alumni volunteer program * Define, establish and oversee the onboarding and offboarding process for volunteers * Develop and implement strategic plan to increase volunteer engagement metrics and satisfaction of volunteers * Cultivate a positive volunteer experience by continually identifying new opportunities and actively engaging alumni participation * Develop and maintain positive relationships with on-campus partners, alumni networks, and other stakeholders to expand volunteer opportunities for alumni * Work effectively with a broad, diverse alumni base and implement effective outreach and marketing strategies to attract a diverse pool of volunteers * Develop, design and distribute email communications in support of volunteer activities, work with Director of Marketing to maintain brand standards | 30% |
| **Careerism and Aztec Network**   * Maintain and enhance the Aztec Network platform to facilitate networking, mentorship, and professional development opportunities for alumni * Own all aspects of chapters/communities/groups on the Aztec Network, lead the creation of new groups, upload graphics and post content in support of group and chapter announcements * Strengthen partnership with Career Services to increase involvement among SDSU alumni * Develop relationships to assist in the student-to-alumnus transition process, incorporating new and existing traditions as tools for further engagement as they become alumni * Coordinate and execute various alumni events, including networking receptions, career fairs/workshops, and special campus visits | 25% |
| **Data Management**   * Maintain accurate records of alumni engagement metrics, including participation rates, event attendance, and volunteer involvement using the CRM system * Actively and routinely, support the maintenance and update of alumni records and core mailing lists * Identify alumni market segments within the assigned regions and with key volunteers, develop association programs to match interests and needs based on lifecycles, lifelong learning/networking and philanthropic priorities * Use data insights to refine and improve alumni engagement strategies | 10% |
| Other Duties as Assigned | 5% |
| **Total**  **=100%** | 100% |

**V. LEAD WORK DIRECTION OVER OTHERS**:

*List of individuals the incumbent supervises/leads. Indicate the type of supervision, whether direct (directly supervises the position and conducts performance evaluation) or general (acting in a lead capacity or assigning work).*

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| --- | --- | --- |
| **Classification** | **Working Title** | **Type of work direction**  **(Direct or General)** |
| N/A |  |  |

**VI.** **POSITION REQUIREMENTS**:

*A. List education and years of experience required that are based on the classification standards.*

* Bachelor’s Degree
* 3-5 years’ experience in alumni relations, constituency management or related field
* 3-5 years’ experience in communicating to groups via traditional and emerging media
* 3-5 years’ experience in management in complex organization

*B. Skills, knowledge, and abilities required for this position that are based on the classification standards*

* Ability to work both independently and in coordination with professional colleagues. Must be a team player.
* Demonstrated ability to make independent, complex decisions, problem solve, and practice hands-on management and exercise sound judgement.
* Demonstrated high degree of interest in and commitment to higher education.
* Demonstrated ability to extract pertinent information from computerized databases and other sources, conduct analysis and prepare reports.
* Ability to work in a small shop environment.
* Ability to gain respect from community, campus, and leadership constituencies.
* Ability to organize, plan and execute work, plans, and projects including handling multiple priorities.
* Ability and availability to attend events and perform duties outside of normal work hours (may include evenings and weekends)
* Ability to travel and attend off-campus appointments, events, and functions.
* Excellent interpersonal, oral/written communication skills and time management skills.
* Ability to utilize computer applications and databases to correspond, prepare written materials, prepare spreadsheets and financial reports, and manage time/workflow.
* Must be very detailed oriented with outstanding organizational skills.
* Must demonstrate flexibility and the ability to thrive in a fast-paced environment.
* Ability to represent SDSU in a positive manner on campus and with external constituencies.
* Ability to analyze data and make accurate projections using business mathematics and basic statistical techniques.
* Ability to inspire volunteers.
* Extraordinary interpersonal skills including superb listening, strong recall ability and engaging demeanor.

*C. Specialized skills required for this position*

*D. License and Certification Required (I.e., Driver’s License and Grade, Certification, etc.)*

Ability to obtain a California driver’s license within 10 days of hire.

**VII.** **PREFERRED QUALIFICATIONS**:

* Advanced degree
* Ability to interface with multitudinous and diverse populations
* Demonstrable professional experience utilizing emerging media

**VIII. SIGNATURES:**

*The signature indicates position description is an accurate and correct statement of duties and responsibilities assigned to the position. (Limited to 3 Signers as listed below)*

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|  |  |  |
| Incumbent’s Signature/Acknowledgment |  | Date |
|  | | |
|  |  |  |
| Appropriate Administrator Signature |  | Date |
|  | | |
|  |  |  |
| Vice-President, University Relations and Development |  | Date |
|  |  |  |
| Classification & Compensation Services |  | Date |
|  |  |  |
|  |  |  |

# Attachment A

Complete for all positions

**To comply with the provisions of the Americans with Disabilities Act, specify the physical, mental, and environmental conditions of the essential functions of the job, please complete the sections below.**

**Physical Summary:** Choose one description out of the categories below that best describes this position.

☐  **Sedentary Work:** Involves mainly sitting. Walking and standing are minimal. Lifting is limited to lightweight objects (10 pounds or less).

☒  **Light Work:** Job involves some lifting of medium weight objects (10-20 pounds) and/or 10% -20% of the job involves standing or walking.

☐  **Medium Work:** Job **i**nvolves lifting heavy-weight objects (20-40 pounds) and/or 20%-40% of the job involves standing, squatting, kneeling, or walking. May require pushing or pulling objects within the weight limits.

☐  **Heavy Work:** Job involves lifting more than 40 pounds. Approximately half of the incumbent’s time will be spent walking, standing, squatting, kneeling, or climbing.

**Use the codes below for each of the items which most accurately describe the extent of the specific activity performed in this position.**

“C” = constantly or 6-8 hours per day “F” = frequently or 3-6 hours per day

“O” = occasionally or up to 3 hours per day “N” = never

|  |  |  |  |
| --- | --- | --- | --- |
| **Physical Requirements of the Position** | | **Mental Requirements of the Position** | |
| N | Bending (neck) | F | Reading & Comprehending |
| N | Bending (waist) | O | Writing |
| N | Climbing | O | Performing Calculations |
| N | Crawling | F | Communicating Orally |
| N | Kneeling | F | Reasoning & Analyzing |
| N | Pushing/Pulling | F | Decision Making |
| C | Sitting | F | Directing/Coordinating Others: |
| N | Squatting |  | Other: |
| O | Standing | **Environmental Working Conditions** | |
| N | Twisting (neck) | N | Exposure to variations in temperature/humidity |
| N | Twisting (waist) | N | Exposure to chemicals, gases, dust or fumes |
| O | Walking | N | Operates machinery or drives motorized equipment |
| N | Handling Objects | N | Exposure to bio-hazards |
| N | Manual dexterity | C | Working in normal office environment |
| N | Reach above/below shoulder | N | Working outside with various weather conditions |
| N | Using foot controls | N | Uses specialized equipment |
|  | Other: |  | Other: |

# Attachment B

Complete for all positions

***Sensitive Position:*** *For current employees who are voluntarily reassigned or reclassified to a sensitive position, a background check is also required. To determine if this position is a sensitive position, please consult with Human Resources and reference the* [*CSU Background Check Policy*](https://sdsuedu.sharepoint.com/sites/BFA/HR/employment/Pages/CSU-Background-Check-Policy.aspx).

|  |  |  |
| --- | --- | --- |
| *Consideration for designation as a sensitive position per HR Technical Letter 2017-17* | | |
| 1. Does this position have responsibility for the care, safety, and security of people (including children and minors), animals, and CSU property? | ☐ Yes ☒ No | Sexual offender registry check for those who perform work involving regular or direct contact with minor children and those who are identified as mandated reporters of child abuse and neglect under Executive Order 1083 and California Penal Code §11165.7(a). |
| 1. Does this position have access to and responsibility for detailed personally identifiable information about students, faculty, staff, or alumni that is protected, personal, or sensitive? | ☐ Yes ☒ No | Access to Level Protected Level 1 Data: (i.e., Passwords, DOB, Credit Card Numbers, SSN’s, Medical Data, Law Enforcement Records, etc.) - Link to or incorporate ICSUAM pages. |
| 1. Does this position have access to student records? | ☐ Yes ☒ No | FERPA (Access to student education records) |
| 1. Is the position responding for recording/reporting Clery Data? | ☐ Yes ☒ No | Clery Act Basics |
| 1. Does the position have access to protected health information? | ☐ Yes ☒ No | HIPAA |
| 1. Will this position be an active/participating member of the SDSU Emergency Operations Team? | ☐ Yes ☒ No | EOC Member |
| 1. Does this position have responsibility for operating commercial vehicles, machinery or equipment that could pose environmental hazards or cause injury, illness, or death? | ☐ Yes ☒ No | Motor Vehicle Records/Licensing Check is required. CA Defensive Driver |
| 1. Does the position influence or make decisions regarding real property, real property acquisitions and/or leaseholds, land use and/or development? | ☐ Yes ☒ No | COI CAT 1 |
| 1. Does the position influence or make decisions regarding the purchase of goods, service or construction work? **Note: Having a procurement card is not qualifying if the individual is limited to making directed and supervised purchases from established vendors.** | ☐ Yes ☒ No | COI CAT 2 |
| 1. Does the position influence or make decisions regarding the investment of **SDSU/CSU** funds. | ☐ Yes ☒ No | COI CAT 5 |
| 1. Does the position influence or make decisions regarding the sale of campus goods, services, products, or commodities (including agricultural commodities), which are sold by the campus? | ☐ Yes ☒ No | COI CAT 6 |

# Attachment C

Complete for **MPP Positions Only**

**Mental Effort:**

*Enter frequency of occurrence for all applicable activities using the following key:*

**1=Never Occurs 2=Seldom Occurs 3=Sometimes Occurs 4=Occurs Often 5=Almost Always Occurs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Planning** | | **Staffing** | |
| 3 | Forecast | 1 | Define Roles |
| 4 | Set Program Goals | 1 | Give Input to Position Descriptions |
| 3 | Determine Budget Allocations | 1 | Determine Selection Criteria |
| 2 | Establish, Implement, Revise Policies | 1 | Recruit/Interview/Select |
|  |  | 1 | Orient Staff |
| **Organization** | | **Employee Relations** | |
| 1 | Describe Relationships Between Functions | 1 | Initiate Corrective Action |
| 1 | Define Department/Divisional Structure | 1 | Authorize Formal Discipline |
| 5 | Establish Priorities to Meet Goals | 1 | Administer Collective Bargaining Agreements |
| 1 | Schedule Work for Employees | 1 | Prepares/Investigates Grievance Awards and Complaints |
| 1 | Implement procedures |  | Formulates/Represents University Position for Formal Grievances/Complaints |
| 5 | Determine work methods | 1 |  |
| 5 | Balance multiple tasks/projects |  |  |
| **Direction/Leadership/Supervision** | | **Performance Evaluations** | |
| 3 | Educate | 1 | Determine Performance Standards |
| 3 | Delegate | 1 | Authorize/Approve Awards |
| 5 | Coordinate | 1 | Prepare Performance Evaluations |
| 2 | Coach/Train/Develop | 1 | Observe/Follow-Up on a Daily Basis |
| 2 | Recommend Formal Training | 1 | Correct Work/Behavior Problems |
| 2 | Motivate |  |  |
| 1 | Instruct/Demonstrate |  |  |
| 1 | Schedule Staff/Readjust Schedule |  |  |
| **Organization** | | **Other** | |
| 1 | Describe Relationships Between Functions |  |  |
| 1 | Define Department/Divisional Structure |  |  |
| 5 | Establish Priorities to Meet Goals |  |  |
| 1 | Schedule Work for Employees |  |  |
| 4 | Establish deadlines |  |  |
| 1 | Implement procedures |  |  |
| 5 | Determine work methods |  |  |
| 5 | Balance multiple tasks/projects |  |  |

# Attachment D

Department Organization Chart

**Instruction:** Please insert an image of your department’s organization chart and highlight where this Position Description falls within the chart.

A screenshot of a computer

Description automatically generated