

Employee Name:



San Diego State University

MPP / Staff Position Description

HUMAN RESOURCES USE ONLY

Conflict of Interest (COI) Designated: Yes No

Mandated Reporter: Limited General N/A

Review Date:

MPP Positions Only

MPP Job Code: 3318

Job Family: U

Job Function: 07

Job Category: 03

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.

Please check one:	<input checked="" type="checkbox"/> New Position	<input type="checkbox"/> Existing Position Update
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Date:	June 24, 2024
Department & Division:	University Development / University Relations and Development
Employee Name <i>(leave blank if vacant):</i>	
Current Classification & Grade:	Administrator II
FLSA Status: <i>(exempt or non-exempt)</i>	Exempt
Working Title:	Senior Director of Development for the Mission Valley Innovation District
Position Number & Job Code:	10000691 / 3312

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Working Title & Position Number of HEERA Designated Appropriate Administrator:	Associate Vice President of Development / 10000396
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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 nearly 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.

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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.

II. PURPOSE OF POSITION:

State the basic purpose of the position in one to three specific statements.

In collaboration with SDSU leadership, including University Relations and Development, Business and Financial Affairs and the Division of Research and Innovation, develop a phased plan for Innovation District fundraising, with the entrepreneurship hub being at the forefront. In the first phase, identify, qualify, cultivate, and solicit philanthropic gifts for the entrepreneurship hub, currently planned as a 20,000 square foot building, plus programming in the hub. In later phases, or depending on donor interest, the position will generate support for other opportunities within the Innovation District. Recognition for these gifts may include naming the Innovation District, streets within the District and spaces within the building. For a donor who may be interested, the naming of the entire SDSU Mission Valley site is also an opportunity.

This position reports to the Associate Vice President of Development with dotted line reporting to the Associate Vice President, Mission Valley Development and the Vice President for Research and Innovation.

III. CHANGES IN RESPONSIBILITIES:

- New position

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
<u>Mission Valley Innovation District</u> <ul style="list-style-type: none">● Develop messaging to inspire philanthropic support.● Increase awareness of the SDSU Mission Valley Innovation District and the opportunity to support the project.● Refine the case for support.● Create appropriate collateral materials for a donor audience.● Identify, qualify, cultivate, and solicit gifts.	60%

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Description of Responsibilities:	(%) Percent of Time
<ul style="list-style-type: none"> • Act as a key spokesperson to the donor community regarding Innovation District fundraising, including articulating the vision and case for support. • Collaborate and partner with University Development to facilitate the transition of potential donors for other University initiatives as appropriate. • Represent the university to internal and external constituencies in a positive manner. • Ensure all development activities are conducted in accordance with the fundraising policies and procedures of CSU, SDSU, The Campanile Foundation, and University Development. 	
<p><u>Development Strategy and Logistics</u></p> <ul style="list-style-type: none"> • Advise, guide, prepare and debrief academic and volunteer leaders in carrying out their development responsibilities. • Work collaboratively with the office of Planned Giving, and SDSU Alumni to ensure that annual and planned giving donors and prospects are being maximized to their fullest potential. • Coordinate activities with central development programs including prospect management, research, communications, donor relations and annual/leadership giving. • Coordinate all mailings and communications with SDSU Alumni. • Oversee the creation of giving opportunities, concept papers and cases for support for assigned priorities. • Serve as an active and contributing member at appropriate meetings in development, the college and the URAD division. • Participate in campus committees requiring a development representative as requested. 	20%
<p><u>Development Activities and Stewardship</u></p> <ul style="list-style-type: none"> • Conduct and prepare basic prospect research. Develop basic profiles on specific corporations, foundations and individuals for potential philanthropic support, areas of interest and other university affiliations. • Summarize, verbally and in writing, pertinent basic and detailed information as it relates to requests for information. • Coordinate research requests/needs for donors/prospects. • Conduct special projects research. • Update Ellucian CRM (database) to reflect donor file. • Prepare Corporate/Foundation project proposals to support student/faculty research. • Management of prospect acquisition. • Coordinate effective stewardship of donors for all gift levels. • Manage overall maintenance of prospect and donor working files, database records, mailing lists and reports. 	10%

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Description of Responsibilities:	(%) Percent of Time
<ul style="list-style-type: none"> • Develop cultivation strategies for increasing and upgrading level donors. • Develop and maintain productive working relationships with key volunteers. • Meet and consult with appropriate administrators, faculty, alumni, and friends to work to increase the relationships that advance the Mission Valley Innovation District. 	
<u>Other duties:</u> <ul style="list-style-type: none"> • Special projects and duties as assigned. 	10%
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).

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.

- 10+ years fundraising experience in a large, complex organization.
- Deep and broad connections in the San Diego and Southern California philanthropic community.

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

- Deep and broad understanding of economic development, research, innovation, and entrepreneurship.
- Demonstrated ability to make complex decisions, problem-solve and serve as an effective team member.
- Ability to handle competing priorities in a complex development environment.
- Ability to represent SDSU and University Development in a positive manner on campus and with external constituencies.
- Ability to appropriately handle sensitive and confidential information.
- Excellent organizational skills. Ability to organize own work, coordinate projects with others, manage multiple projects simultaneously, and establish procedures for good information management and research.
- Effectiveness and persuasiveness in both written and oral communication.

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- Strong interpersonal skills and ability to work effectively with colleagues, faculty, staff, students, alumni, corporate executives, and the general public.
- Must have the ability to travel and attend off-campus appointments and events.
- May on occasion be required to attend events or perform duties outside of normal work hours.

C. Specialized skills required for this position

- Proven track record of raising funds for economic development, research, innovation and entrepreneurship.
- Proven experience in all facets of development including gift administration, gift acceptance, prospect management, research, annual giving, volunteer management and communications.
- Demonstrated success as a development professional in a donor-centered fundraising environment.
- Demonstrated success in providing volunteer leadership.
- A high degree of interest in and commitment to higher education and philanthropy and the ability to articulate a compelling case for annual support of a public institution of higher education.
- Ability to utilize computer applications and databases to correspond, prepare written materials and manage time/workflow.
- Ability to interpret biographical, corporate, and foundation information and to prepare concise written basic profiles and summaries of donor/prospect information.
- Proficiency with computer applications (i.e., email; word processing; spreadsheet, presentation software and database applications).
- Working knowledge of electronic databases, other reference sources, library reference tools and research procedures.

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

- Valid California driver's license within 10 days of hire.

VII. PREFERRED QUALIFICATIONS:

- Advanced degree in related field.
- Fundraising experience in a large, complex university or non-profit.
- Demonstrated success with comprehensive and/or capital campaigns.
- Planned giving experience.
- Demonstrated transferable skills are considered.


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)

Employee Name:

Incumbent's Signature/Acknowledgment

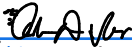
Date


Mary Darling Castillo (Jun 25, 2024 16:03 PDT)

Jun 25, 2024

Appropriate Administrator Signature


Date


Adrienne Vargas (Jun 24, 2024 15:29 PDT)

Jun 24, 2024

Vice-President, University Relations and Development

Date


Rachael Stalman (Jun 27, 2024 11:55 PDT)

Jun 27, 2024

Classification & Compensation Services

Date

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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 involves 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	N	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:

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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](#).

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?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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).
2. 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?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> 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.
3. Does this position have access to student records?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	FERPA (Access to student education records)
4. Is the position responding for recording/reporting Clery Data?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Clery Act Basics
5. Does the position have access to protected health information?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	HIPAA
6. Will this position be an active/participating member of the SDSU Emergency Operations Team?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	EOC Member
7. Does this position have responsibility for operating commercial vehicles, machinery or equipment that could pose environmental hazards or cause injury, illness, or death?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Motor Vehicle Records/Licensing Check is required. CA Defensive Driver
8. Does the position influence or make decisions regarding real property, real property acquisitions and/or leaseholds, land use and/or development?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	COI CAT 1
9. 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.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	COI CAT 2

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10. Does the position influence or make decisions regarding the investment of SDSU/CSU funds.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	COI CAT 5
11. 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?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	COI CAT 6

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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

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

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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.

