TEXAS A&M UNIVERSITY
SAN ANTONIO
VICE PRESIDENT FOR
UNIVERSITY RELATIONS &
ADVANCEMENT PROSPECTUS
ON A MISSION
“Institutions must adapt and change to meet students where they are, and meet their needs. It requires new thinking and different investments.”

— Regent Elaine Mendoza, Texas A&M University System Board of Regents

“The Texas A&M University System was created to increase opportunities for Texans through high quality education. Texas A&M University–San Antonio exemplifies this mission and will play an increasingly vital role in our efforts in the 21st century.”

— Chancellor John Sharp
Thank you for your interest in Texas A&M University-San Antonio (A&M-SA), the only major metropolitan campus in the distinguished Texas A&M University System. We have charted an audacious path for enrollment growth and to becoming a national model for academic and student success that will change the landscape of San Antonio and the great state of Texas. A&M-SA is a contemporary university reflective of the diverse and heritage-rich community it serves. Founded as the first upper-division institution of higher education in South San Antonio, A&M-SA today is a comprehensive four-year university offering affordable, high-quality education at our beautiful, 694-acre campus.

At A&M-SA, we are creating a pathway to prosperity for students in the San Antonio community and the region. Our three colleges (College of Arts & Sciences, College of Business and College of Education & Human Development) offer students 33 undergraduate degrees and 16 graduate degrees in a variety of in-demand fields with on-line and HyFlex, hybrid course options. The campus footprint continues to expand along with our degree offerings and we are set to open a new College of Business & Library Building in fall 2022.

A&M-SA is master planned for up to 50,000 students and is currently exploring options or advancing plans for: a second residence hall; a dedicated recreation center; facilities to house state agencies; and large-scale community athletics and recreation facilities, in partnership with the City and County. Our intercollegiate athletics program launched in spring 2020 and plans for related training, practice and playing facilities are currently being implemented.

While we continue to grow and improve the campus experience, we remain committed to ensuring access and affordability. A&M-SA celebrates excellence and creates life-changing opportunities by providing a quality education, affordable tuition, numerous scholarships and financial aid opportunities, with 98% of our students receiving some form of financial support. Our exceptional faculty and staff are committed to prepare and empower students to be innovative and contributing members of a global society.

I am truly committed to developing a college-going culture in South San Antonio. Whether our students want to be at the head of the boardroom or the head of a classroom, A&M-San Antonio wants to be part of their educational journey. We are here to serve students throughout Texas and the nation in their pursuit of discovery and lifelong learning. At A&M-San Antonio, we are agile and audacious in our thinking and the possibilities are boundless.

Dr. Cynthia Teniente-Matson
Texas A&M University-San Antonio (A&M-SA) invites applications and nominations for the position of Vice President for Institutional Advancement & University Relations. The University is seeking an experienced senior administrator with a successful record of higher education leadership and management accomplishments, who will be forward-thinking, enthusiastic, entrepreneurial and collaborative and provide strong leadership for the division during a time of rapid growth and change.

Invitation and Announcement

In May 2009, the Texas Legislature signed Senate Bill 629, which established A&M-SA as a standalone institution. During the past 10 years, the University has evolved from an upper-division institution to a comprehensive four-year public university that reflects the culturally diverse, heritage-rich community it serves. During this period, the University has impacted lives in South San Antonio and its surrounding communities, providing access to quality education while becoming a catalyst for regional growth – with countless stories of the students, graduates, faculty and staff who are on a mission to discover, inspire, lead and create. As a relatively young and still growing institution, there is excitement about the next phase of A&M-SA’s evolution.

Between May 2009 and fall 2018, the University’s enrollment grew more than 180 percent. The University currently serves over 6,900 students and has graduated more than 14,000 alumni. The student body is 65 percent female, 77 percent Hispanic, and approximately 73 percent of students are the first in their family to attend college. Through the University’s 33 undergraduate degrees and 16 graduate degrees, students can pursue a wide variety of in-demand fields, such as education, business, information technology and cyber security, criminology and biology. The University prepares and empowers students with knowledge and marketable skills that prepare them for rewarding careers, responsible global citizenship, and lifelong learning.

A&M-SA is quickly expanding to fill its 700-acre campus. Due to the rapid growth, the University’s footprint is transforming, with Esperanza Hall, the first residence hall having opened in fall 2017; the Science & Technology Building, which opened in spring 2018; the Classroom Hall, which opened in fall 2020; and the College of Business & Library Building slated to open in fall 2022.

As a proud Hispanic-Serving and Military-Embracing Institution with a predominantly first-generation student population, Texas A&M University-San Antonio transforms lives and our community by delivering a quality higher education experience that is accessible and inclusive, and by empowering students for academic success, rewarding careers, and engaged global citizenship.

About Texas A&M University-San Antonio
About San Antonio

The Community

As the seventh largest city in America and the second largest in Texas, San Antonio offers a unique blend of metropolitan energy and small-town charm. San Antonio is home to nationally known Fortune 500 companies and the San Antonio International Airport.

San Antonio is renowned for its culture blending southern charm with international flair, big-city opportunities and excitement with small-town familiarity. The area's Spanish founding, its Mexican American upbringing, its Texas pride and its German influences are all combined in this unique city.

The A&M-SA community enjoys many entertainment and cultural offerings including the San Antonio Symphony. The San Antonio region offers easy access to a variety of attractions and activities for all ages, including six professional sports teams.

UNIVERSITY CORE VALUES

We are student centered.
We exist, first and foremost, to serve our students and support their academic success, professional development, and personal growth. We meet our students where they are and are intentional in understanding and serving their needs.

We are equity-minded, inclusive, and respectful.
We embrace individual and cultural differences as a strength of our diverse community, and share in the responsibility to co-create a culture and shared mindset in which each member is accepted, valued, safe, and can thrive.

We are visionary.
We reject the status quo and take an “all things are possible” approach to building a university of the future, embracing innovative ways of thinking and doing.

We are a catalyst for opportunity.
We create transformative, equitable experiences and outcomes for our students, employees, and community. We engage in and support teaching, learning, and research that advance the creation of knowledge, improve our understanding of the world, and effect positive change.

We are collaborative.
We understand the value of working together across disciplinary and organizational lines, and embrace a spirit of collaboration, both within the University and with our community partners.

We are committed to excellence.
We foster a culture of holistic wellbeing, achievement, and excellence, grounded in the honor, integrity, and traditions that are the hallmarks of the Texas A&M University System.
OUR MISSION

As a proud Hispanic-Serving and Military-Embracing Institution with a predominantly first-generation student population, Texas A&M University-San Antonio transforms lives and our community by delivering a quality higher education experience that is accessible inclusive, and by empowering students for academic success, rewarding careers, and engaged global citizenship.

OUR VISION

Texas A&M University-San Antonio will be a rising doctoral-granting university with a robust research portfolio, a national reputation fostering equitable learning experiences and outcomes, and increasing influence as a catalyst for social, cultural, and economic impact.

A&M-SA STUDENT SNAPSHOT

FALL 2021 ENROLLMENT

6,946 STUDENTS

73% SELF-IDENTIFY AS FIRST-GENERATION COLLEGE STUDENTS

77% SELF-IDENTIFY AS HISPANIC OR LATINO

196% ENROLLMENT GROWTH SINCE 2009

Torre De Esperanza

UNIVERSITY BUDGET

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University & Divisional Information

Administrative Organizational Chart

Office of the President

- Chief of Staff
  Jessica Loudermilk

- Director of Intercollegiate Athletics & Recreational Sports
  Darnell Smith

- Director of Workforce Development & Community Partnerships
  Rebecca Viager

- Special Assistant to the President for Diversity, Equity & Inclusion
  Elizabeth Murakami

Board of Regents

- Chancellor
  John Sharp

- TAMU-SA President
  Cynthia Teniente-Matson

Provost

- Provost
  Mike O’Brien

- Senior Vice President - Research and Health Science
  Mike O’Brien

- CFO & Vice President - Business Affairs
  Kathy Funk-Baxter

- Vice President - Student Success & Engagement
  Mary Fuentes-Martín

- Vice President - Enrollment Management
  Brandy McLellan

- Vice President - University Relations & Advancement

*Pending search.

University Relations & Advancement

- Business Coordinator II
- Vice President for University Relations & Advancement
  (Interim Chief Communications Officer (temporary))

- Executive Director, Advancement

- Director, Alumni Engagement

- Development Officer II

- Data Researcher

- Creative Manager

- Web & User Experience Mgr.

- Content Producer

- Multi-Channel Designer

- Fellow (Marketing)

- Writer/Editor

- Fellow (Photo/Video)

Advancement  Marketing  Communications
Position Summary
Texas A&M University-San Antonio is seeking an experienced senior leader to join the team as the Vice President for University Relations & Advancement (VP-URA). Reporting to the President, the VP-URA serves on the President's Cabinet, the Foundation Board, and other University committees. The VP-URA provides strategic direction, vision and management of the University's overall institutional advancement efforts, and university relations including annual and major gift fundraising and capital campaigns, community and public relations, alumni relations, marketing and communications. This position is a key advisor to the President and is critical to the current and future success of the University. As such, the VP-URA must possess excellent interpersonal skills and the ability to lead in a dynamic fast-paced environment.

The VP-URA is responsible for providing leadership for all aspects of the fundraising and philanthropy cycle such as prospect identification, solicitation, cultivation, and stewardship. The VP-URA oversees special events, fundraising communications support and related advancement services activities that support development goals. The VP-URA will also work closely with the University leadership to coordinate and prioritize Institutional Advancement goals and assure the implementation of strategies to advance the University’s strategic plan.

The VP-URA oversees the Marketing & Communications Department, (including creative services, public relations, communications, website operations, social media, digital marketing, executive communications, support for strategic enrollment marketing), and Alumni Relations. The VP-URA oversees a broad range of communications, messaging and publications directed to the campus community, high-level donors, prospects and foundation board members in a proactive, clear and professional manner. The VP-URA provides direction for an integrated marketing and communications program that aligns brand awareness and promotion, visual design, public affairs, publications, advertising, enrollment management, and digital marketing.

In collaboration with the Vice President for Enrollment Management, this position leads the development and implementation of a creative, comprehensive integrated marketing and communications plan to support the student to alumni life cycle from recruitment to graduation and beyond.

The VP-URA plays an important role in creating connections within the A&M system's local, regional and statewide constituencies to enhance university relations and outreach. Additionally, the VP-URA is a liaison for strategic initiatives that support community partnerships and philanthropic relationships, creating opportunities and synergy for partnerships or promotions that advance the university’s strategic direction.

Responsibilities of the VP for University Relations & Advancement
- The VP-URA is responsible for providing leadership to develop and maintain integrated comprehensive internal and external fund development activities for the University.
- The VP-URA will also provide leadership and strategic planning for all university advancement programs, with operational responsibility for leading and coordinating development, advancement services, annual programs and alumni relations.
- The VP-URA will oversee and lead fundraising activities including annual giving, major gifts, corporate giving, planned giving, foundation relations, special events fundraising, campaigns and related programs.
- The VP-URA will lead staff and volunteers, and work closely with the Texas A&M San Antonio Foundation leadership to maintain active engagement in the field of philanthropy and development and keep the President, executive committees, and Foundation Board informed of current trends, issues, problems and activities impacting higher education fundraising; will recommend policy positions concerning fund development; and serve as Ex-Officio member of the Texas A&M San Antonio Foundation.
Responsibilities of the VP for University Relations & Advancement (cont.)

- The VP-URA will also oversee the Marketing Communications Department, (including Creative Services, Public Relations, Communications, Website Operations, Social Media and Digital Marketing, and Executive Communications), and Alumni Relations.
- The VP-URA will set strategic goals, measuring performance and supporting the marketing and communication needs of the University. He/She will implement a university-wide marketing and communications program focusing on consistent messaging and identity development, public affairs, publications, advertising, enrollment management, and online communication.
- Provides counsel and support to the A&M-San Antonio Foundation and the President’s University Advisory Board.

Qualifications & Skills

The Vice President for University Relations & Advancement (VP-URA) will have a proven track record in excellent leadership in all aspects of fundraising and development, alumni engagement, and marketing and communications programs and possess experience in managing a complex system of advancement functions and roles. The successful candidate must possess the ability to work closely with key constituents and stakeholders at all organizational levels to provide reliable leadership and strategic counsel in University advancement affairs. The candidate will be able to demonstrate a record of accomplishments in leadership and management responsibilities. The successful candidate will be resourceful, forward thinking, enthusiastic, innovative and have a collegial style. This position serves as a trusted advisor on matters of philanthropy, donor development, stewardship, alumni relations and overall University marketing and serves as a key partner to the President and senior staff. Furthermore, the successful applicant will bring a superb history of major gift cultivation, solicitation and stewardship and demonstrated experience in leading, training and nurturing an effective team.

The VP-URA will be able to work effectively within an emerging organization that is establishing its identity and structure. The successful candidate will inspire confidence, eloquently articulate the University’s academic values and vision, skillfully advance the mission of the University to external constituencies and represent the President at community events and with external audiences. Creativity, vision, charisma, strong presence, responsiveness, honesty, motivation, initiative, and ability to navigate organizational ambiguity are all traits that will be highly valued. A bachelor’s degree is required, and a master’s degree is preferred. In addition, the strongest candidates will have:

- Seven or more years of progressively responsible experience in the field of advancement, preferably in a higher education environment.
- Proven track record of securing major gifts, planning campaigns and annual giving programs, working with alumni groups and developing a strategic plan for advancement.
- Shaping overall strategy for University communications in his/her capacity as a key advisor to the President to include University branding and supporting enrollment management.
- Experience overseeing a sophisticated multi-platform communications program and marketing plan involving publications, web, social, video, public speeches (i.e. imaging and visual design).
- Experience in managing director-level professionals within advancement disciplines.
- Experience in leading organizational growth, team-building and professional development.
- Strong supervisory and managerial skills and a demonstrated ability to work collaboratively, delegate responsibility, and inspire and motivate staff, alumni, volunteers, donors and board members.
- Excellent oral and written communication and public speaking skills to effectively represent the University to internal and external constituents.
- Experience as a team-oriented leader with a high level of integrity and diplomacy.
- A proven record of promoting diversity, equal opportunity and affirmative action.
- Experience in working within a start-up and/or developing organization is helpful.
Jaguar March
At the end of our extended orientation program, JagX, all first-year freshmen gather on the last day to walk the Jaguar March, a one-mile march from the Torre de Esperanza to the campus. This march symbolizes the importance of our students starting and finishing their journey to earn their degree.

President’s Picnic
Week of Welcome isn’t the same without a picnic with our President. President Matson holds a picnic in the middle of campus filled with free food and drinks, and a lot of organizations to help welcome our Jaguar students.

Every year, once a semester, the Mays Center hosts a day of volunteering called Choose. Act. Impact., where students are encouraged to gather with their fellow peers and participate in a volunteering activity of their choice around the A&M-SA community.

Madla Maroon Mondays
On Mondays we wear Maroon… but really! Madla Maroon Monday is the day that our students wear maroon to honor and show pride for Senator Frank L. Madla for his contribution to Texas A&M University–San Antonio and to the city of San Antonio. On specific Mondays of the year, the Student Government Association sets aside Madla Maroon Monday swag to give to students on campus and encourage that school spirit!

Fall Fest - Family Weekend
Every 3rd weekend in October is reserved for you and your familia! This community-wide event has plenty of fun for the family with free live entertainment. There is great food, fun games and bounce houses for children. This is also the time when Mr. and Ms. A&M-SA is announced and crowned.
University Traditions

Ring Ceremony
The ring ceremony is a special moment for Jaguar students as it symbolizes their commitment to graduating from A&M-SA. Each fall and spring semester, students who have completed 60 credits can purchase their ring and participate in the Ring Ceremony, which is the only time any student is allowed to step on our sacred seal for a picture with their ring.

Festival De Cascarones
It’s a Jaguar Fiesta here on campus! Festival de Cascarones is an official Fiesta event that closes out Fiesta. It is a fun event filled with games, food, music and the cracking of cascarones, open to the public!

R.E.D. Fridays
Here at A&M-SA, we take pride in our military students and families. If you find yourself here on a Friday, make sure you are wearing something red! The letters R-E-D stand for Remember Everyone Deployed and since we are a Military Embracing campus, we join in this national tradition and remember everyone that is remotely serving our country.

Jaguars Remembered
This memorial ceremony, held in the President’s Garden, is a unique and special time for Jaguars to come together to commemorate all students and alumni that have passed away in the preceding year.

Patriots’ Cording Ceremony
The Patriot Cord Ceremony is a special ceremony for the university to honor the service of our Active Duty, National Guard/Reserve and Veteran students. Students must have a DD214 on file and must have completed Basic training and Advance Individual Training (AIT/MOS).
Military Embracing

Texas A&M University-San Antonio is proud to be a Military Embracing™ campus community.

At the heart of this philosophy is a commitment to provide focused services to those who have served in our nation’s armed forces and their families. The term embracing reflects Texas A&M University-San Antonio’s campus commitment to be culturally competent and holistic in the provision of comprehensive support for military students to assist them in integrating to the larger university community. Promoting student success is accomplished by a seamless interface between offices on campus, as well as connection to a thriving resource network of federal, state, and local organizations and businesses. Military Embracing™ - our mission is to serve those who have served.
We are Jaguars.
Success is not our goal,
it is our mission.
We aspire to uphold diversity to
enhance our legacy.
We live by our strengths and learn
from our weaknesses.
We honor those who have fallen and
those who have served.
As leaders, we serve our country, our
community, and others.
We discover our path to knowledge
through creative inquiry and the
challenge of new ideas.
We commit ourselves to seeking
opportunities for growth and pursuing
a life of excellence.
We are the heartbeat of south
San Antonio.
We are on a mission to boldly
seize every opportunity.
We are Jaguars.