



## **POSITION PROFILE**

**USF ST. PETERSBURG CAMPUS**

**ASSOCIATE VICE PRESIDENT OF DEVELOPMENT**



**UNIVERSITY of  
SOUTH FLORIDA**





## THE OPPORTUNITY

USF ST. PETERSBURG CAMPUS

# ASSOCIATE VICE PRESIDENT OF DEVELOPMENT

We're looking for a dynamic, collaborative and strategic fundraising leader to serve as the Associate Vice President of Development for the USF St. Petersburg campus. This is an exciting opportunity to elevate the philanthropic impact of a growing regional campus with a distinctive culture and close ties to the surrounding community!

### Position Summary

Reporting to the Regional Chancellor and Senior Associate Vice President of Development, this position is the chief philanthropy officer with the primary purpose of leading the development and fundraising efforts for the USF St. Petersburg campus. The Associate Vice President (AVP) of Development will cultivate and secure major gifts (\$100,000+), manage several direct reports and collaborate with various partners across USF to achieve the organization's goals for contacts, proposals, and dollars raised. In close collaboration with leadership, the AVP for Development will establish strategic direction for development activities at the St. Petersburg campus and will be responsible for driving outcomes. Additionally, this person will manage various projects as assigned by the Senior Associate Vice President for Development and the Regional Chancellor of the St. Petersburg campus.

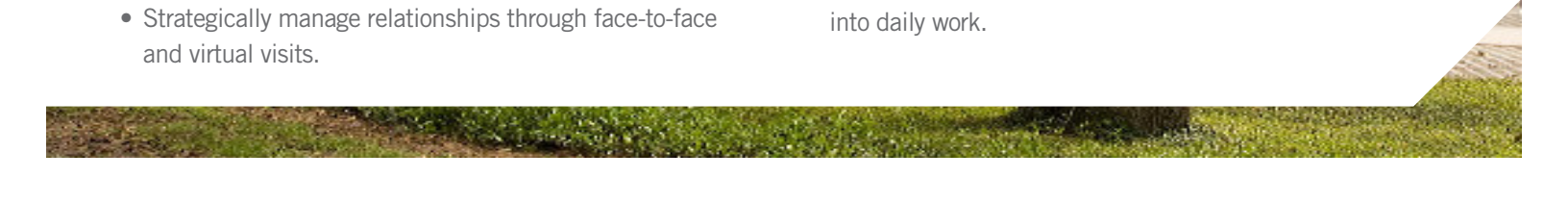
### Responsibilities Fundraising

- Build and manage a robust portfolio of prospects in order to identify, cultivate, solicit and secure major gifts (\$100,000+) from a variety of sources for the St. Petersburg campus as its principal major gifts officer. Fundraising dollar, visit and proposal goals will be determined through conversations with leadership and based on the prospect pool and campus potential.
- Serve as the philanthropy advisor to the Regional Chancellor and help to facilitate key relationships in pursuit of impactful gifts to the campus.
- Continuously update the prospect management database with information related to donor activities.
- Strategically manage relationships through face-to-face and virtual visits.

### Program and Staff Leadership

- Lead the strategic planning, goal setting, implementation, and management of all philanthropic activity for the St. Petersburg campus, including major and planned gifts, annual giving, donor relations, and alumni affairs.
- Advise the Regional Chancellor on fundraising matters and coordinate development activities between all three USF campuses.
- Coach, mentor, manage and lead a team of fundraisers and an administrative team to successfully meet or exceed the established goals.
- Engage with and support volunteer leadership at the St. Petersburg campus.
- Support events designed to increase engagement with alumni and friends and to further relationships with prospective major gift donors.

### Growth, Learning and Collaboration

- Intentionally build and invest in developing strong relationships with the St. Petersburg campus leaders and faculty to promote a culture of philanthropy.
  - Identify and facilitate opportunities for university leaders and colleagues to support the cultivation and solicitation of prospective donors.
  - Develop strong relationships with Advancement leadership, staff and departments to leverage the tools and resources available to ensure prospects and donors have a meaningful experience with USF.
  - Constantly seek an up-to-date understanding of initiatives and programs at the St. Petersburg campus and USF.
  - Stay abreast of industry trends to integrate best practices into daily work.
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# OUR UNIVERSITY

The nation's fastest rising university, USF ranks 42nd among public universities and 97th among all public and private universities, according to U.S. News & World Report. Florida's only metropolitan Preeminent Research University, USF earned the top score for 2022 Performance-Based Funding, which measures categories such as affordable access and preparing students for success in high-demand career fields.

With campuses in Tampa, St. Petersburg and Sarasota-Manatee, USF's innovation and economic development efforts generate more than \$6.02 billion

in economic impact each year, support more than 68,704 jobs and return more than \$600 million in tax revenue to local, state and federal coffers. Eighty-two percent of the jobs created by USF innovation statewide are in the knowledge-based services sector.

The Chronicle of Higher Education ranked USF No. 7 in the nation for Top Producer of Fulbright Scholars, with seven faculty scholars for the 2021-2022 academic year.

## USF IS THE FASTEST RISING UNIVERSITY IN AMERICA



### USF IS RANKED NO. 42 AMONG PUBLIC UNIVERSITIES IN U.S. NEWS & WORLD REPORT

Fall 2022 Freshman academic profile posts an average

**SAT SCORE OF 1309**

and a high school

**GPA OF 4.2**

2022-23 student body of

**49,766 STUDENTS**

representing more than

**146 DIFFERENT COUNTRIES**

**NO. 22 IN THE NATION**

for best employers for women

according to Forbes

The Morsani College of Medicine had an incoming medical student cohort with an average

**MCAT SCORE OF 517,**

placing it among the

**TOP OF ALL MEDICAL SCHOOLS IN THE COUNTRY**

**NO. 6 IN THE NATION**

for eliminating the completion gap between Black and White students

**NO. 4 IN THE NATION**

for Latino student success

**NO. 8 IN THE NATION**

for reducing inequalities  
Times Higher Education (2020)



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# USF ST. PETERSBURG CAMPUS

Located on Bayboro Harbor and in the heart of the city's Innovation District, the University of South Florida's St. Petersburg campus combines natural beauty with the appeal of city life. The St. Petersburg campus has all the advantages of a large public university while providing small class sizes in a close-knit learning environment. Offering more than 40 graduate and undergraduate programs, it is the only residential public research university in Pinellas County, Florida.

The campus is home to more than 80 student organizations, from the co-ed sailing team to the Puppy Raisers Club. New state-of-the-art facilities include a STEM robotics lab that infuses teaching with the latest in science, technology, education and math, a Wealth Center equipped with the resources and technology utilized by financial experts around the world and a recently built residence hall that includes a full-service dining facility.

Many USF St. Petersburg campus students take the opportunity to engage in research and internships, and have done everything from working on presidential primary campaigns to creating startups to researching the abundance and distribution of microplastics in Tampa Bay.

The campus has developed strong partnerships with local businesses, governmental agencies and civic organizations to create an academic hub for the city. The campus is a member of the city's Innovation District, a cluster of research, marine science, health care, business incubation, and media institutions that collaborate to create new opportunities for economic development. It is adjacent to premier health facilities and within walking distance of downtown St. Petersburg's financial industries and art venues, offering rich community experiences and valuable partnerships for enhanced learning and employment opportunities for students.



### Christian Hardigree

Regional Chancellor, USF  
St. Petersburg campus

Christian Hardigree was named Regional Chancellor of USF's St. Petersburg campus in May 2022. She previously served as the founding

dean of the School of Hospitality at Metropolitan State University (MSU) in Denver, which is the third largest and only open-access institution of higher education in Colorado.

Prior to her role at MSU, Hardigree served as the founding director and professor of the Michael A. Leven School of Culinary Sustainability and

Hospitality at Kennesaw State University in Kennesaw, Georgia. She also worked for Parnell & Associates as a senior litigation attorney and partner focusing on employment discrimination, arbitration, mediation and labor-management relations.

A researcher and frequent conference presenter, Hardigree received her juris doctorate from Walter F. George School of Law at Mercer University and a bachelor of science, cum laude, from William F. Harrah College of Hotel Administration at University of Nevada Las Vegas.







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UNIVERSITY OF SOUTH FLORIDA

# USF ADVANCEMENT

USF Advancement connects the university with donors who want to make a difference by providing private, philanthropic support to promote student success, academic initiatives, research and other strategic priorities.

USF Advancement is an integrated team encompassing alumni, development and foundation operations. This includes a team of approximately 170 professional staff, including 70 fundraising

professionals, raising more than \$100 million annually. USF Advancement works closely with the academic and health science deans, athletics, and the campuses in Tampa, Sarasota-Manatee and St. Petersburg.

In June 2017, the USF Foundation completed a \$1 billion capital campaign. The University of South Florida's endowment now exceeds \$604 million in value.



### Jay Stroman

Sr. Vice President of Advancement  
and Alumni Affairs  
CEO of the USF Foundation

Jay Stroman joined the USF team in June of 2020 after most recently serving as senior associate vice president for

development and alumni relations at the University of Georgia (UGA). At UGA, Jay helped coordinate a lead a capital campaign that exceeded its \$1.2 billion goal more than a year earlier than the original target date. He also played a key role in securing a \$30 million gift, the largest in the 200-plus year history of the state's flagship university, which aided in the creation of more than 500 endowed need-based scholarships. He brings 20 years of highly successful institutional advancement experience to USF.



### Jennifer McAfee

Sr. Associate Vice President,  
Development

Jennifer McAfee received her undergraduate and law degree from the University of Tennessee, Knoxville. After practicing real estate law and estate planning for several years, her development career has taken her to Young Harris College and the University of Tennessee, Knoxville where she worked in roles serving annual, major and planned giving donors. At the University of South Florida, Jennifer is responsible for driving fundraising strategy for USF schools/ colleges (including Sarasota-Manatee and St. Petersburg campuses and excluding health-related colleges), athletics and planned giving/ WUSF. She is focused on developing and leading high performing teams, strategic planning and elevating fundraising programs and efforts at USF.





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## LIFE IN ST. PETERSBURG

Along with beautiful, award-winning beaches, St. Petersburg is home to the world-renowned Salvador Dali Museum, top-rated restaurants and beautiful Fort De Soto Park. The waterfront escape is a perfect family getaway with so many things to do!

The gleaming new 26-acre St. Pete Pier combines the peaceful blue waters of Tampa Bay with the vibrant greenery of downtown St. Petersburg's parks, creating the ultimate place to stroll, bike, dine, drink, shop, swim, take in a concert and more.

St. Petersburg, which glimmers between the Gulf of Mexico and Tampa Bay, is known for its warm weather and for holding the title of "most consecutive days with sunshine" at 768 days!

Downtown St. Petersburg is the city's heart, home to great shopping, restaurants, bars and cultural attractions. After making a stop to check out the largest collection of Dali's work outside of Spain, swing by the Chihuly Collection on Central Avenue to witness mind-blowing glasswork.

Whether you're having some down time on America's best beaches or admiring beautiful Tampa Bay from downtown St. Pete, you're in for some major fun in the sun.





UNIVERSITY OF SOUTH FLORIDA

## PRINCIPLES OF COMMUNITY

We the students, alumni, faculty, staff and administrators of the University of South Florida unite as a community to propel the success of “One USF.” We celebrate our accomplishments and respect our complex differences. We commit ourselves to shaping the future in a community that cherishes justice, accessibility and meaningful participation by all of its members. USF starts with US. In this spirit, we state the following Principles of Community.

EQUITY WITH EXCELLENCE

DIVERSITY WITH INCLUSION

FREEDOM WITH RESPONSIBILITY

DIALOGUE WITH RESPECT

TRANSPARENCY WITH ACCOUNTABILITY

APPLICATION  
DETAILS



Please direct all inquiries or referrals to Kristin Green: [green7@usf.edu](mailto:green7@usf.edu). As the Assistant Vice President of Talent Management, Kristin has the privilege of partnering with University Advancement staff to attract, develop and engage a best-in-class workforce in support of USF. She has spent nearly a decade supporting advancement professionals through their career and is excited to hear from you!

CLICK HERE TO **LEARN MORE** ABOUT OUR **PRINCIPLES OF COMMUNITY**