

SEARCH PROSPECTUS:

Vice President of University Advancement



Cal State Fullerton®

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Founded in 1957, Cal State Fullerton is a community of approximately 139,000 people located in Fullerton, CA, 30 miles southeast of Central Los Angeles. About 44,000 students were enrolled in fall 2025, the majority of whom live in Orange County.

Cal State Fullerton is a leading campus of the CSU system, serving as an intellectual and cultural center for Southern California and a driver of workforce and economic development. We are an emerging national model for broadening access to higher education for the diverse student population in the region and beyond, and for supporting student success through innovative high-impact educational experiences and student support programs.

Cal State Fullerton embraces a very diverse community, with over 40 nations represented in the student body. CSUF is designated as a Hispanic Serving Institution and an Asian American and Native American Pacific Islander Serving Institution. Excelencia in Education, a nonprofit and national authority on Latinx student success, recertified Cal State Fullerton in 2024 with the Seal of Excelencia

through 2027, a prestigious certification awarded to U.S. institutions that strive to go beyond Latinx student enrollment and intentionally elevate their students' success. Cal State Fullerton is one of nine institutions to earn recertification in 2024.

Watch this video to learn more about Cal State Fullerton



THE UNIVERSITY

About Cal State Fullerton

With an operating budget of approximately \$595 million for the 2024-2025 fiscal year, the University offers 120 degrees: 57 undergraduate degrees and 63 graduate degrees, including doctorates in education and nursing practice. Cal State Fullerton has 8 colleges, including the largest accredited business school on the west coast. The university employees respectively over 2,400 full-time and part-time faculty members, as well as nearly 2,000 staff members.

Cal State Fullerton is a major driver of economic activity statewide, powering \$2.26 billion in economic activity. The quality of faculty at Cal State Fullerton, 81% of whom hold a doctoral degree, is reflected in the numerous state, national, and international awards.

A Titan education is defined by high-impact immersive learning experiences amid rich perspectives and backgrounds. CSUF graduates are academically confident, culturally competent, well prepared, and uniquely positioned to excel in their local communities, in the global marketplace, and in the journey of lifelong learning.

U.S. News and World Report ranks Cal State Fullerton among the top 10 performers in the nation for social mobility (Sept. 2024). Money magazine rates CSUF 4.5 stars in its list of Best Colleges in America (June 2024). Cal State Fullerton is No. 4 in the nation for total bachelor's degrees granted to Hispanic/Latino students, according to Hispanic Outlook on Education Magazine (Oct. 2024). Diverse: Issues in Higher Education ranks CSUF at No. 4 in the nation for bachelor's degrees awarded to Hispanics (Nov. 2024).

In fall 2025, CSUF enrolls record-high number of students of over 44,000. Nearly 60% of these students receive financial aid, and about 32% of them are the first in their families to attend a university.

Mission

Cal State Fullerton transforms lives through innovative and quality education, research, and creative activities. We inspire all members of the Titan community to engage in their lifelong pursuit of critical inquiry and societal advancement; to become catalysts for empowerment and inclusivity; and to advance the intellectual, cultural, and economic growth of Orange County and beyond.

Vision

Cal State Fullerton will serve as a model public university that cultivates leaders who drive innovation, sustained change, and collective well-being in local and global communities.

Strategic Plan

CSUF's ambitious 2024-2029 strategic plan Fullerton Forward provides an excellent roadmap for evolving the institution's focus on student access, academic success, support, and well-being. It also addresses critical areas of recruitment and retention of students, faculty, and staff, as well as goals related to the physical and financial capacity of the institution and associated campus operations.

Orange County

Orange County's three million residents enjoy a nearly perfect climate in which parks and beaches provide abundant opportunities for outdoor activities. Orange County is the home of exciting professional sports, a wide range of tourist attractions, including Disneyland, and quality venues for visual and performing arts. Orange County boasts a thriving business economy and a well-educated workforce. The County of Orange is a regional service provider with core businesses including public safety, public health, environmental protection, regional planning, public assistance, social services, and aviation.



FACILITIES

The California State University, Fullerton campus includes approximately 110 permanent buildings, featuring student housing for about 2,200 residents and a recently renovated Titan Dining Hall. Recent developments include two buildings in the Visual Arts Complex, which added gallery and classroom spaces along with renovations to an existing structure, a 600-bed suite-style student housing facility, a parking structure, and an Olympic-sized pool.

- Student Housing Phase 5: A 512-bed apartment-style complex, currently under construction.
- Engineering and Computer Science Innovation Hub: A 42,000 square foot state-of-the-art facility in the design phase.
- Landmark Hall – Center for Leadership: A 20,000 square foot donor-funded building in the design phase.

The main campus core includes Mihaylo Hall, McCarthy Hall, Dan Black Hall, Humanities, Gordon Hall, and Langsdorf Hall, surrounded by key academic buildings: Titan Gym, Kinesiology and Health Sciences, Education Classroom, the Engineering and Computer Science Complex, and the Visual and Performing Arts Complex. Supporting academic buildings are the Titan

Student Union, Bookstore, Charles L. and Rachel E. Ruby Gerontology Center (home to the Center for Successful Aging), Student Health and Counseling Center, Titan Hall, and other utility buildings. The 10-story College Park building on Nutwood Avenue hosts the College of Communications and the College of Education, providing additional classroom and office space. The campus also features four parking structures, with a total capacity of 7,323 spaces and total approximately 12,425 vehicles. Through the Associated Students, Inc., Fullerton offers an accredited child development center on campus.

The Arboretum and Botanical Garden at California State University, Fullerton is located at the northeast corner of the main campus. The Arboretum is open to the public. The historical Heritage House, built in 1894 and moved to the 26-acre botanical preserve in 1972, was restored and currently serves as a museum devoted to the history of Orange County's beginnings as an agricultural region as well as the contributions of the Japanese American community and local pioneer families to its economic growth and development.



SUSTAINABILITY INITIATIVES

Cal State Fullerton is committed to sustainability and has received its first Platinum Leadership in Energy and Environmental Design (LEED) certification from the U.S. Green Building Council for the Student Housing Complex Phase 3. Recent sustainability initiatives include installing a solar-energy network on the rooftops of parking structures, the Kinesiology and Health Science (KHS) building, and the Clayer Performing Arts Center (CPAC), totaling approximately 4,777 kilowatts, with an additional 106 kilowatts planned. This clean-energy project is projected to generate 1.16 megawatt-hours of electricity annually, reducing greenhouse gas emissions by over 700 metric tons each year and saving an estimated \$9 million in utility costs over the next 25 years.



Cal State Fullerton is proud to:

- Empower graduates to become leaders in innovative climate solutions, as reflected in the multidisciplinary poster presentations addressing sustainability and climate action across the curriculum at the annual Energy and Sustainability Summit.
- Be a Second Nature Carbon Commitment signatory and integrate sustainability across academics and operations.
- Be a charter member of the Association for the Advancement of Sustainability in Higher Education (AASHE) with a STARS Gold rating.
- Be recognized as a top performer in water management in the 2024 Sustainable Campus Index, achieving a 27% reduction in water use from infrastructure and landscaping initiatives.
- Offer 100 electric vehicle (EV) charging spaces through the Southern California Edison Charge Ready Program, helping reduce greenhouse gas emissions by up to 8,300 pounds per day for a cleaner tomorrow.

The Associated Students Inc., CSUF provides student development opportunities through leadership, volunteer, and employment experiences. In addition, the Associated Students provides campus community members with important social, cultural, and recreational opportunities, as well as a wide range of programs and services. CSUF recognizes that many of the people who wish to attend the University are parents of young children, and to attend classes, these students must arrange for affordable, quality childcare. Therefore, the CSUF Children's Center has been established and operated with Associated Student Inc. funds, for the purpose of making the educational opportunities at the university equally accessible to these parents of young children.

The Arboretum and Botanical Garden at Cal State Fullerton provides academic experiences for each of the eight colleges, offering a teaching and learning platform spanning 26 acres with opportunities for research, internships, service-learning, thesis exhibits/presentations, and capstone projects.

STUDENT ACTIVITIES

An active student co-curriculum is delivered through Student Affairs and College programs, including opportunities for community service, recreation, arts and culture, professional development, and continuous learning to address the whole student experience. For example, the College of the Arts The College of the Arts presents a variety of cultural attractions showcasing student and faculty talent plus guest artists. Associated Students productions hosts entertainment programs at venues throughout the campus.

The Titan Sports Complex was established in 1992, featuring Titan Stadium (10,000 seats), Goodwin Field (3,500 seats), and Anderson Field for softball, a track and full-sized soccer field. Men's intercollegiate athletics programs are NCAA Division I. baseball (2004, 1995, 1984 and 1979 national

championships), basketball, cross country, golf, soccer, and track and field. Division I women's sports are basketball, cross country, golf, indoor and outdoor track and field, soccer, softball (1986 national championship), tennis, and volleyball. In 2022, the campus added Men's and Women's Water Polo to their athletics teams and opened its new aquatics center featuring an Olympic sized pool.

The choice of the elephant as the University's mascot, dubbed Tuffy Titan, dates to spring 1962 when the campus hosted "The First Intercollegiate Elephant Race in Human History." The student-organized event attracted 10,000 spectators, 15 pachyderm entrants, and worldwide news coverage.

PRIVATE SUPPORT

The Cal State Fullerton Philanthropic Foundation (CSFPF) oversees the management of charitable gifts to the University. The CSFPF Board of Governors focuses on building and strengthening relationships with communities served to encourage advocacy, investment, and support of the University, its mission, goals, and programs that advance student success. Cultivating significant opportunities for the future of Cal State Fullerton requires a large network of community support groups.

These affiliates include the President's Associates, CSUF Alumni Association, Art Alliance, Colleagues of the College of Natural Sciences and Mathematics, Emeriti, Friends of the Fullerton Arboretum, MAMM Alliance for the Performing Arts, Music Associates, Osher Lifelong Learning Institute, Patrons of the Library, Reading Educators Guild, Titan Advocates, and Titan Athletics Council.



ABOUT THE VP FOR UNIVERSITY ADVANCEMENT POSITION

JOB SUMMARY

CSU Fullerton invites applications and nominations for the position of Vice President for University Advancement. The Vice President for University Advancement provides executive level leadership for all aspects of the University's comprehensive fundraising program, alumni relations program, government and community relations, several premier university events, advancement operations and oversight of the University's endowment through the Cal State Fullerton Philanthropic Foundation.

Reporting directly to the President, the Vice President for University Advancement serves as a member of the President's Cabinet and President's Advisory Board and participates in all aspects of institution-wide planning in support of the mission and goals of the University. This position is one of six Vice Presidents of the University and is responsible for increasing CSUF's visibility and support among key constituents, major donors and the community. The Division of University Advancement provides leadership in strategic relationship-building with - and stewardship of - alumni, businesses, foundations, emeriti, faculty, staff, parents and other important constituencies in order to generate essential private financial support.

RESPONSIBILITIES INCLUDE

The Vice President for University Advancement has responsibility for senior level leadership overseeing all areas of Advancement including developing and overseeing new fundraising programs. Manages a personal portfolio of major donors and develops and implements plans for cultivation and solicitation in collaboration with academic leaders and campus development officers. Is responsible for operating the University's auxiliary foundation board and manages its endowment and budget and a stateside budget. Recruits high level foundation board members and oversees the planning of board retreats, meetings and the development of a strategic plan.

Implements all fundraising materials and oversees the planning and execution of several premier university events. Works to develop campus-wide gift opportunities and proposals and manages a program which seeks to match the interests of numerous donors, including individuals, alumni, corporations and foundations, with the needs of the University.

List of primary duties associated with each major job responsibility

Senior level leadership overseeing all areas of Advancement

- Directs the execution of activities of full service advancement staff of approximately seventy.
- Serving as the Executive Director of the Philanthropic Foundation, responsible for the operation of the foundation board and the management of its endowment and overall budget.
- Responsible for recruiting high level board members, overseeing the planning of board retreats, board meetings and the development of a strategic plan.
- Manages a division budget of approximately \$8.5 million.
- Works to provide campus-wide opportunities for Alumni outreach and student alumni activities and provides external opportunities for alumni to reconnect.
- Serves as an Ex-Officio member of the Alumni Association Board Participates in a leadership role on national, state, and local government opportunities for the University community.
- Provides oversight to the department of government and community relations.
- Oversees the planning and execution of several premier university events.
- Serves as internal consultant for all campaigns, working closely with other development officers and campus leaders to evaluate and design campaign efforts.
- Oversees the formulation of policies and procedures related to naming, gift agreements as well as internal UA policies to ensure all legal and gift management policies are followed.
- Oversees the management of the prospect management system, assuring equitable access to all constituencies and ensuring that active and effective strategies are in place for all assigned prospects.
- Provides leadership and support to staff, including the fostering of a collegial and collaborative culture with the rest of the University community.

Fundraising

- Manages a personal portfolio of major donors developing and implementing plans for cultivation and solicitation of these prospects in collaboration with academic leaders and campus development officers.

ABOUT THE VPUA POSITION CONTINUED

- Responsible for generating matching funds on capital projects.
- Interact with business and community leaders to seek the involvement of increasing numbers of individuals in programs that provide financial and volunteer support for the highest academic priorities of the campus.
- Works to develop campus-wide gift opportunities and proposals and manages a program which seeks to match the interests of numerous donors, including individuals, corporations and foundations, with the needs of the University.
- Responsible for implementing all fundraising materials including written materials.
- Responsible for developing and overseeing new fundraising programs.

Campus leadership

- Works as member of the President's Cabinet and President's Advisory Board in the management, administration and operation of the University.
- Works with campus leadership including Deans and Academic Senate to establish fundraising, and strategic planning for the campus.
- Serves on several university-wide committees including budget resource and planning, strategic planning and is the staff member responsible for Academic Senate standing committee for Advancement.
- Serves on Vice President Council for system wide Advancement.



QUALIFICATIONS

ESSENTIAL QUALIFICATIONS

- At least ten years of significant experience in development as a sophisticated, seasoned professional; additional experience in a leadership role in a major capital campaign would be highly advantageous.
- Demonstrated success in designing and leading a comprehensive development, advancement and alumni relations program, preferably in a higher education environment.
- Demonstrated ability to garner internal and external support for annual giving, planned giving, corporate and foundation relations, and major gift fundraising.
- Ability to select, train, supervise, inspire and lead a professional advancement team in a large complex organization.
- Solid track record of cultivating, soliciting and closing major gifts and the ability to match the needs and objectives of prospective donors with the fundraising goals of the University.
- High-level communication skills to express the University's mission and advancement objectives to varied audiences, including potential donors, community members, alumni and campus constituency.
- Demonstrated skill to work as a member of a senior institutional management team with strong capabilities in planning, organizing and managing.
- Ability to work collaboratively with colleagues within the University leadership and with external partners at the individual and organizational level.
- Demonstrated ability and a commitment to working with senior University leaders at an institution where shared governance is highly valued.
- Ability to organize and motivate faculty, staff and key volunteers to participate effectively in fundraising and alumni related activities. Demonstrated understanding of the use of information technology to achieve advancement goals.
- Well developed sense of the importance of alumni relations to the University and the role an alumni relations department plays in overall advancement.
- A demonstrated understanding of the role of University Advancement in the context of California.



APPLICATION PROCESS

If you are interested in confidentially learning more about this opportunity, please reach out to Phenicia McCullough, Vice President for Human Resources and Inclusive Excellence, at (657) 278-8213 or, if more convenient, schedule an introductory call by emailing hr@fullerton.edu. Applications can be submitted in confidence at <https://www.fullerton.edu/leadership>. Those applications received by October 16 by 9:00 PM (Pacific Standard Time)/midnight (Eastern Standard Time) will be assured full consideration. A complete application will include a cover letter addressing the qualifications above, curriculum vitae, a Leadership Statement, and the names, e-mail addresses, and phone numbers of five references. References will not be contacted without explicit permission from the candidate.

California State University, Fullerton is deeply committed to fostering an inclusive environment within which students, faculty, staff, and administrators thrive. Individuals interested in advancing the University's strategic goals are strongly encouraged to apply. Reasonable accommodations will be provided for qualified applicants with disabilities who self disclose.

