

Richard D. Valentine

SUMMARY

Twenty-eight years of progressive experience in small, private, liberal arts education. Expertise and supervision in college fundraising, student recruitment and financial assistance, alumni programs, public relations and marketing. Extensive exposure to academic, financial and student life programs. Proficient in college/university budgeting.

PROFESSIONAL EXPERIENCE

Transylvania University, Lexington, Kentucky Vice President for Alumni and Development July 2004 -- Present

- Responsible for all fundraising initiatives along with alumni programs.
- Staff supervision includes: five professional fundraisers, alumni director and assistant, grants writer, gift recorder and two clerical staff.
- Position reports directly to the President and serves on the President's cabinet.
- In first year increased alumni giving percentage from 51% to 53%, tying the University record.
- In first year set dollar raised records for alumni annual fund giving, parents fund and overall University annual fund giving.
- In third year set total giving record of \$16 million eclipsing the previous record by \$5 million.
- Staff chairman for 2009-2012 strategic plan in the area of Financial Resources and Physical Plant projects.
- Staff chairman to the development committee of the board of trustees.
- Committee member for the 2005 Quasibicentennial (225 years) celebration.
- Handle an active development prospect pool of 60 along with 20 suspects.

Campaign experience

- Help establish the initiatives and supervision of a five-year \$32 million capital campaign.
- Silent phase began in October 2004.
- Surpassing the goal a year and a half early, the campaign total was increased to \$42 million and campaign extended six months.
- Current total at \$39 million.

Campaign success

- Ninety-three percent of the trustees have given \$16.3 million.
- Corporation/Foundation giving at \$5.5 million.
- Single largest gift, \$5 million.
- No deferred giving counted in the campaign.

Monmouth College, Monmouth, Illinois
Vice President for External Relations
July 1995 – June 2004

- From July 1995 – September 2000 complete responsibility for the Admission and Advancement departments (Admission accomplishments listed later).
- Advancement department involved all fundraising initiatives, alumni programs and college communications.
- Staff supervision included: three professional fundraisers, alumni director, prospect researcher, grants writer, gift recorder and technology liaison, four professional college communication staff and four clerical staff.
- Position reported directly to the President and serves on the President's council.
- Established a fundraising plan that increased annual support to the college by 40% and total giving by 57%.
- Established a prospect tracking system, which allowed staff to retrieve and add information to their prospects in the office or while traveling, system also had a tickler component to remind staff of their next contact.
- Handled an active development prospect pool of 65 with an additional 50 suspects.
- Implemented an annual Alumni Weekend program serving over 400 Monmouth alumni.
- Managed the marketing of the college through the college communication department including college publications, news releases, etc.
- Established and hired the web coordinator position, chairman of the web advisory committee on campus.
- Liaison to the board of trustees.
- Staff chairman to the development committee of the board of trustees.
- Staff chairman to the nominations committee of the board of trustees.
- Staff coordinator for the 2003 sesquicentennial celebration.
- Chairman of the commencement speaker/honorary degree committee.

Campaign experience

- Helped establish the strategic plan and initiatives for a capital campaign.
- Established a fundraising committee to look at the feasibility of a capital campaign. Interviewed four consulting companies and hired Bentz Whaley Flessner to serve as campaign council.
- Staff chairman for the campaign.
- In the fall of 2000 entered the silent phase of a five year, \$48 million capital campaign.
- Within 12 months raised \$40 million.
- At date of Monmouth departure campaign totaled \$53.6 million.
- Developed a campaign pipeline report from the prospect pool which indicated the potential of an additional \$27 million.

Campaign success

- Ninety-five percent of the trustees gave over \$24 million.
- Single largest gift, \$10 million.
- Corporation/Foundation giving at \$10 million.
- Only \$4.9 million in deferred gifts (cash driven campaign).

Monmouth College, Monmouth, Illinois
Vice President for External Relations
Admission responsibility
July 1995 – September 2000

- Complete responsibility for the admission effort.
- Served on the President's council.
- Supervised the Dean of Admission, five admission professionals and four clerical staff.
- In the fall of 1999, Monmouth College received the largest number of first year applications and total applications in the history of the college.
- In the fall of 2000, 1068 full-time students enrolled, this was the highest enrollment for Monmouth in 30 years.

Monmouth College, Monmouth, Illinois
Vice President for Admission
May 1993 – July 1995

- Established admission marketing plan and strategy.
- Increased enrollment from 580 to 970.
- Increased average ACT from 21 to 23 for entering students.
- In the summer of 1993 developed a complete set of admission materials.
- In 1994 closed new student admission in May for the first time in the history of the College and in 1995 closed admission in April.
- Increased American minority student enrollment by 2%; international student enrollment by 3%.

Owner/operator classic car restoration business, Batesville, Arkansas
September 1989 – May 1993

- Bought, sold, and restored pre-1970 classic and muscle cars.
- Developed business into a national-international venture.

Arkansas College now Lyon College, Batesville, Arkansas
Dean of Admission and Financial Aid
June 1986 – August 1989

- Complete responsibility for the admission and financial aid effort.
- Served on the President's cabinet.
- Supervised the director of financial aid, five admission professional staff and four clerical staff.
- Restructured the financial aid program to leverage limited financial resources and increase first year student enrollment.
- Started admission program from scratch after their use of a consulting group for the previous five years.
- In the first year increased new students by 40%, second year posted the largest freshman class, entering class and highest enrollment in the history of the college. By the third year enrollment had grown from 425 students to 815 which continues to be the all time enrollment record.
- Over a three year period increased entering average ACT from 23 to 25.
- Received a faculty assembly resolution for enrolling the largest and most academically prepared first-year class in history.

Culver-Stockton College, Canton, Missouri
Dean of Admission
January 1980 – June 1986

- Complete responsibility for the admission effort.
- Served on the President's cabinet.
- Supervised six admission representatives and three clerical staff.
- Developed a quick response to admitted students program for the faculty.
- Developed a complete line of admission promotional materials.
- Over a nine-year period increased enrollment from 485 - 900 students and closing new student enrollment in May 1985 for the first time in the history of the college.

Culver-Stockton College, Canton, Missouri
Assistant-Associate Director of Admission
August 1977 – January 1980

- Many of the same responsibilities as above with the exception of a great deal of traveling.
- The total program was under my direction for eight months until a vice president was hired.

Owner of a used car business, Quincy, Illinois
September 1976 – August 1977

- Operated my own car business specializing in Corvettes.
- Gained a great deal of sales experience.

Teacher, Mendon Elementary School, Mendon, Illinois
August 1971 – August 1976

- Taught physical education, math and science.
- Organized many new programs including a science fair, presidents physical fitness program, gymnastics, boxing and other programs not normally taught at the elementary level.
- In 1974 received the teacher of the year award by the district PTA.

District Executive, Boy Scouts of America, Quincy, Illinois
December 1969 – August 1971

- Responsible for organizing and maintaining all scout units.
- Goals were assigned on a monthly basis and all goals were met.
- Fundraising was crucial in meeting territorial budgets.
- Received several commendations for exceeding goals.

EDUCATION

- B.S., Culver-Stockton College, May 1970
- Graduate coursework in School Personnel, Western Illinois University, Macomb, Illinois
- Professional Workshops
- Summer Institute for Professional Fundraisers, Dartmouth College
- Case III and V Regional Conferences as a presenter and attendee
- Leadership Lexington Graduate
- Schiff Scout Executive Training, Mendham, New Jersey

PROFESSIONAL MEMBERSHIPS

- Association of Fundraising Professionals
- National Committee on Planned Giving
- Central Kentucky Planned Giving Council
- National and state memberships in the Council for Advancement and Support of Education (CASE)

COMMUNITY ORGANIZATIONS

- Member of the Junior Achievement Board with responsibility for their fundraising initiatives (Monmouth)
- Past President and Vice President of the local United Way (Monmouth)
- Member of the Warren Achievement Board (Monmouth)
- Member of Rotary International and recipient of the Paul Harris Fellow Award, the highest honor for service in Rotary (Monmouth)
- Instructor for the West Central Illinois Leadership Council (Monmouth)
- Member of the local FEMA Board (Monmouth)
- Member of the YMCA Board (Monmouth)
- Transylvania United Way Chairman (Lexington)
- Bluegrass United Way, Public Sector committee member (Lexington)

UNIQUE EXPERIENCE

- Served on the Board of Trustees at Culver-Stockton College, Canton Missouri