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POSITION DESCRIPTION

FOR THE POSITION OF VICE PRESIDENT FOR UNIVERSITY RELATIONS



FEBRUARY 2021

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POSITION DESCRIPTION

POSITION	Vice President for University Relations
ORGANIZATION	The University of Texas at San Antonio
REPORTS TO	Dr. Taylor Eighmy, President
LOCATION	San Antonio, Texas
WEBSITE	www.utsa.edu

TABLE OF CONTENTS

UTSA OVERVIEW	2
CANDIDATE PROFILE	4
SEARCH TEAM	8

THE UNIVERSITY OF TEXAS AT SAN ANTONIO OVERVIEW

As the third largest of nine academic universities and six health institutions within The University of Texas System, UTSA is a leading public Hispanic- and urban-serving university specializing in cybersecurity/computing, health, advanced materials/energy, and human/social development. With more than 34,000 students supported by approximately 1,400 faculty and 2,400 staff, it is the largest university in the San Antonio metropolitan region. As a Hispanic Serving Institution (HSI) of learning and discovery, UTSA embraces multicultural traditions and is highly focused on student success and meeting the educational needs of first-generation, transfer, DACA, Veteran and international students. UTSA prides itself on its diverse student population. More than 60% of UTSA students are from underrepresented groups, and nearly half will be the first-generation in their families to earn a bachelor's degree. Additionally, transfer students comprise about 38% of UTSA's total undergraduate population. Further enhancing an already diverse student population is UTSA's military community, which makes up approximately 15% of total students. This includes active duty military members, veterans, reserves/guard, and their spouses and dependents.



UTSA delivers high quality academic programs, impactful research activity and community engagement at two primary locations —

- ▲ The 600-acre *Main Campus* is the hub of UTSA and home to students nearly every hour of the day and night. It includes the College of Business, College of Engineering, Honors College, College of Liberal and Fine Arts, College of Sciences, University College and part of the College of Education and Human Development. It is also home to the Student Union, the Convocation Center, more than 350 student organizations, residence halls, two libraries and research laboratories and core facilities. The adjoining Park West Athletics Complex sits on 125 acres near the Main Campus and features a soccer stadium and a track and field complex.

- ▲ The *Downtown Campus*, located in the heart of San Antonio’s business, social and cultural scenes, offers undergraduate and graduate degree programs in the College of Architecture, Construction and Planning, the College of Public Policy and the College of Education and Human Development. Many of the university’s community outreach programs and extended education offerings are located at this urban campus, which serves as a convenient location for community-wide events.



UTSA’s Institute of Texan Cultures, located in Hemisfair Park, produces exhibits, cultural festivals, community events, teacher trainings and other programs examining and celebrating culture in Texas. As a Smithsonian Affiliate, the Institute hosts exclusive artifacts and educational programs from the Smithsonian Institution for the benefit of the people of Texas.

UTSA’s mission is to advance knowledge through research and discovery, teaching and learning, community engagement and public service. It serves as a center for intellectual and creative resources as well as a catalyst for socioeconomic development and the commercialization of intellectual property—for Texas,

the nation and the world. As part of President Eighmy’s vision to make UTSA San Antonio’s university of the future, the university is defining and executing strategies leading to National Research University Fund (NRUF) eligibility and an R1 (highest research activity) classification from the Carnegie Commission.

UTSA is ranked among the top five young universities in the United States and among the top 73 young universities in the world under 50 years old, according to Times Higher Education’s prestigious Young University Rankings. UTSA has been recognized as the #1 Hispanic Serving Institution in the nation by Bloomberg Businessweek and has the #1 cybersecurity program in the nation according to a survey by Ponemon Institute. Hispanic Network Magazine also includes UTSA amongst its “Best of the Best” rankings of U.S. universities. It is among an elite group of U.S. universities to earn the Carnegie Foundation’s Community Engagement Classification. For more information about UTSA, including the celebration of the 50th anniversary of the founding of the university, please visit <http://www.utsa.edu/>.

President Taylor Eighmy

Appointed in 2017, Dr. Taylor Eighmy is the 6th president of The University of Texas at San Antonio. Dr. Eighmy serves as a strong advocate for urban-serving public higher education and is passionate about UTSA’s role in developing San Antonio’s knowledge economy. President Eighmy brings a strong track record of advancing top research universities through strategic government collaborations, public-private partnerships and community engagement. His experiences as an administrative leader, researcher, inventor and professor have influenced his perspective as a champion of student success, particularly regarding the impact of experiential learning and undergraduate research programs. President Eighmy has set a bold 10-year vision for UTSA as a national model for student success and a great public research university.



CANDIDATE PROFILE

The University of Texas at San Antonio seeks a seasoned leader with demonstrated experience articulating institutional strengths and challenges to the campus and the community and in maintaining strong relationships with a broad range of diverse publics, faculty, staff, students, and alumni to fulfill its mission and achieve its vision. The next Vice President for University Relations is expected to possess strong communication skills, a commitment to transparency, a collaborative approach, and the ability to deliver creative solutions for short- and long-term issues.

Reporting to the President, the VPUR provides leadership to all marketing, communications, community relations and government relations functions at UTSA including the university's relationships with public officials and the San Antonio community. These efforts will focus on articulating the vision for UTSA to all stakeholders, in addition to cultivating strong relationships with key influencers, community leaders and potential organizational collaborators. In doing so, the VPUR will engage the vice presidents, deans, faculty, students, alumni and community leaders in addressing needs and issues across the organization while promoting UTSA's core values of integrity, excellence, inclusiveness, respect, collaboration, and innovation. In working toward the university's strategic goals, the VPUR will have the opportunity to create and leverage new avenues for stakeholder outreach with the goal of building and fortifying university relations and strategically increasing UTSA's reputation as a great public research university and a national model for student success.

UTSA is committed to maintaining strong partnerships with the City of San Antonio, the surrounding Bexar County and the larger South Texas region. As a member of the President's Cabinet, the VPUR works closely with campus Vice Presidents to elevate the vision for UTSA among targeted audiences internally and externally. As a strategic advisor to the President and fellow Vice Presidents, the VPUR makes recommendations regarding objectives, programs, policies, and practices to foster excellent communication and university relationships at the local, state, and federal levels.

In order to achieve the President's ambitious vision for UTSA's future, the VPUR will be a creative, solution-oriented, entrepreneurial and forward-thinking individual whose personal mission resonates with UTSA's values and aspirations. The university will require effective and efficient solutions to resource utilization and infrastructure management as it integrates innovative approaches and best practices to reach the goal of becoming a nationally recognized research university. The VPUR will lead an organization that demonstrates nimbleness and flexibility, while establishing a campus framework and infrastructure designed to maximize the efficiency and effectiveness of all university relations functions.

Primary Responsibilities

The VPUR manages institutional resources in concert with the President and the President's Cabinet in order to support the institutional mission and vision, while maintaining accountability and the public trust. In their role, the VPUR is responsible for the management of communications and institutional marketing, as well as government and community relations operations at UTSA. Working in close partnership with the President and Vice Presidents, the VPUR serves as a representative of UTSA at events, programs, meetings and other occasions requiring an executive presence. In addition to



managing University Relations operations, the VPUR will play a critical role in strengthening partnerships with public and private organizations, oversee budget and policy development to advance university relationships, and act as an executive liaison to UT System. To successfully address UTSA's wide ranging needs, the VPUR will work closely with the Office's leadership team to ensure that best practices are implemented in each of these areas. It is expected that the VPUR will establish a culture that embraces strategic ideation, ownership, and proactive approaches to problem solving.

The VPUR will manage multiple departments, programs, services, and initiatives to further the university's relationships with identified stakeholders. In overseeing these units, the VPUR provides leadership, innovative services, creative solutions and integrated systems to ensure success. The VPUR oversees four areas and is responsible for proactively managing an organization of approximately 35 employees across the following departments:

- ▲ Government Relations
- ▲ Community Relations
- ▲ University Marketing and Special Projects
- ▲ University Strategic Communications

The VPUR serves on the President's Cabinet and participates actively in all aspects of institutional planning and program development in support of UTSA's mission and strategic plan; works collaboratively with other administrative divisions across the university to identify and advance shared goals and interests; participates on committees and in activities to promote the success of the institution, administration, faculty, staff, and students; and participates in professional organizations and community activities to promote the institution locally, statewide, and nationally. For more information about the Office of University Relations, please visit <http://www.utsa.edu/vpur/>

Opportunities and Challenges

The VPUR will provide leadership in several critical areas including, but not limited to:

- ▲ **Planning** – The Vice President will work closely with the President and senior leadership to develop and plan for opportunities to deepen stakeholder relationships and the university's reputation in alignment with institutional goals.
- ▲ **Building New Partnerships** – The VPUR will be required to function as an active and visible member of the San Antonio and campus communities and will establish and nurture existing relationships and pursue mutually beneficial alliances. They must be committed to working across all campus units and actively seeking new opportunities for collaboration within the university and the local community. Effective avenues of communication between these varied stakeholders will cultivate and leverage UTSA's relationships and partnerships, further elevating the university's stature and potentially leading to the creation of new revenue streams.
- ▲ **Leading Positive Change** – UTSA is poised for tremendous growth and opportunity over the next decade, but its legacy processes and internal infrastructure are not adequate to support its heightened aspirations. The VPUR will lead and manage change across all areas within the Office of University Relations in an effort to streamline processes and procedures so that they are clear,



consistent and efficient. Moreover, the VPUR will introduce new and innovative strategies for enhancing stakeholder engagement while also ensuring they meet university, system, state, and federal requirements. In order to support progress, it will be necessary to reduce bureaucracy, evaluate organizational structures, increase entrepreneurial initiatives, and develop creative approaches to operations.

- ▲ **Developing and Retaining a High-Performing Team** – The VPUR will be responsible for overseeing a wide-range of functional units, requiring an ability to lead and empower staff within the Office. The VPUR will support the professional development of staff and facilitate their growth as leaders in their respective fields. Moreover, the VPUR will provide the leadership necessary to create an environment that encourages entrepreneurship, values collegiality, and rewards success.
- ▲ **Communication and Transparency** – The VPUR will be expected to create a culture within the Office committed to effectively and proactively communicating with a wide-range of internal and external constituents. Therefore, the VPUR will possess strong listening skills, the ability to engage stakeholders in meaningful discussions, and an openness in providing information about the decision-making process and how decisions will impact university stakeholders as it strives to fulfill its mission and achieve its goals.

Qualifications

The successful candidate should possess national distinction as an effective senior administrator with accomplishments in alignment with an executive-level position at The University of Texas at San Antonio. The VPUR should also possess the following qualifications:

- ▲ Bachelor's degree from an accredited university in a related field is required; Master's degree from an accredited university in a related field is preferred.
- ▲ High motivation and a commitment to advancing the objectives of a rapidly developing public institution.
- ▲ Strong strategic and analytical skills, integrity, creativity, responsiveness to opportunities, flexibility in work hours, and effectiveness in responding to unexpected situations.
- ▲ Excellent verbal and written communication skills.
- ▲ Record of success in articulating institutional strengths and challenges to the campus and the community and in maintaining strong relationships with a broad range of diverse publics, including: faculty, staff, students, and alumni, public officials, community leaders, and other stakeholders.
- ▲ Proven understanding of working as part of a multicultural environment.
- ▲ Demonstrated leadership and administrative skills within other large institutions, including budgeting, policy development and communication management, as well as coordination skills essential for creating dynamic communications, marketing, community relations, and government relations teams.
- ▲ Ten years' proven experience at a senior executive level, overseeing aspects of communications, institutional marketing, community affairs, and/or government relations for an organization of comparable size.

Qualities and Characteristics

The successful candidates should possess the following qualities and characteristics:

- ▲ Creative, solution oriented, optimistic, collaborative;
- ▲ Effective verbal, written, and interpersonal communication skills;
- ▲ An inclusive, collaborative, and transparent approach to decision-making that engenders trust;
- ▲ A desire to listen to stakeholders and understand the mission, vision, values, and history of an organization;
- ▲ The ability to deploy/deliver and bring projects to successful fruition;
- ▲ The ability to thrive in a dynamic, fast-paced environment;
- ▲ A positive, proactive, and enthusiastic outlook;
- ▲ Impeccable integrity and values that align with those of UTSA;
- ▲ A commitment to diversity, equity, and inclusion;
- ▲ An ability to enable and encourage innovation while also mitigating risks; and
- ▲ A willingness to ask challenging questions that will lead to effective decision-making.

About San Antonio, Texas

San Antonio is the 7th largest city in the United States with a thriving economy based on new energy, bioscience/healthcare, aerospace/aviation, military, financial services, information technology and cybersecurity, and tourism. It is recognized worldwide as the home of The Alamo and the Riverwalk. The city is celebrating growth and a rich, forward looking culture, and is a place of inclusiveness. In 2018, San Antonio celebrated the 300th anniversary of its founding by Spanish missionaries.



San Antonio provides an environment where professional satisfaction and career achievement are paired with optimal quality of life. It is a city that celebrates its rich heritage yet is progressive in embracing the future. With areas such as the beautiful Pearl and Southtown, revitalized and revamped for urban space, as well as their celebrated historical spaces. This is a city that fosters entrepreneurial



growth, co-working spaces, and accelerators/incubators – environments that encourage building foundations for business, and a business-friendly economy. San Antonio residents benefit from no state income tax and access to scenic pathways across the city to museums and art galleries, history, culture, performing arts, theme parks, family fun, dining and nightlife, festivals and events, shopping, sports and year-round outdoor lifestyle.

SEARCH TEAM

Diversified Search has been retained by UTSA to assist in this search process. Applications, nominations and further inquiries should be directed to UTSA-VPUR@divsearch.com. For best consideration, materials should be received by February 22, 2021.

Euris E. Belle

Managing Director

404.942.6307 Office

404.983.3009 Cell

Euris.Belle@divsearch.com

Nancy Helfman

Vice President and Senior Associate

215.656.3579 Office

215.307.6129 Cell

Nancy.Helfman@divsearch.com

Araglin McBreen

Research Associate

202.296.6676 Office

Araglin.McBreen@divsearch.com

Jayne Traurig

Executive Assistant

404.942.6306 Office

404.358.5054 Cell

Jayne.Traurig@divsearch.com

As an equal employment opportunity and affirmative action employer, it is the policy of The University of Texas at San Antonio to promote and ensure equal employment opportunity for all individuals without regard to race, color, religion, sex, national origin, age, sexual orientation, disability or veteran status. The University is committed to the Affirmative Action Program in compliance with all government requirements to ensure nondiscrimination. Women and minorities are encouraged to apply. The UTSA campus is accessible to persons with disabilities.