

MATTHEW CLARKE BETHEA

Professional Experience

Sam Houston State University

Huntsville, TX

March 2023 – Present

Vice President for University Advancement

Responsible for providing leadership in the Office of University Advancement, Development, Advancement Services, Alumni Relations and Annual Giving, and Sam Houston Memorial Museum and Republic of Texas Presidential Library; also serves as the Executive Director for the Sam Houston University Foundation. Provides guidance and leadership to fundraising team in securing major financial support and promoting the University to internal and external constituents. I accomplish this by being a servant leader, mentoring, and recognizing the strengths of my team. I encourage continuous cultivation, solicitation, and stewardship with alumni, donors, retired faculty, and staff engaged with the college. I work extensively with multiple campus partners to develop short-term and long-term fundraising goals and have a great working relationship with our department chairs and faculty.

University of North Texas – College of Liberal Arts and Social Science, College of Science,

Mayborn School of Journalism, Corporate and Foundation Relations

Denton, TX

May 2015 – February 2023

Assistant Vice President for Development, 2021-2023

Executive Director of Development, 2015-2021

Responsible for leading the fundraising, marketing, and communications teams for three colleges and the corporate and foundation relations team in Advancement. Responsible for securing seven-plus figure giving, promoting colleges to internal and external constituents, working with corporations to build community relations for the university, and working with faculty to seek funding through foundations. My college unit teams raised over 22 million in major gifts, annual gifts, and planned gifts for the College over the last six years. In FY 2022 the CFR team raised close to 5 million exceeding fundraising totals over last year's numbers. I accomplish this by being a servant leader, mentoring, and recognizing the strengths of my team. I encourage continuous cultivation, solicitation, and stewardship with alumni, donors, retired faculty, and staff engaged with the college. I work extensively with multiple deans to develop short and long-term fundraising goals and have a great working relationship with our department chairs and faculty. I personally reorganized the College Boards and their bylaws and worked with the Dean for the College of Science to construct an Advancement board to develop fundraising goals, resulting in an overall increase of \$350,000 in its first year.

Texas Christian University – AddRan College of Liberal Arts

Fort Worth, TX

May 2011 – May 2015

Director of Development

Responsible for securing major financial support and promoting the AddRan College to internal and external constituents. Increased major and planned gifts to the College by approx. 4 million over a 4-year period continuing to qualify, cultivate, solicit, and steward alumni, friends, donors, and retired faculty and staff engaged with the College. Worked with the Dean to develop short and long-term fundraising goals and priorities for the College. Revised the bylaws for the AddRan Board of Visitors and worked with the board's strategic planning committee and nominating committee to set goals and recruit new members.

Increased gifts to the college every year. Planned, developed, and executed the AddRan College bi-yearly fundraising event. Exceeded expectations for fundraising and attendance. Finished the final year of fundraising for the campaign for the university and assisted in the planning phase for the new fundraising campaign.

**University of North Texas – College of Education
Denton, TX**

October 2006 – May 2011

Director of Development

Responsible for securing major financial support and promoting the College of Education to internal and external constituents while supervising staff. Increase major and planned gifts to the college by approx. 3.6 million over a 4-year period. Recruit new members to the College of Education Development Board. created the board's Development Committee to establish yearly fundraising goals and revised bylaws. Supervise administrative duties and time management for office employees. Created leadership committee board for a capital campaign. Planned, developed, and executed the College of Education's annual scholarship fundraising luncheon, as well as garnered high-level sponsorships. Planned and executed alumni events, scholarship receptions, and Alumni Appreciation Day activities.

Weststaff USA Inc.

Dallas, TX

January 2004 – September 2006

Business Development Executive/Branch Manager

Branch Manager - Responsible for the overall day-to-day operations of the branch office. Duties included hiring and management of staff, payroll, budget planning and implementation, recruiting, and sales. Responsible for ensuring branch profitability by acquiring new accounts, and recruiting and filling orders for existing accounts. Established overall recruiting and placement goals for each recruiter in the branch.

Business Development Executive - Responsible for acquiring new accounts. Obtained yearly goals and was in the top five consistently for sales growth nationwide. Goals were obtained by averaging 100 calls per week and developing relationships with presidents, CEOs, human resource directors, and warehouse managers of corporations. Such industries include oil, gas, insurance, telecom, engineering, and manufacturing.

Burnett's Staffing, Inc.

Dallas, TX

June 2001 – January 2004

Senior Account Executive

Acquired over 100 new accounts in the first year and consistently hit and exceeded forecasts for the month by averaging 20 calls per day. Recognized as a top executive for over two years. Sharpened my ability to work with a diverse customer and employee base ranging from operation managers to the CEO. Established good customer relationships with existing and new customers. Trained new Account Executives.

Education

Bachelor of Applied Arts and Sciences with an emphasis on Criminal Justice, Sociology, and Community Service. University of North Texas, Denton, TX – June 2005