

KEVIN G. FRALICKS

CAREER PROFILE

Results-driven management and development professional gifted in creating vision, identifying opportunities, cultivating relationships, and initiating partnerships. Proven leader capable of managing teams, coordinating multiple programs, and leading projects. Highly effective communicator with outstanding presentation, organizational and interpersonal skills. Additional core strengths:

- Budget and Financial Management
- Proposal Organization
- Development Campaign Master Planning
- Program/Project Management
- Prospect Relations
- Training/Coach
- Team Building
- Fund Raising Campaigns

PROFESSIONAL EXPERIENCE

SAM HOUSTON STATE UNIVERSITY, Huntsville, Texas

September 2023 to present

Associate Vice President, Development and Donor Relations

Senior Administrator and Team Leader for the major gifts, stewardship, and events team. Department head and serves as a Principal Giving Officer as well as unit leader. The team of 10 oversees a group portfolio responsible for reaching an annual fundraising goal of \$25 million. Senior member of the executive leadership team.

- **Authored** and in the process of **Implementation** of a new Advancement Plan for the institution, built around activity and moves management. Every college and programmatic unit on campus will be analyzed, with a major shift to being “champions for units only.” **Results:** Approved by the Vice President and leadership team and is well underway. The initiation of the process with the frontline fundraiser staff has been positive and and implementation of portfolio management is underway.
- **Led** the University Development team through a reformatting of operations and re-design to match goal setting with CASE best practice. Inherited a team that was struggling to improve and was relatively new to best practice. **Result:** Will meet and exceed \$25 million goal, even while operating with inherited vacancies throughout the year.
- **Collaborated** with IMC and Athletics to build a silent status for a mini campaign to raise \$10 million. **Result:** Led the team through the process of identifying and setting naming guidelines for the items to be funded. Working with Athletics on the top 8 initiatives.

UNIVERSITY OF NORTH TEXAS, Denton, Texas

August 2021 to September 2023

Associate Vice President, Alumni Relations & Advancement Communications

Executive Director, UNT Alumni Association

Senior Administrator and Team Leader for alumni relations and advancement communications (external Affairs) outreach, engagement and communication. In addition, serves as the chief administrator and chief fiduciary of the UNT Alumni Association (501c3). Department head that leads two separate operational staffs totaling 13 people. Serves as Executive Director (chief staff executive) and lead liaison to the UNT Alumni Association Board of Directors and leads the 21-member group of key alumni volunteer leaders that serve to chart the direction of the Association. Serves and leads a global alumni population of just under 400,000. Assists the Development team as lead engagement strategist; administering and implementing the major gift alumni pipeline program. Senior member of the executive leadership team for the Division of Advancement.

- **Evaluated** and developed a strategy with the team and volunteer leaders to take the organization through a brand and value retreat. **Result:** Made engagement a top priority; profound, intentional engagement that enhances membership numbers and creates giving pipelines.
- **Led** the team through a Mission, Vision and Values training session that is consistent with reorganization and reset of the unit’s purpose. **Result:** Adopted a Mission centered around CASE best practices all built with engagement in mind.

- **Partnered** with the Advancement Comms team to hire a new website host that allows us to provide much larger service to our constituency. **Result:** Increased registration and membership numbers.
- **Negotiated and closed** the largest class ring agreement in institutional history. **Result:** \$2,750,000 in ring proceeds and outright gift to create scholarships, establish program funds, establish a full-time position supporting student-based alumni engagement, and to construct a large ring sculpture for the campus.
- **Collaborated** with Athletics **and closed** a brand new 15-year stadium naming agreement. **Result:** \$450,000 in discretionary revenue over the period of the agreement directly for the UNT Alumni Association.

UNIVERSITY OF SOUTH ALABAMA, Mobile, Alabama

August 2019 to November 2021

Associate Vice President, University Development

Senior Administrator and Team Leader for development and institutional fundraising operations.

Department head that led the Development Officer team in administering and implementing the major gift

And alumni pipeline engagement program, Upward and Onward capital campaign, strategic fundraising

masterplan, and core fundraising initiatives for the university's academic and student service units. Overall responsibilities included managing and leading the various unit Development Officers, assisting the Officer's with multiple Advisory Boards and leading the team in implementing strategic funding initiatives creating corporate, foundation, and private funding initiatives, fostering external support implementation, leading major gift development, addressing scholarship funding initiatives, facility and program master-planning, and facility development. The second in charge and senior member of the Development and Alumni Relations leadership/executive team.

- **Evaluated** and developed a strategy with the School of Computing Development Officer to land a very large 6-figure gift to establish an endowed fund for graduate scholarships. Worked directly with the donor, the Dean, and the Development Officer to strategize on the funding plan. **Result:** Started the new fiscal year with a transformational gift.
- **Led** the University Development team to capital campaign goal, on time and past goal. Worked with the deans of 8 colleges in units to create transformational giving based on sound strategy and structure. **Result:** Campaign goal of \$150 m was surpassed with a \$160.9 m final total raised. Two record years in three small units with \$21.9 m raised.
- **Collaborated** to pivot and lead the University Development and Alumni Relations team through its most challenging operational year, given the pandemic. With the challenges of remote work, we set the largest single year fundraising total in the history of the department (in excess of \$25 million). **Result:** Major giving was at an all time high as prospects were being moved through a near, clear and dear strategy (one that engages alumni in the Advancement process).

UNIVERSITY OF WASHINGTON, Seattle, Washington

November 2017 to August 2019

Chief Advancement Officer/Assistant Dean, School of Nursing

Chief Advancement Officer, Associate Dean of External Affairs. Department head: Administered and implemented a capital campaign, strategic masterplan, branding plan, and fundraising initiative for the university's School of Nursing; one of the top public School of Nursing in the United States. Overall responsibilities included managing and leading the Advisory Board, implementing strategic funding initiatives, managing an award-winning staff, creating corporate, foundation, and private funding initiatives, fostering external support implementation, leading major gift development, addressing faculty and scholarship funding initiatives, facility and program master-planning, facility development, special event coordination, publicity and marketing management, prospect management, public presentations and appearances, and administrative management. Senior member of the advancement team, and senior staff member of the Dean's executive team.

- **Evaluated** and developed a new development strategy for the School of Nursing in first 120 days. Led the efforts to land three 7-figure gifts with assistance of the team. Worked directly with the donors, the Dean, and advisors on the solicitation and closure process. Gifts were to establish an endowed scholarship with a planned gift allocation. Posted \$7.8 million in gifts and pledges in the first 7 months in the position. **Results:** Ended fiscal year with a record fundraising year.

- **Authored** and in the process of **Implementation** of a new Advancement Plan for the School of Nursing that focuses on major giving, pipeline development, and metric assessment. Plan was approved by Dean and Advisory Board in May of 2018 and changes are currently in process. **Results:** Request to grow frontline fundraiser staff was approved and implementation of portfolio management is underway.
- **Teamed** with the Dean and Associated Dean to author the first partnership with a Chinese entity to consult on a large School of Nursing in Hainan Province. This is a first for the University of Washington and is a state of the art collaboration assuring \$3.6 million in contracted services, coupled with a \$1 million gift. **Results:** Dean and team flew to Hainan to author the agreement and finalize negotiations May of 2018. Agreement will begin fall of 2018.

UNIVERSITY OF NORTH TEXAS, Denton, Texas

July 2014 to November 2017

Executive Director of Development, College of Business

Chief Gift Officer and Unit Manager. Administered and implemented a capital campaign and strategic masterplan and fundraising initiative for the university's College of Business. Overall responsibilities include, but are not limited to, strategic funding initiatives, academic staff funding, external support implementation, major gift development, facility and program master-planning, facility development, special event coordination, publicity and marketing management, prospect management, public presentations and appearances, and administrative management. Senior member of the development team, lead facilitator of the College of Business Advisory Board, and senior staff member of the Dean's cabinet.

- **Evaluated** and developed a new development strategy. Led the efforts to land two of the largest 7-figure cash gifts in the College's history. Worked directly with the donors, the Dean, and advisors on the solicitation and closure process. Gifts were to establish a chair for the Department of Accounting and endowed scholarships. Posted \$4.2 million in gifts and pledges in the first 9 months in the position. **Results:** Ended fiscal year with the largest major gift total in the history of the program.
- **Initiated** a plan with a new Dean to enhance the endowment for the College of Business. **Results:** Teamed to close \$2.65 million in gifts in first 6 months.
- **Teamed** with the Associate Vice President and Dean of the College to establish a strategy to build a *Top 50* key constituents list. The plan has encouraged lost donors to re-engage and invest in the college. **Results:** Constituency stepped up to establish a very large, endowed scholarship to honor the previous Dean.
- **Delivered** the opening keynote session on *Relationship Management* for CASE IV, Padre Island, Texas in the summer of 2015.

UNIVERSITY OF MARY HARDIN-BAYLOR, Belton, Texas

2012-July 2014

Senior Director of Development

Administered and implemented a capital strategic master plan and fundraising initiative for the university's capital campaign, the \$100 million *Momentum, the Campaign for Mary Hardin-Baylor*. Overall responsibilities included strategic funding initiatives, academic staff funding, external support implementation, major gift development, facility and program, master-planning, facility development, special event coordination, publicity and marketing management, prospect management, public presentations and appearances and administrative management. Senior member of the development team.

- **Launched** with the Development team *Momentum, The Campaign for Mary Hardin-Baylor*; a comprehensive capital campaign for \$100 million in new construction. A Master Plan was adopted in 2011 by the UMHB Board of Trustees as unanimously and accepted by senior administration. Implementation began immediately on implementation of Field House for Football, a Center for Visual Arts, a Nursing Education Center, a Football Stadium, a Student Union Building, and a Performing Arts Center. **Results:** The goal was \$60 million and as of January 26, 2014, \$53.2 million had been raised. The process helped galvanize the campus community.

UNIVERSITY OF TEXAS, ARLINGTON, Arlington, Texas**2008-2011****Sr. Associate Athletic Director for Development and External Affairs**

Administering and implementing a capital strategic master plan and led the capital campaign fundraising Initiative for the UT Arlington Athletic Department. Overall responsibilities include, but are not limited to, strategic funding initiatives, capital campaign planning, external support implementation, major gift development, facility and program master-planning, facility development, special event coordination, publicity and marketing management, prospect management, public presentations and appearances and administrative management. Member of the senior athletic cabinet.

- **Created** an Advisory Board for Athletics. For the first time in history of the Athletics Dept. an Advisory Board has an active role in assisting the Athletic Director in moving the program in a forward direction. This Board has been an extra voice and has developed a very “hands on” and supportive role with the program. **Results:** The Advisory Board has been an active voice to the President of the University which increased financial support for a comprehensive plan to address fundraising for capital improvements and programs.
- **Negotiated** a contract with Pepsi to replace a soft drink company that was grossly unsatisfactory. Negotiations successfully brought a multi-million-dollar campus-wide contract to fruition. Developed RFP and implemented a bid process to change the business model and address the value of a true University’s pouring rights. **Results:** Major soft drink company came to the table with a very lucrative “7 digit” offer and the resulting contract was a very effective “win-win.” In addition, the company committed a \$250,000 gift to name an area inside the new College Park Center.
- **Implemented** a pilot program to encourage donors to contribute to athletic capital programs by taking advantage of natural gas royalties on campus. Organized a timeline with the Athletic Advisory Board so that donors could see quick results. **Results:** President met with the Athletic Director to immediately adopt the plan and assist in visiting donors as soon as possible to expedite change. Responsible for obtaining \$2 Million for pilot match program in addition to the Maverick Match (gas royalties).
- **Teamed** with University administration in a collaborative effort to secure the largest gift in University of Texas at Arlington history. Assisted in the cultivation and solicitation of a leadership gift for a new, state of the art, special events center. Encouraged the donor to take the lead in the largest capital campaign ever for UTA Athletics. **Results:** Donor committed to a \$5 Million gift toward the College Park Center.

UNIVERSITY OF NORTH TEXAS, Denton, Texas**2004-2008****Associate Athletic Director, Director of Development (2004 to 2008)****promoted from Dallas campus*

Administered and implemented capital fundraising initiatives for the UNT Athletic Department. Overall responsibilities included, but were not limited to, strategic funding initiatives, capital campaign planning and implementation, major gift development, master-planning, facility development, special event coordination, prospect management, and administrative management.

- **Assisted** in solicitation of (at that time) the largest gift in University of North Texas Athletic Department history. Cultivated a leadership gift for a new facility. Encouraged the donor to take the lead in the largest capital campaign ever for UNT Athletics. **Results:** Donor committed to a \$1.5 Million gift and agreed to lead and chair the campaign. Donor has no ties to the University. Cultivation and inclusion led the process.
- **Implemented** the largest capital campaign in University of North Texas Athletic Department history. Campaign management and planning for a new \$80 million facility. Organized timeline, forecasted gift inclination, hired consultant, and master planned the marketing and solicitation structure. **Results:** Capital Campaign officially kicked off the “silent phase” in early 2007 with a goal of \$80 million in commitments by 2012. Responsible for \$3.1 million in pledges in fiscal year 06-07.

UNIVERSITY OF NORTH TEXAS, DALLAS (campus), Dallas, Texas**2003-2004****Director of Development**

Administered and implemented capital fundraising initiatives for the UNT Dallas Campus. Overall responsibilities included, but were not limited to, strategic funding initiatives, major gift development, master-planning, facility development, special event coordination, prospect management, and administrative management.

- **Spearheaded** a negotiation with a large global corporate entity in an effort to mend a broken relationship. Through relationship building, and ability to network with key executive level “decision makers,” a working relationship was re-born. **Results:** A \$50,000 annual gift to the “Complete the Dream” program; a primary Dallas Campus scholarship initiative.
- **Instrumental** in teaming with a development colleague to negotiate with a large Dallas area Foundation in an effort to promote the importance of the UNT, Dallas Campus to the City of Dallas and the southern sector of Dallas County. **Results:** A \$500,000 gift to the UNT, Dallas Campus for infrastructure and technology construction on the first building at the new campus.

CITY OF BEDFORD, Bedford, Texas

1994-2003

Community Services Director

Managed, administered and implemented all facets of a community Leisure Services Department. Direct supervision over Parks, Recreation, Library Services and Senior Citizens’ Services. Responsible for all leisure and community services administration, operations and staff.

- **Launched** two major community-wide strategic initiatives in an effort to conduct a needs assessment for new facilities and infrastructure. Prepared a presentation to the City Council and called for a referendum to launch two multi-million dollar construction campaigns. **Results:** Referendums passed by large voter percentages.
- **Increased** the general revenue in an organization significantly in eight years of service. Changed the thought process in public administration to operate more like the private sector in targeting revenue. **Results:** From 1995 to 2003 revenues in the service area increased by 1,000%. Operational expenses were decreased by 20% and growth resulted by the addition of several full-time staff members in that service area.
- **Served** on the Board of Regents, three years as a member and two years as chairperson, for one of the most recognized revenue and management schools in the community service industry; the NRPA Rocky Mountain Revenue and Management School. Selected to lead a group of colleagues from eight different states in changing our business approach to operating the school. Developed exciting curriculum, changed the facilitation of the school, and instructed the implementation of successful processes, school attendance rallied quickly. **Results:** Increased the attendance of the school by 41% in the five-year term and stabilized the school’s struggling budget.
- **Formulated** a business growth plan by increasing the annual operating budget every year without losses. With sales tax revenue decreasing, the annual ad-valorem operating supplement was facing cuts. **Results:** The change in direction generated more money than the ad-valorem supplement provided. By embracing the change process, and steadily implementing the campaign, staff was able to increase the operating budget by 10% each year.
- **Negotiated** a contract with an engineering/design firm to successfully bring a \$3.8 million capital project to fruition. Starting the project \$400,000 over the cap made for a challenge. **Results:** Instead of scaling back the project, negotiations ensured that research was possible with competitive cost alternatives. The goal was to target and reach a “win-win.” The project was constructed on time and under budget with amenities actually added to the scope of the work.
- **Spearheaded** a strategic plan to develop a “master plan” for parks and open space in the community. With the help of the community’s positive vote on a referendum, the need to develop a master plan was vital. Senior management had to be convinced to allow a study and perform a “10-year goal” program. **Results:** The concept was supported and implementation of the process began immediately. Six months later the document was completed, adopted by the City Council and officially filed with state of Texas. This enabled the community to save literally millions of dollars by being able to participate in the state land grant program.
- **Delivered** the “key-note” address to the Maryland Community Services professional society. The need for someone to speak on “leadership and change” was expressed. Created a motivational speech on “leadership, trust and morale” and how it “change.” **Results:** Received many positive comments and surveys from the Maryland colleagues and several other opportunities to speak on leadership have transpired.
- **Achieved** the “Distinguished Alumni” for the school of Community Services from the University of North Texas in 2002. Honored when made aware that a panel of distinguished scholars and the Dean of the college collaborated to write my nomination. **Results:** Chosen to serve on the Curriculum Advisory Board to assist in helping the faculty in implementing the most current “best practices”.

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CITY OF DUNCANVILLE, Duncanville, Texas

1991-1994

Recreation Superintendent

Managed, administered and implemented all facets of the municipal recreation program for a population of 35,000.

DUNCANVILLE ISD, Duncanville, Texas

1989-1991

Instructor/Coach

Instructed business, business marketing, management to high school students. Coached football and soccer.

CITY OF DUNCANVILLE, Duncanville, Texas

1987-1989

Athletic Supervisor

Planned, organized and supervised the public athletic program. Administered the budget while operating all leagues and managing all personnel.

CITY OF CARROLLTON, Carrollton, Texas

1985-1987

Sports/Recreation Coordinator

Operated and programmed a public recreation facility. Managed hands-on operation of recreation center. Assisted on all special events.

EDUCATION

Bachelor of Science, Education 1987

North Texas State University, Denton, Texas

Major Field of Study: Kinesiology, College of Education

Minor Field of Study: Recreation/Leisure Studies & Political Science

1997, Executive Graduate

NRPA Rocky Mountain Revenue and Management School

2017, Graduate

Big Ten Fundraisers Institute

PROFESSIONAL

CASE (Council for the Advancement and Support for Education)

CASE District IV, VII annual conference leadership

Attended multiple workshops and virtual trainings

20 years

Multiple years

(Solicitation, Planned Giving, Stewardship)

HONORS

University of North Texas, School of Leisure Studies/Sports Management – Distinguished Alumni Award (2002)

Duncanville's "Man of the Year" finalist nominee (1994)

Nominated "Who's Who", American College and University Students (1984)

Texas Amateur Athletic Federation President's Award (1997)

Texas Amateur Athletic Federation President's Award (1998)

REFERENCES

Available upon Request