

## KENT STANLEY

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### Summary of Qualifications

Successful university advancement leader with twenty+ years of strategic fund development, board management, and alumni engagement experience, and thirty+ years serving in public & private higher education.

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### Experience Highlights

#### Leadership and Management

Budget responsibility for more than \$5M annually, \$12.5M in annual fundraising and ~\$82M endowment; supervision of staffs as large as 42 persons; senior leader of the Advancement function; cabinet level leadership at various sized public and private universities. Experience as a Foundation Executive Director, managing a 501(c)3 org.

#### Alumni Engagement

Created engagement campaigns for targeted alumni segments as well as University-wide alumni populations including Aggie Nation digital magazine, Breakfast-in-the-Cities, One-Maverick-At-A-Time, 8.5 Ways to Engage, and MainStreet Mavericks. Growth was measurable, sustainable, and impactful.

#### Fundraising

Played major role in the planning and execution of a successful \$500M+ comprehensive campaign. Fundraising experience with mid-sized to large public universities including annual giving, planned giving, corporate partnerships, foundation giving, and major gifts. Direct responsibility for principal gift asks as large as \$60M (pending). Closed over \$150M in personal asks. Created and completed over two dozen full and micro-campaign projects in excess of \$270M total. Record success growing donor base using innovative prospecting strategies.

#### Innovation

Revamping fundraising through the use of new AI based tools including smart assistant for development officers, and creating predictive models of donor behavior.. Created a “30 Days of Thanks” annual stewardship campaign that reaches thousands of donors using print, mail (donor anniversary), email, Pac-Mail, phone calls, robo calls, and social media. Use of software and system tools like iModules, ThankView, PURL email, GiveZooks and social media A.I. innovator Evertrue.

#### Integrated Marketing

Oversaw institutional brand audit, and spring '24 launch of university identity rebrand. Oversee brand development campaigns, large media buys, strategic marketing for programs and revenue. Created the “Story-Teller Initiative” to bring internal stories to our audiences using a common lens and multiple channels. Enhanced focus from *paid and social media* to also include *earned and shared media* with significant local, regional, and national brand growth.

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**Higher Education Experience****Minnesota State University Mankato (Public Regional Comprehensive University)***Vice President for University Advancement /Special Assistant to the President* 2016-present*Executive Director, Minnesota State University Mankato Foundation* 2016-present*Division Leader and President's Cabinet member*

- Oversight of forty-two full-time and thirty-six call center student-employees located in the following departments: Advancement Services, Alumni Relations, Annual Giving, University Marketing & Communications, KMSU Radio, Major Gifts.
- Serve as the Executive Director for the Minnesota State University Mankato Foundation (501(c)3) that includes a 24-member volunteer board and a ~\$82M endowment.
- Through personal relationship building created new levels of trust and engagement with the 25+ member Foundation Board. MSUM Foundation Board re-engineering was featured at the AGB national conference for Institutionally Related Foundations, Jan. 2020.
- Set single one-year fundraising record (FY'17) of \$17.4M---previous decade averaged \$8.5M.
- Using a series of high profile and highly successful initiatives to positively change unit culture: University Scholarship Plan, Storyteller Initiative, Manhattan Communications Project (Earned media), 30 Days of Thanks, 400 Contacts, Big Discovery, and the 8.5 Ways to Engage.
- Reengineered the Alumni Relations model with a 250-contact plan, new targeted events, and a 3times per year digital magazine aimed at young alumni.
- Re-envisioned the university Annual Fund with multi-channel more targeted appeals, a focus on anniversary giving, a re-investment in direct mail and a more acquisition focused call center.
- Refocused University Marketing & Communications with the comprehensive Story-Teller Initiative using the lens of First/Best/Only, 360-degree Stories, a new story annual calendar, and the creation of a new digital alumni magazine focused on stories of young alumni. Won 2 National CASE awards.

**Utah State University (Research 2 University- higher research activity)***Associate Vice President for Advancement –Athletics and Institutional Initiatives* 2013-2016*Senior Associate Athletic Director* 2008-2013*Executive staff member in Advancement and Athletics units*

- Oversight of 11 full-time and twenty-six part-time development, marketing and ticketing staff.
- Played a central role in the planning and execution of *The Campaign for Utah State* which raised \$513M on a \$400M goal from 2006-2012. Created key pivot strategy following 2008-09 recession.
- Created the successful major gift campaigns for six major capital initiatives including the Maverik Stadium Redevelopment Project (2014-15-\$42M), Wayne Estes Center (2014-\$9.5M), ICON Student-Athlete Performance Center (2013-\$6.5M), Stockham Academic Hall of Honor (2011\$125k), Basketball Off-Court facilities renovation (2010-\$700K), Merlin Olsen Field Campaign and Statue (2009-\$1.2M).
- Reorganized the development operation including implementing a new annual fund model which leveraged volunteer support and grew the annual fund from \$755,000 (2008) to \$1.65M (2014).
- Working in concert with athletic and advancement staff, created successful marketing and outreach campaigns including; Aggie Nation (Digital Magazine), Aggie Road Trip (Caravan), annual Team's Model Fund Drive, and Discovery Initiative (interns connecting with alumni).

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## Higher Education Experience cont'd

### **Fort Lewis College (Public Liberal Arts College)**

*Director of Athletics*

2006-2008

*Division Leader and President's Cabinet member*

- Significantly increased scholarship, travel and equipment resources, resulting in the athletic department having its two highest years in the Director's Cup standings, including inaugural NCAA tournament appearances by Women's Basketball and Women's Soccer, and Football's first bowl game.
- Reorganized the Skyhawk Booster Club (501(c)3), including bylaw updates and volunteer leadership changes, developing the Executive Board into effective fundraising organization.
- Oversaw the development of the first comprehensive marketing campaign for Skyhawk Athletics including TV, radio, student loyalty program, tag-line, marketing image, and a new website (GoSkyhawks.com).

### **Eastern Washington University (Public Regional Comprehensive University)**

*Associate Athletic Director - Development*

2001-2006

*Executive staff member in Advancement and Athletics units*

- Oversaw record growth of annual "Teams Model" Scholarship Fund Drive for five consecutive years.
- Created the campaign that successfully solicited the first million-dollar gift to athletics (2003) and to Eastern's first privately funded facility project which added premium seating (suites, loge boxes, press box) to Roos Field. Five years after the project opened Eastern won the 2010 I-AA football national title.
- Successfully developed and initiated mini-campaigns including "I Own It" (grass roots campaign for Suite/Media Center), "Behind the Scenes" (donor cultivation events in Pacific Northwest), and "1+1=88" (volunteer recruitment).
- Remodeled the Eagle Athletic Association (501(c)3) into a vibrant, volunteer driven organization with new bylaws, a new board, and an active mission.

### **Simpson University and Graduate School (Private Regional Liberal Arts College)**

*Chief Enrollment Officer: Director of Enrollment Management*

2000-2001

*Division Leader and President's Cabinet member*

- Developed a comprehensive target-marketing plan for undergraduate recruitment, including a \$120K advertising budget for web, radio, television, and print.
- Created a new series of publications unveiled to support the recruitment effort, significantly enhancing brand recognition and recruitment success.
- Redesigned the target cohort for the non-traditional undergraduate program, based on internal audit and test-market analysis.

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## **Higher Education Experience cont'd**

### **Oklahoma City University (Private National Liberal Arts College)**

*Head Women's Basketball Coach*

*1995-2000*

- Teams won consecutive NAIA National Championships in 1999 & 2000.
- Honored as two-time NAIA Women's Basketball National Coach of the Year, 1999 & 2000.

### **Fresno Pacific University (Private Regional Liberal Arts College)**

*Head Women's Basketball Coach / Faculty Member*

*1987-1995*

- Teams won five GSAC conference titles, earned five NAIA National Tournament berths, including four consecutive (1992-95). Program had five tuition scholarships in a conference that averaged ten.
- 100% of senior student athletes graduated, trained 26 future high school and college coaches. • Eight years of undergraduate teaching experience: exercise science, sport psychology.

## **Education**

### **Artificial Intelligence: Implications for Business Strategy** (short course)

MIT Sloan School of Management, Massachusetts Institute of Technology, Feb-March, 2024

### **Certified Fund-Raising Executive (CFRE)**

Association of Fundraising Professionals, in-progress, estimated Fall, 2024.

### **Institute for Educational Management (IEM)** Graduate

School of Education, Harvard University, 2018.

### **Master of Arts**

Athletic Administration, California State University - Fresno, (Fresno State) Fresno, CA. 1989

**Bachelor of Arts** Psychology/Physical Education, Trinity Western University, Langley, B.C, Canada. 1984.

## **Professional Affiliations and Board Service**

- City Center Partnership Board, Mankato, MN 2020-present
- Leave a Legacy Board, Mankato, MN 2016-present
- Association of Fundraising Professionals (AFP) Minnesota Chapter Board: 2019-2023
- Cache Valley Chamber of Commerce, Logan UT 20012-2016
- Council for the Advancement and Support of Education (CASE) 2001-present
- National Association of Athletic Directors of Development (NAADD) 2001-present

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**KENT STANLEY**
**Recent Advancement Professional Presentations** (Since 2015)

- Creator/Presenter: *“Fundraising for Deans”* (Six 90 minute seminars to train deans on effective fundraising for their college/division), Minnesota State University, Jan.-April., 2024
- Presenter: *“Doing The Work: A look at key habits for successful fundraising”*, Southern Minnesota Association of Fundraising Professionals conference, Rochester, MN., Feb. 2024
- Presenter: *“Creating Added Value By Knowing What You Believe”*, College of Business Professional Sales Symposium, Minnesota State University, October 2023.
- Presenter: *“Straw People, Curious Chameleons, and Building Your Career”*, Meeting of the Minds Annual Giving Conference, Chicago, August 2023
- Presenter: *“Major Gifts Cultivation”*. Minnesota State University System Development Summit, St. Paul, MN. June, 2022
- Creator/Presenter: *Introduction to Development Series* – eight one -hour professional development seminars created for Minnesota State staff; each seminar zoom-linked to all 32 Minn State system institutions to a weekly audience of 45, September-November 2021.
- Presenter: *“Building the Relationship between the Board Chair and the Executive Director”*. Minn State Foundation Board Leadership Summit, Mankato, MN May 2021.
- Presenter: *“How to Tell the President You’re Killing the Special Events: A Look at Ineffective Fundraising”*. Minnesota State Development Summit, (Remote), December, 2020
- Presenter: *“So You’ve Just Been Named the (fill in major title here). Now What?”*, Meeting of the Minds Annual Giving Conference, Pomona, CA March, 2020
- Presenter: *“Building an Intentional Career Path.”* Meeting of the Minds Annual Giving Conference, Pomona, CA March, 2020
- Executive Leadership Skills Training, Trinity Western University, Langley, BC. March 2020
- Co-Presenter: *“Resilience: Creating the All-Weather Portfolio”*, with Katie Nixon (Northern Trust), Endowment and Debt Forum, NACUBO, Washington, DC, February 2020.
- Co-Presenter: *“Flipping The Board: Effectively Engaging Your Foundation Board”*, with Board Chair Tim Huebsch, Association of Governing Boards (AGB), San Diego, January 2020
- Co-Presenter *“When Your New Boss is a Professional Change Agent and the Staff Who Thrived Through the Chaos”*, with Dr. William Broussard, CASE V, Chicago, December 2018
- Panelist; *“Future Trends in Higher Education Fundraising”*, Reeher Vista Executive Summit, St. Paul, MN, August 2017
- Presenter: *“Major Gifts”*, MnSCU Development Summit, Minneapolis, MN, June, 2017
- Faculty: *five presentations*, CASE Fundraising in Athletics, Washington DC, April 2017
- Panel member: *“Grandma said What? A Look at Challenges in Planned Giving”*, Leave a Legacy, Mankato, MN, April, 2017
- Co-Presenter: *“A New Mousetrap and Better Cheese: Finding New Major Gift Donor Prospects”*, with Jeremy Winn, Asst. AD-Major Gifts, Utah State, NAADD Conference, Orlando, FL, June 2015
- Co-Presenter: *“Using New Technology in Athletic Fundraising”*, with Jeremy Winn, Asst. AD-Major Gifts, Utah State, MWC Development Summit, Las Vegas, NV, March, 2015

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**Personal**

- Married (Hollie), two adult children (Zachariah & Mikayla)
- Canadian citizen
- Avid reader, especially historical biographies
- Coached basketball in over twenty countries

*References available under separate cover*