EVA SEVCIKOVA

EMPLOYMENT HISTORY

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS, Carson, CA

October 2021 – present

Founded in 1960, one of 23 campuses in the largest four-year public university system in the U.S. A highly diverse, metropolitan university serving primarily the South Bay area of Los Angeles County. Federally designated as a Hispanic-Serving Institution (HSI) and a Minority-Serving Institution (MSI) – 110,000 alumni and 16,000 students (79% from underrepresented groups, 67% Pell eligible, 48% first generation). Six colleges with 79 academic programs. Second in the nation on the Economic Mobility Index. First among public universities in California in awarding bachelor's degrees to African Americans.

Interim Vice President of University Advancement

July 2022 – present

Administrative oversight includes major gifts, annual giving, planned giving, donor relations, alumni relations, corporate and foundation relations, research and prospect management, federal, state and local government, community relations, and ceremonies and events

- Executive Cabinet member, reporting directly to the President. Leads a team of 31 FTEs, 6 student assistants, and
 2 contract grant writers, and manages a \$3.2 million annual budget
- Active lead of the Equitable Access working group in the 2022 CSUDH "Going Far Together" Strategic Plan
- Oversaw the development of the first annual philanthropic impact report and a monthly philanthropic e-newsletter highlighting the impact of philanthropy in the lives of students
- Developed a framework for institutional channels for partnerships and revenue generation to align top leadership
- Formulated "a million-dollar idea" campus readiness project to proactively prepare the institution for success

Interim Executive Director, CSUDH Philanthropic Foundation

July 2022 - present

A primary fiduciary for a 501(c)3 non-profit organization that promotes, secures, and stewards private support for CSUDH. It is governed by a board of directors whose members play a significant role in broadening partnerships and collaborations that support the university's mission.

- Strengthened oversight of and accountability for deadlines and fiscal timelines with Toro Auxiliary Partners
- Launched a reengineering of spending processes for philanthropic funds to advance the institution and improve fiscal effectiveness
- Originated the creation of the first endowment performance reports to top donors

Associate Vice President of University Advancement

October 2021 – July 2022

Dynamically led a team of 15 FTEs (including 6 direct reports and 5 represented positions) in corporate & foundation relations, major gifts, annual giving, advancement services, donor relations, and prospect research

- FY22 results: \$9.0 million (highest year in university's 63-year history)
- Dramatically improved the team culture to match the President's vision of institutional self-determination.
- Led the team in the implementation of best practices to increase performance levels, productivity, and accountability: weekly donor gift pyramids, daily gift reports, biweekly reports, board members give-or-get reports, improved record-keeping in donor database
- Developed a draft portfolio of fundraising initiatives to focus efforts on top institutional priorities
- Upgraded 2 existing positions to align staffing to university needs
- Launched an upgraded NXT donor database with improved analytics and reporting capabilities

WHITTIER COLLEGE, Whittier, CA

April 2013 – October 2021

A private, four-year liberal arts institution founded in 1887 by the socially progressive and abolitionist Quakers. One of the most diverse liberal arts colleges in the country; students of color constitute about 72% of the student body. Federally designated as a Hispanic-Serving Institution (HSI) – 1,500 undergraduate students, 500 employees, a nationally recognized curriculum, and a 12:1 student-teacher ratio. As Advancement team member, earned promotions under two presidents.

Vice President of Development

July 2021 – October 2021

Cabinet member, reporting directly to the President. Existing leadership responsibilities grew to include oversight of advancement services. Led a reduced post-pandemic team of 8 FTEs (6 direct + 2 indirect reports) into Year 2 of a 5-year comprehensive campaign; reached \$16.8 million towards a goal of \$40 million.

- Secured a pledge for a \$1.2 million gift from an individual donor, the second largest unrestricted gift in the College's history
- Recruited, hired, and onboarded 3 high-performing FTEs in less than 5 months

Associate Vice President of Development

December 2018 – June 2021

Cabinet member, reporting to the Vice President of Advancement; a senior fundraising officer for the institution. Responsible for leading the College's fundraising program through oversight of the following programs: major gifts, annual giving, foundation relations, planned giving, and donor relations (11 FTEs total). Managed a portfolio of 143 major and principal gifts prospects. Played a significant role in developing and leading fundraising campaigns and in strategic planning and administrative leadership of the Advancement division.

- Team results (cash-in): FY21 \$16.3 million, FY20 \$5.2 million, FY19 \$5.9 million
- Personal portfolio (cash-in): FY21 \$1.7 million on a \$1 million goal; FY20 \$987,000 on a \$500,000 goal; FY19 \$1.26 million on a \$600,000 goal
- FY21: submitted 35 proposals with asks ranging from \$10,000 to \$1.5 million
- Year 1: recruited, hired, and trained a cohesive fundraising team aligned with new institutional priorities promoted (2) FTEs, negotiated (2) new FTE roles; launched redesigned dashboards to improve tracking of key metrics; developed a forecasting model; resolved legacy issues involving donor control and gift agreements/policies
- Year 2: developed a campus-wide portfolio of 55 fundraising initiatives worth \$400 million in preparation for a comprehensive campaign; secured approval of the Board of Trustees on a \$40 million comprehensive campaign
- At the onset of the Covid-19 pandemic spearheaded innovative programs on virtual donor engagement that regularly brought together alumni and donors from more distant geographic markets

Director of Development

July 2017 - December 2018

Concurrently managed a portfolio of more than 200 high-value relationships at all stages of the fundraising cycle, directed the College's donor relations program, served as a senior mentor to a team of major gift officers, and after the departure of senior director in Summer 2018 also directed the Annual Giving and Alumni Relations teams

- FY18 results: \$637,000 of cash-in gifts on a \$400,000 goal (six new scholarship endowments worth \$470,000, including a \$150,000 gift) and four new planned gifts representing a bequest pipeline of \$1.67 million, for a fundraising total of \$2.27 million
- Elevated donor relations activities to focus on improved endowment impact reports to top donors and crafting strategic donor events that steward and cultivate major/principle gifts. FY18: Increased retention rates for leadership donors and loyalty donors. Completed an in-depth audit and update of historical information on donor intent and criteria.

Director of Annual Giving

November 2013 - June 2017

Directed and developed a high-performing team of 4 FTEs for direct mail, email, and phonathon operations, leading them to embrace innovation and speed while maintaining data accuracy

- Contributed to the growth of the Annual Fund from 1.79 million to 1.92 million over 3 years; reached an all-time high of Faithful Friends (3,086 in FY17); increased alumni participation rate to an all-time high of 25% (FY16); grew alumni participation in the Society Challenge by 8% over two years and in FY16 set a new record of 42%
- Guided an ongoing transition to a data-driven, social media/digital first approach: developed a first-of-its-kind team
 calendar and a dashboard to track key metrics; implemented crowd-funding, PayPal, and text-to-give donation
 platforms; doubled the number of alumni volunteers engaged in fundraising

- Led the team in executing large giving campaigns that aligned faculty, staff, students, alumni; launched the Big Poet Give which in its first two years (2016 and 2017) engaged 1,000+ donors each and raised \$193,000 and \$317,000, respectively; in its 6 years of existence, the giving day attracted \$1.6 million in donations
- Actively managed a portfolio of 100+ major gift prospects; cultivated, solicited, and stewarded major and planned
 gifts during a \$55 million capital campaign project, the largest in the College's history; traveled to several regions to
 engage donors; secured leadership gifts, multi-year pledges, and a \$52,500 gift for an annual fellowship. FY17
 portfolio results: cash-in gifts of \$367,000 on a goal of \$150,000.
- Earned expanded responsibilities in 2015 after a strategic merge of Annual Giving and Alumni Relations teams (5
 FTEs) to better align alumni relations tactics with fundraising goals; helped re-envision the existing Alumni
 Association Board of Directors and launch a new engagement program – Alumni Ambassadors – to cultivate future
 leaders and donors

Associate Director of Development

April 2013 – November 2013

- Actively managed a portfolio of 220 prospects in several regional territories: secured new leadership gifts; cultivated, solicited, and closed a \$50,000 capital campaign gift after a first-time donor visit
- Led two successful affinity giving campaigns to acquire donors for new academic department funds
- Promoted after eight months to direct an annual giving team (3 FTEs and 11 student workers)

SOUTHWEST WATER COMPANY (formerly NASDAQ: SWWC), Los Angeles, CA

July 2003 – September 2012

As part of the Corporate Communications/Investor Relations team, managed marketing and internal employee communications projects for a publicly-traded company with operations in nine states, 1,500 employees, and \$221 million in revenues; promoted twice during tenures of four CEOs.

Communications Project Manager

October 2010 – September 2012

Managed the design and execution of corporate and subsidiary communications and marketing projects, with particular emphasis on employee communications and business development efforts. Analyzed needs and recommended appropriate communication strategies. Reported to the Vice President of Corporate Communications.

Communications Specialist

December 2004 – October 2010

Supported the department to meet the company's short- and long-term goals for effective communication among employees, investors, clients/customers, media, and the general public. Produced content for internal employee communications and for investor financial communications, including investor roadshows and the U.S. Securities and Exchange Commission (SEC) reports. Coordinated the writing, design and production of marketing materials, including business development proposals to acquire new clients. Maintained the company website and managed external web consultants. Reported to the Director of Corporate Communications.

Accomplishments while in the above positions:

- Helped build cohesion and productivity in a 1,500-employee team located in four time zones by collaborating with regional managers, executive vice presidents, IT, and HR
 - o Wrote and produced quarterly CEO video webcasts live streamed to all employees in multiple time zones
 - o Project managed a team that created the company's first intranet site which increased internal efficiencies and productivity; produced weekly interactive content; launched CEO blog
 - o Authored a monthly 6-page employee newsletter on company news, benefits, employee recognition, human interest stories, and safety issues. Redesigned its look, streamlined its content, and reduced printing costs.
 - o Improved employee retention by enhancing the onboarding process for new hires
- Built a pipeline of new business opportunities for the company's fast-paced and competitive Services Division
 - o Produced company bids in response to clients' Requests for Proposals (RFPs) that garnered \$12 million in new contracts from cities and government agencies
 - o Redesigned a number of print and digital marketing pieces (sales brochures, industry magazine ads, web pages, project case study sheets, tradeshow displays)
 - o Increased online visibility by project managing an award-winning company website redesign
 - o Managed the company's marketing presence at industry trade shows and developed training for non-sales employees, thereby doubling the number of quality leads

o Worked on a team that led an award-winning company re-brand that unified 14 regional identities; tasked with being the "go to" expert during implementation and managing the new brand across all print/digital platforms

Communications Assistant

July 2003 – December 2004

Dual reporting to Director of Corporate Communications and Vice President of New Business Development. Provided administrative and creative support: produced marketing materials and multimedia presentations, facilitated public relations projects, and performed peer company research and competitor analysis. Other responsibilities: wrote newsletter stories, created and managed a digital image library, edited photography, coordinated special events (client dinners, ribbon-cutting ceremonies), and helped write speeches for executives.

The Quaker Campus, Whittier College, Whittier, CA Editor-in-Chief

June 2002 – January 2003

Produced a 16-page weekly, tabloid-size newspaper. Led a staff of 35 in all areas of writing, layout design, advertising, and photography. Negotiated and maintained an operating budget. Wrote news, features, and editorials, averaging three stories per week. Led weekly story assignment and editorial board meetings. Represented the newspaper to the broader public. Recruited and trained 15 new staff members. Spearheaded a complete redesign of the newspaper's website. Promoted from a News Editor and Campus Life Editor (September 2000 – May 2002).

The Writing Center, Whittier College, Whittier, CA Writing Tutor

February 2001 – May 2003

Assisted students one on one with all aspects of the writing process: brainstorming, thesis development, argument progression, editing. Rehired upon return in 2002.

The Law Offices of Stephen I. Blanchfill, Santa Fe Springs, CA Attorney Assistant, Summer Intern

June 1999 – September 2001

Worked closely with the attorney on court preparation for family law and personal injury cases. Wrote legal correspondence, maintained a lawyer's calendar, answered incoming calls from clients, and made appointments. Typed legal court documents and reorganized the existing filing system, including the archives. Rehired upon return in 2000.

Office of Residential Life, Whittier College, Whittier, CA Residential Advisor

September 2000 – December 2001

Maximized the learning climate in a residential environment and facilitated student and community development as a member of a 10-person team. Responsible for up to 40 residents in an upper class dormitory. Developed and implemented programs on personal growth, academic success, and cultural understanding. Acted as a disciplinarian and a conflict mediator. Documented activities in violation of College's policies. Counseled residents in crisis. Rehired upon return in 2001.

Summer Conferences, Whittier College, Whittier, CA

May 2002 -

August 2002

Group Leader

Supervised a student team of 8 resident advisors who monitored residence halls and other college facilities during the summer season. Reported to Director of Summer Conferences and served as a liaison between Director, resident advisors, and the external ASPECT Language Program for International Students. Promoted upon return from previous position as staff member (May – August 2001).

Department of Modern Languages, Whittier College, Whittier, CA **Language Lab Supervisor**

September 2000 – May 2001

Managed daily operations of a language lab for students and faculty who used the lab's language software. Supervised a staff of 15. Recruited and hired student workers. Created work schedules, administered time sheets, did problem resolution and computer troubleshooting. Promoted upon return from previous position as assistant supervisor (September 1999 – May 2000).

CERTIFICATES & ACCREDITATION

Education Entrepreneurship Certificate

March 2019

University of Pennsylvania Graduate School of Education, Wharton San Francisco Campus, California Guided by research on the culture and practice of innovation, the program leveraged the expertise and networks of Penn faculty, industry leaders, and education entrepreneurs to provide an interactive and enriching experience, including field trips to educational organizations and start-ups in Silicon Valley. Participants gained the knowledge, skills, and tools to seed entrepreneurial practice and create impactful and sustainable solutions in education. No expiration date.

Accreditation in Public Relations (APR)

2013 | renewed in 2016, 2019

The Universal Accreditation Board (UAB), New York

A certification for public relations professionals; renewable every three years. Completed all 10 modules of an APR Prep study course and earned a certificate by completing an in-person panel presentation and passing a rigorous computer-based written exam.

EDUCATION

Bachelor of Liberal Arts, Whittier College

2003

Summa Cum Laude. Academic distinctions in both majors (English; American Society & Culture)

Academic Achievements

Outstanding Graduate in the Whittier Scholars Program Award (2003) | Outstanding Graduate in the English Department Award (2003) | Whittier Scholars Program (self-designed major) | Dean's Honor Roll (4 years; 3.70 min. GPA) | John Greenleaf Whittier Academic Scholarship – merit award (4 years) | William A. Smith and Rosamond Laird Smith Trust Fund Scholarship (2 years) | Haynes Scholarship (1 year) | Omicron Delta Kappa Robert M. Treser Sophomore Leadership Award (2000) | Whittier College Scholarly Writing Prize - 1st Place for the best undergraduate paper (2003)

Activities and Affiliations

Whittier Scholars Council, student representative | Sigma Tau Delta (National English Honorary Society) | Alpha Kappa Delta (National Sociology Honorary Society) | Omicron Delta Kappa (National Leadership Society) | Sociology Club | SPARCS (Students Promoting a Re-Thinking of Community Service) | Publications Board, voting member | Model United Nations Conference of the Far West – Department of Public Information, Director (2004), permanent representative (2001), conference delegate (2000) | Published poetry and essays in Literary Review of Sigma Tau Delta at Whittier College (2000, 2002) | Coalition of Activist Leaders (COAL), member | International Library of Photography – published in 2001 annual publication | Published a paper on Walt Whitman's poetry in a college poetry textbook (2005) | Private English tutor to ESL students

State Language School, Trenčín, Slovakia

1998

- Graduated from a rigorous extracurricular program in English Language & Cultural Studies
- Ended studies by passing an advanced state-level examination (Summa Cum Laude)

La Habra High School, La Habra, CA Open Society Foundation Student Scholar

1996 - 1997

- Spent a year as a foreign exchange student at a public high school on a competitive scholarship awarded to Eastern European students to freely pursue academic studies after the 1989 fall of the Berlin Wall
- This program was part of Open Society Foundation's prioritization of grants for politically constrained societies that were challenged by repressive governments which have limited the countries' academic freedom and human rights

Gymnázium L. Štúra, Trenčín, Slovakia

1994 - 1998

• Graduated as a valedictorian from a college preparatory public high school

• First place in the Nationals of the English Olympiad, Iuventa, Slovenský Inštitút Mládeže, 1998

MEMBERSHIP & AFFILIATIONS

Public Relations Society of America (PRSA), member Los Angeles Council for Charitable Gift Planners (LACGP), member Council for Advancement and Support of Education (CASE), member 2011 – present 2018 – 2020 2013 – 2020

PROFESSIONAL TRAINING & COURSES

- Ongoing mandated training via CSU Learn
- CSU Leadership Academy (June November 2022) | nominated by the President
- Engaging Your Campus Community in the Campaign (Workshop for CSU by the Gonser Gerber Institute, April 2022)
- Tactics for Optimizing Donor Meetings (CSU workshop, January 2022)
- Fundraising in a Post-Pandemic World (webinar Gravyty, May 2021)
- The Five Tool Fundraiser (webinar, CCS Fundraising, May 2021)
- Cybersecurity Awareness Training (online course, SANS Institute, 2021, 2020, 2019)
- The Evolution of the Donor Pyramid (webinar, Gravyty/iWave, July 2020)
- Graduway Leaders Summit (GLS) Connect: Live Virtual Conference (webinar, Graduway, May 2020)
- Planned Giving in This New World: A Discussion of Gift Vehicles Within the Context of COVID-19 (webinar, Pentera, May 2020)
- NACGP Legislative Update on COVID-19 and Charitable Giving (webinar, National Association of Charitable Gift PLanners, April 2020)
- Communicating with Alumni & Donors During the COVID-19 Pandemic (webinar, AGN Resources, March 2020)
- 10 Advanced Speaking Tips to Supercharge Your Next Presentation (webinar, PRSA, February 2020)
- Leveraging Micro-Influencers in Social Media (webinar, PRSA, February 2020)
- Talking and Walking the Diversity and Inclusion Mandate: What to Do About D&I in the Workplace (webinar, PRSA, February 2020)
- How to Use Crescendo Software Online (webinar, Crescendo, February 2018)
- Debunking 5 Common Myths Surrounding Planned Giving (webinar, The Stelter Company, June 2017)
- Leadership Whittier, Whittier College (September 2016 May 2017) | selected for a professional development program initiated by the College's President to cultivate future senior leaders in higher education
- The Alumni Participation Playbook: What's Working in Donor Engagement? (webinar, Ruffalo Noel Levitz, June 2016)
- Online Ambassadors: A Key Strategy for Multichannel Fundraising (webinar, Ruffalo Noel Levitz, June 2016)
- "What a Difference a Day Makes: Giving Day Campaigns" (webinar, CASE, September 2015)
- Can You Hear Me Now? Maximizing Your Phonathon (webinar, AGN Resources, February 2015)
- Facebook Marketing (2012)
- Successful Trade Show Marketing Strategies (Skyline Exhibits, Santa Fe Springs, September 2009)
- Grant Writing Basics & Intermediate Course (Rio Hondo College, 2005)
- Microsoft Dreamweaver MX 2004: Designing and Developing Websites (Blue Star Learning, San Diego, June 2005)
- HTML 4.10: Web Authoring Level 1 and 2 (Blue Star Learning, San Diego, May 2005)
- Adobe Illustrator 10: Level 1 and 2 (Blue Star Learning, San Diego, December 2004)
- Adobe InDesign 2.0, Level 1 (Blue Star Learning, San Diego, June 2004)
- Adobe InDesign CS, Level 2: Creating Sophisticated Type, Graphics, and Cross-Media Publishing (Blue Star Learning, San Diego, June 2004)
- Fundamentals of Finance and Accounting for Non-Financial Managers (SkillPath, San Diego, February 2004)
- CBEST California Basic Educational Skills Test (passed April 2003)

CONFERENCES

- Auxiliary Organizations Association (AOA) Annual Conference (Sacramento, January 8-10, 2023)
- Inaugural CSU Juneteenth Symposium (Los Angeles, June 15-16, 2022)

- CSU Young Men of Color (YMOC) Initiative Conference Beyond the Rhetoric: Eradicating Opportunity and Equity Gaps for Males of Color (CSU Sacramento, April 6-7, 2022)
- CASE Conference District VII, San Diego (San Diego, February 27 March 1, 2022)
- Los Angeles Council of Charitable Gift Planners conference (Costa Mesa, CA, May 29-31, 2019)
- Los Angeles Council of Charitable Gift Planners conference (Costa Mesa, CA, May 30-June 1, 2018)
- Meeting of the Minds: Annual Giving & Advancement Services Conference (Cal Poly Pomona University, CA, April 6-7, 2017)
- Donor Relations Workshop (Purpose Driven Events & Four Pillars) with Lynne Wester (Colorado State University, Denver, CO, June 8-9, 2017)
- Meeting of the Minds: Annual Giving and Advancement Services Conference (Cal Poly Pomona University, CA, April 7-8, 2016)
- CASE Conference District VII (Sofitel Hotel Beverly Hills, CA, June 6-9, 2015)
- Innovations in Annual Giving with Bob Burdenski (Azusa Pacific University, CA, July 30, 2015)
- Meeting of the Minds: Annual Giving & Advancement Services Conference (Cal Poly Pomona University, CA, April 3-4, 2014)
- Corporate Communicators Conference (Lawrence Ragan Communications, Inc., online, 2011)
- HOW Designer Conference (Denver, CO, June 2010)
- InHOWse Designer Conference (San Francisco, CA, September 2008)
- The Conference for Women (SkillPath, Pasadena, July 2005)
- Associated Collegiate Press (ACP) National College Journalism Convention (Los Angeles, CA, Feb. 28-March 2, 2002)
- Central California Resident Advisor Programming Conference (Los Angeles, February 2001)

VOLUNTEER SERVICE

"Going Far Together" Strategic Plan, CSUDH

2022 - present

Working Group Co-Lead (Equitable Access strategic pillar) and Executive Sponsor (Thriving Educators strategic pillar)

University Budget Committee (UBC)

2022 - present

A member of a group that receives, reviews, and makes recommendations to the President concerning budgets, enrollments, and strategic and divisional plans

University Planning Committee (UPC)

2022 - present

A member of a newly formed committee charged with practicing effective integrated planning that aligns planning efforts in various domains; facilities planning, academic plans, financial plans, student services plans, technology plans, enrollment management, housing plans, and emergency planning

Search Committee for AVP/Business Controller, Whittier College

2018 - 2019

Senior Managers Steering Committee, Whittier College

2017 - 2018

A volunteer member of the inaugural committee tasked with developing strategies and tactics to align senior managers to institutional priorities

Meeting of the Minds Conference, California

2016, 2017

Recruited for a volunteer committee that planned and organized an industry conference of annual giving and advancement services professionals at Cal Poly Pomona. A panelist in a 2016 conference session titled "A Year in the Life: the Annual (Annual) Giving Plan."

Whittier Historical Society and Museum, Whittier, California

March 2011 - August 2015

Board of Directors, Member

A volunteer member of a non-profit organization established in 1971 dedicated to protecting and preserving the history of Whittier and operating a museum and museum collections. Duties included oversight of organizational activities, budget,

operations, special events planning, and fundraising. Helped establish short- and long-term plans and served on the Marketing Committee and on the Executive Director Search Committee. Re-elected in 2013; served two full 2-year terms.

National Association of Water Companies (NAWC), Washington, D.C. **Communications Committee, Member**

2011 – October 2012

Selected by an employer to represent the company in a national organization that serves as the voice of the private water industry. Composed of the industry's best community outreach educators and writers, the committee met monthly. It proactively developed and distributed clear and effective messages to lead a national discussion about water providers while reinforcing the positive reputation of its member companies.

LANGUAGES

Trilingual in English, Slovak, Czech | intermediate Spanish | basic German

AWARDS

MarCom Award (two in 2010) Hermes Creative Award (two in 2010) Rebrand 100 Global Award (2010) American In-House Design Award (2009)

TECHNICAL SKILLS

Fundraising: Raiser's Edge / NXT, Ellucian Banner, Argos, Crescendo, Wealth Engine, ThankView, Emma Marketing | Design: Adobe InDesign, Photoshop, Illustrator, Acrobat | Other Software & Tools: MS Office Suite (Outlook, Word, Excel, Power Point), SharePoint, Adobe, Google Docs, Calendly, Zoom, MS Teams

PROFILE

Clifton Strengths Finder: Arranger | Maximizer | Responsibility | Achiever | Developer

Emergenetics Profile: Analytical | Conceptual | Social