

# KRISTEN O. BENNETT

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## RESEARCH INTERESTS

Positive Organizational Development, Mindfulness, Organizational Problem Solving with IPOD approach

## EDUCATION

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**2019, Doctor of Education (Ed.D.)** Eastern Kentucky University, Richmond, KY

Dissertation: INSPIRED POSITIVE ORGANIZATIONAL DEVELOPMENT (IPOD): THE BENEFICIAL EFFECTS OF MINDFULNESS ON NONPROFIT ORGANIZATIONAL LEADERSHIP

**2012, Masters of Business Administration (MBA)**, Midway University, Midway, KY

**2005, Bachelors of Science in Communication and Information Studies**, University of Kentucky, Lexington, KY

**2015, 2018 CFRE ® (Recertification in 2021) CFRE ®, Certified Fund-Raising Executive.** CFRE International

**2017 CNLE ®, Certified Nonprofit Leadership Executive.** (IUPUI)-Lily School of Philanthropy

**2005 CFRM ®, Certified in Fund Raising Management.** (IUPUI)-Lily School of Philanthropy

## APPOINTMENTS

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**TRINITY VALLEY COMMUNITY COLLEGE** | Athens, Texas

2015 – Present

*Vice President for Institutional Advancement/Executive Director of TVCC Foundation*

Directly responsible for TVCC's Institutional Advancement department that covers the following areas: communications, marketing, advertising, photography, grants, government relations, community relations, public information, social and media relations, publications, sports information, development, alumni relations, events and graphic design. Oversee staff of eleven with a \$51 million college budget and nearly an \$8 million foundation endowment budget, investments, financial management, policies and reporting.

- ✓ Oversee and responsible for the management and development of all aspects of the Institutional Advancement department of eleven staff and the TVCC Foundation (as the sole professional fundraiser) which includes: Marketing and Communications, Alumni Relations, Public Information, Sports Information, Media Services, Grants, Scholarships and Development to provide financial support, assessment and performance metrics to Trinity Valley Community College's seven campus system, federal prison program, small business development center and operational budget of \$51 million.
- ✓ Created advancement marketing committee to include: faculty, staff, board and community members to facilitate transformational alumni and student engagement, integrated marketing plan and cultivation of alumni, corporate vendors, partners and friends.
- ✓ Led the revitalization of all internal and external communication to include some of the following: brochures, valley magazine, campus beautification (banners, light pole flags, event blades) and new responsive and mobile friendly website.
- ✓ Member of five member administration team responsible for enrollment and student success four campuses who serve nearly 7,500 students, an SBDC, federal prison program, Health Science Center (Opening March 2020) and Health Science Academy.
- ✓ Implemented tvcclegacy.com planned giving site and planned giving initiatives and increased previously non-existent planned giving estate gifts of stock, real estate, life insurance, entire estates and annuities by 103%.

- ✓ Collaborate with US House of Representatives, US Senators, US Department of Defense, US Department of Education, US Department of State, US Department of Energy, State Representatives, State Senate, State of Texas Governor and Local Representatives on legislation and initiatives.
- ✓ Increased annual fund from \$15,223 in FY15 to \$2.934 million dollars for FY19 by conducting an audit, developing a collaborative strategic fundraising plan and executing the goals and objectives of that plan with transformational not transaction focus.
- ✓ Serve on Executive Cabinet and President's Council as one of five of the Vice President team members.
- ✓ Developed and implemented a 12-pt metrics-based performance management system.
- ✓ Increased federal, state and private grants support by \$6.12 million.
- ✓ Established new CRM database to increase engagement activities, FERPA compliance and success for all internal and external constituents.

**ST. CATHARINE COLLEGE** | St. Catharine, Kentucky  
***Vice President for Advancement***

2014 – 2015

Created and designed reliable and high performing fundraising strategies while lowering operational costs and increasing organic cultivation with over forty key constituents.

- ✓ Identified opportunities and provided thought leadership on the creation of donor centric driven engagement activities and worked with foundation board members and community leaders for successful design and delivery.
- ✓ Oversaw all aspects of the advancement department budget of \$19.8 million and staff of three.
- ✓ Created first strategic fundraising plan and re-branding initiative.

**EASTERN KENTUCKY UNIVERSITY** | Richmond, Kentucky  
***Director of Development***

2013 – 2014

Collective oversight of the strategic management and direction of the university's endowment resources and development infrastructure, focusing on alumni engagement, moves management while conducting benchmarking exercises.

- ✓ Implemented centralized communication channel to deliver clarity within the department and create a sense of common purpose throughout university.
- ✓ Fundraising liaison to eight academic colleges, the EKV-Kentucky Innovation Network and SBDC, Business and Technology Accelerator, CEDET and the university president.
- ✓ Served as a staff member for EKV Foundation Board and Finance Committee, which managed Eastern Kentucky University's \$61 million endowment and solicited more than \$12 million dollars in gifts that culminated from 2013-2017.

**LEXINGTON PUBLIC LIBRARY (LPL)** | Lexington, Kentucky  
***Executive Director of the LPL Foundation***

2012 – 2013

Led the development of fundraising infrastructure, moves management system and developed training for foundation board and key volunteers.

- ✓ Discovered opportunities and presented solutions that increased revenues over \$1 million per year.
- ✓ Drove development process improvements, evaluated, and adopted tools to reduce transactional donor processes in order to change the culture of philanthropy to a transformational cultivation process.
- ✓ Developed all fundraising campaigns, grants and events yielding \$375K in less than a year.

**LEXINGTON & KENTUCKY HABITAT FOR HUMANITY** | Lexington/Louisville, KY  
***Grant Writer 2009-2011/Director of Development 2011-2012***

2009 – 2012

Developed core architecture for the Habitat for Humanity four pillar model and training for fifty-one affiliates.

- ✓ Authored over thirty-five federal, state and private grants per year, yielding over \$9 million.

- ✓ Developed all fundraising campaigns and managed fee for service program for fifty-one Kentucky Habitat affiliates in (approximately 1,100 staff and 600 Board Members) that yielded over \$100 million in funding.
- ✓ Developed all fundraising, advocacy, organizational development, disaster relief and board development training curriculum for all fifty-one Kentucky Habitat affiliates, which contributed to an internal metric increase of capacity for each affiliate.

**FRONTIER NURSING UNIVERSITY** | Lexington, Kentucky  
*Development Officer*

2008 – 2009

Lead the development of the organizations development program that resulted in nearly \$5 million in funding.

- ✓ Responsible for all aspects of fund development operation.
- ✓ Authored and awarded \$4MM HRSA federal grant proposal.
- ✓ Implemented state registration system.

**CHRISTIAN APPALACHIAN PROJECT** | Lexington, Kentucky  
*Planned/Major Gift Officer*

2006 – 2008

Assisted in the development of strategic major and planned giving initiatives that yielded nearly \$11 million dollars.

- ✓ Obtained planned, major gift, corporate, in-kind and volunteer gifts yielding \$11 million.
- ✓ Provided collaborative support for special events, direct mail, grant proposals, campaign and community awareness initiatives.

**HEADLEY-WHITNEY MUSEUM** | Lexington, Kentucky  
*Graphic Designer*

2005 – 2006

**US LASER, INC.** | Columbia, SC  
*Project Coordinator*

2003 – 2005

**CARDINAL HILL REHABILITATION HOSPITAL** | Lexington, Kentucky  
*Medical Records Clerk*

2002 – 2003

**BALL HOMES** | Lexington, Kentucky  
*Receptionist*

2000 – 2002

## PROFESSIONAL SUMMARY

Inclusive, strategic and innovative, growth mind-set visionary leader with over twenty-two years of multifaceted administrative experience in fundraising, fiscal management, business administration, operational, communications, marketing, government, enrollment, community relations, social service, education, advertising, and nonprofit organizational development.

- ✓ ***Branding and Communications Revitalization:*** developed new “I AM TVCC” branding campaign and guide, integrated communications plan initiatives, Advancement and Marketing Committee and other digital and social campaigns through rigorous internal and external engagement activities.
- ✓ ***Collaborative Operational Leadership:*** transformation leader that uses the latest technology (artificial intelligence, geo-fencing, animoto video, data analytics) to revamp departments with a cross-functional team to support business agility while mitigating risk by overseeing daily policy, procedure management and analyzing key performance metrics.
- ✓ ***Innovative and Strategic Teamwork:*** collaboratively identified viable opportunities for innovation projects for the following departments under my direction that serve the entire four campus and virtual system: public

information, advertising, government relations, marketing and communications, federal, state and private grants, alumni relations, media relations, development, community relations, graphic design, publications and print shop.

- ✓ **Lead Generation:** transformed struggling college foundation into successful, revenue generating operation with diverse support from planned, annual, corporate partners program, grants, CASE Federal Funding Task Force in Washington, D.C team captain, major gifts and comprehensive campaigns.

### KEY ACCOMPLISHMENTS

<u>New Communications and Development Projects</u>	<u>Private Support and Increased Enrollment</u>	<u>Infrastructure Development</u>
<ul style="list-style-type: none"> <li>-I AM TVCC campaign</li> <li>-Branding guide</li> <li>-Spirit logo revamp</li> <li>-Employee and external campaigns</li> <li>-Social Media platform integration</li> <li>VR and emerging technology</li> <li>-Media relations revamp</li> <li>-Digital and social advertising</li> <li>-Cardinal Sports Network revitalization</li> </ul>	<p>Increased philanthropic support by 19,147% delivering value by updating obsolete technology and systems, development of transformational engagement plan, and overhauling communications, marketing, development and alumni relations activities.</p>	<p>Executive Director of the TVCC Foundation, improving performance and strengthening CRM systems and operational efficiencies by conducting a development audit and implementing the change required to achieve success.</p>

### PUBLICATIONS

<https://www.chronicle.com/article/The-Job-in-Which-Every-Single/245849>

<https://www.case.org/trending/community-colleges-challenges-and-opportunities>

<https://blog.case.org/2018/09/07/listen-learn-lead-make-this-your-conference-going-mantra/>

[https://www.case.org/trending/community-colleges-challenges-and-opportunities?\\_zs=luPME1&\\_zl=NIJ5](https://www.case.org/trending/community-colleges-challenges-and-opportunities?_zs=luPME1&_zl=NIJ5)

### RECENT CONFERENCE PRESENTATIONS

#### **Fundraising GRIT: How To Never Give Up and Be Successful Against All Odds**

What is GRIT, and how do you overcome it? Kristen Bennett shares how she overcame some big fundraising challenges at various institutions and offers advice for what to do first when starting out in fundraising and trying to overcome major challenges. CASE CCCA 2019 Conference.

#### **Maximizing Success Now, During, and After the Transfer of Wealth**

This session explains what the transfer of wealth is and details the latest statistics about it. Learn how to prepare for the transfer of wealth happening now and find out what we need to do as it increases to maximize the philanthropic support to our organizations. Finally, what do we need to do after the transfer of wealth is fully realized? CASE CCCA 2019 Conference.

#### **The Beneficial Effects of Positive Organizational Scholarship and Mindfulness for Nonprofit Leaders**

Explore the beneficial effects of practicing mindfulness and using positive organizational scholarship strategies to make decisions. Guide your departments more effectively in an effort to lead your nonprofit toward overall long-term success by increasing your perceived leadership effectiveness, nonprofit performance, and work-life balance practices.

## **Working on Major and Planned Gifts with Faculty**

In this session you will learn how to work with faculty in soliciting major and planned gifts. This session will provide vivid examples of working with faculty during major and planned gift solicitation process with success. This session deals with how to deal with potential relationship conflicts, emotional intelligence, appreciative inquiry and relationship engagement in order to facilitate successful outcomes for the alumni, faculty member and the college/university.

## **UPCOMING CONFERENCE PRESENTATIONS**

**Creating a Culture of Philanthropy** (elective session) CCCA 2020

**Extreme Ownership Leadership** (preconference workshop session) CCCA 2020

## **RECENT HONORS / AWARDS**

Council for the Advancement & Support of Education (CASE) Faculty Award, 2019

## **RELATED PROFESSIONAL VOLUNTEER SERVICE/AUTHOR/SPEAKER**

### **COUNCIL FOR THE ADVANCEMENT AND SUPPORT OF EDUCATION (CASE)**

Vice Chair of the CASE CCCA Conference 2018 & Upcoming Chair of CCCA 2019  
CASE CCCA Committee Member  
CASE Member since 2012  
CASE District III National Judge 2015-2016  
CASE District IV Speaker, 2018  
CASE-IRF Speaker, 2018  
CASE, CCCA Speaker, 2018  
CASE, Federal Funding Task Force, 2016-Present Team Captain and Speaker-Washington, D.C.  
Chair of CASE-KY Advancement Services Track 2014-present  
Chair of CASE-KY Philanthropy Track 2013-2014  
Chair, KY National Philanthropy Day, 2008-2009

### **CFRE INTERNATIONAL (certifies fundraising executives-ANSI accredited)**

Nominated for the 2018-2019 CFRE ® International Board of Directors  
TACCF-CFRE ® Task Force 2018-2019

### **ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)**

AFP eMentor  
AFP Member since 2005

### **TEXAS ASSOCIATION OF COMMUNITY COLLEGE FOUNDATIONS (TACCF)**

President-Elect for 2019-2021  
Board Member (2017-2019)  
TACCF Conference Committee Member  
TASK FORCE CHAIR for TACCF Website, CFRE and Bylaws  
TACCF Conference Speaker 2016-Present

### **NONPROFIT COMMUNITY MEMBERSHIPS/BOARD ROLES**

Athens Chamber of Commerce, Board Member and Ambassador  
Henderson County Arts Council, Board Member  
Athens Kiwanis Member

2017 Leadership Athens Graduate  
2018 Chamber Community Connection Award Recipient

**PROFESSIONAL MEMBERSHIPS AND VOLUNTEER APPOINTMENTS**

Team Captain of the Federal Funding Task Force,  
Washington, D.C.

Texas Association of Community College Foundations  
(TACCF)

Board Member  
Council for the Advancement and Support of Education  
(CASE-D.C) Member & District IV Treasurer

CASE Member and National Speaker