

SEARCH PROSPECTUS

VICE PRESIDENT for INSTITUTIONAL ADVANCEMENT



TEXAS A&M
INTERNATIONAL
UNIVERSITY

KEY ATTRACTORS TO THE ROLE

Texas A&M International University (TAMIU) offers a truly impactful leadership opportunity at the intersection of global commerce, international policy, and higher education. Located in Laredo, Texas—the nation’s largest inland port and a vital gateway to Mexico and Latin America—TAMIU is uniquely positioned to lead in cross-border research, international trade policy, and global engagement. Reporting directly to the President, [Chris Maynard](#), the next VPIA will play a transformative role in shaping the University’s future.

Unlike many Vice President for Institutional Advancement roles, this is an opportunity to shape the economic, academic, and geopolitical landscape of the future.

For an energetic and forward-thinking leader, TAMIU presents intriguing opportunities:

A Distinctive International and Binational Mission at the Gateway to Mexico

TAMIU is uniquely positioned on the U.S.–Mexico border in Laredo—the #1 inland port in the Western Hemisphere, driving more than \$300B in annual trade. Few universities offer such a compelling platform for philanthropy tied to global commerce, diplomacy, cross-border relations, international education, and economic impact.

A Rising and Determined University with Momentum and Room to Build

TAMIU is experiencing steady growth in enrollment, persistence, and student success—creating the ideal environment for a VP to build, expand, and innovate the advancement enterprise. The institution’s upward trajectory gives the next VP the freedom to shape a modern advancement operation for the next decade.

The Prestige, Stability, and Reach of the Texas A&M University System

As part of the renowned and powerful Texas A&M System, TAMIU benefits from brand recognition, systemwide support, strong governance, and philanthropic credibility—critical advantages for major giving, campaigns, and corporate partnerships.

High-Value, Affordable Education with Strong Rankings and Proven Student Impact

TAMIU delivers nationally recognized value, affordability, and upward mobility outcomes. Advancement leaders can champion transformational student success stories that resonate deeply with donors and partners.

A Campus and Community Deeply Connected Through Engagement and Shared Purpose

Laredo is a relationship-driven community with a strong giving culture, bicultural richness, and extraordinary civic pride. TAMIU’s deep partnerships across Texas and Mexico create fertile ground for alumni engagement, corporate giving, and international advancement.

Expanding Research Capacity and the Pathway to R2 Status

TAMU's movement toward R2 designation opens a new era of research growth, external funding opportunities, faculty excellence, and philanthropic investment—a compelling story for donors seeking impact in global trade, public policy, health, business, STEM, and social sciences.

A Platform for Unmatched Global Impact

With its geographic, cultural, and economic position, TAMU is poised to become a global leader in trade policy, cross-border relations, and international economics—giving the next VP extraordinary opportunities to connect donors to a mission with both domestic and global influence.

Strong Presidential Support and an Opportunity to Lead at a Transformational Moment

- A President who champions philanthropy and will collaborate closely with the VP
- A culture where new ideas are welcomed and implemented
- The chance to build and enhance an advancement structure, processes, and team
- A role with significant visibility, strategic influence, and cabinet-level leadership

A Student-Centered University Where Philanthropy Directly Changes Lives

- A campus where students are seen, supported, and celebrated
- Clear philanthropic narratives tied to first-generation success, mobility, research opportunity, and global engagement
- The ability to tell powerful student stories that inspire donor investment

A Vibrant, Safe, and Culturally Rich City: Laredo is a bilingual relationship-driven community known for its economic strength and cultural heritage.

University Accolades

TAMU is a top-ranked institution of higher education committed to being Accessible, Affordable, and Exceptional. Recent accolades affirm the University's shared mission and support for its students. Additional information may be found [here](#).

- TAMU has been ranked **#3** in the nation among the Best Four-Year, Hispanic-Serving Colleges by *Washington Monthly Magazine's 2025 College Guide*. The Guide also awarded TAMU ranking for **#2** for Lowest Net Price in the South, **#4** for Affordability, and **#5** for Lowest Student Loan Debt.
- WalletHub recently ranked TAMU **#8** among Texas's Top Ten Universities in its 2025 College & University Rankings. TAMU was the only A&M System regional campus to crack the Top Ten.



- Niche, a Pittsburgh-based company that annually ranks colleges, awarded TAMIU an overall grade of **A-**. Other Niche TAMIU rankings included being recognized as the **#4** Best Value in Texas, **#7** Top Public Universities in Texas, and the **#11** Best College in Texas.
- A total of **23** TAMIU programs were ranked among the top nationwide in Intelligent.com's 2025 rankings.



THE UNIVERSITY

A Member of The Texas A&M University System, Texas A&M International University is a Hispanic-serving, public university founded in 1970. Its 300-acre campus is in northeast Laredo on former ranchland donated to secure higher education in South Texas.

The campus enjoys a broad-based enrollment of over 9,000 students from 31 countries and 28 US states. TAMIU offers transformative undergraduate, graduate, and doctoral degrees in the arts and sciences, business, education, and nursing. As its name affirms, the University focuses on developing an international academic agenda for the State of Texas. The University's 40,000+ graduates lead lives of change and impact worldwide.

Like the communities it serves, the University continues its dynamic growth marked by the dedication of the City of Laredo Tennis Complex at TAMIU, the current construction of the Health Sciences Education and Research Center, and Western Hemispheric Trade Center's expansion, which is valued at more than \$72 million and projected to open Spring 2026.

The University has secured strong, broad community support that feeds scholarships, programs, faculty, and campus improvements. This support is a source of tremendous pride for Laredo as the University is perceived as a catalyst for continued community and regional development.

TAMIU's ability to dramatically impact its graduates' socioeconomic mobility has been praised by Stanford University's Equality of Opportunity Project, the American Council on Education, and CollegeNet. Degree and program development is researched and relevant to community and regional needs and predicated on driving social mobility.



TAMIU students are motivated, hard-working, inquisitive, and eager to lead and advance their lives and those of their communities. TAMIU faculty are gifted, deeply committed to their students' success and research opportunities, and engaged in campus life.

Mission

Texas A&M International University nurtures its students' academic and social development through instruction, research, and service to be responsible and productive members of our global society.

Academics

TAMIU offers many transformative undergraduate, graduate, and doctoral degrees. Click [here](#) to review a complete list. More insights may also be found in TAMIU's Strategic plan. Please refer to this [link](#).

Student Life

Student Life at TAMIU is vibrant and deeply connected to the University's mission of preparing students for leadership and service in an increasingly complex world. TAMIU has over 100 student organizations, dynamic leadership programs, and a thriving campus community. TAMIU offers students countless opportunities to engage in a robust campus experience, build lifelong friendships, and develop personally and professionally. From campus events and intramural sports to service learning and global initiatives, student life at TAMIU enriches the college experience and fosters a strong sense of belonging and Dustdevil pride.



Unique Academy and Early College High School at TAMIU

The Julieta & Frank Staggs Academy of International and STEM Studies is an innovative, University-level academy on the Texas A&M International University campus for highly gifted and motivated high school juniors and seniors. Staggs Academy students earn early college credit while in high school and are part of the extended TAMIU community. Find out more at [Julieta & Frank Staggs Academy of International and STEM Studies](#).

The Hector J. Garcia Early College High School is an award-winning campus of the Laredo Independent School District located on the TAMIU campus. The school has been ranked 12th best in TX and the 116th best high school in the nation. Selected students are dual-enrolled in high school and University classes and earn University credit.

THE TEXAS A&M SYSTEM

The Texas A&M University System is one of the largest and most impactful higher education systems in the country, with an annual budget of \$8.1 billion. Its statewide network includes 12 universities, a comprehensive health science center, eight state agencies, Texas A&M–Fort Worth and the Texas A&M–RELLIS. The Texas A&M System serves approximately 175,000 students and reaches millions more through service, research and outreach programs each year. With nearly \$1.6 billion in annual research expenditures, the A&M System fuels innovation, supports communities and drives Texas' economy forward.

Each of the A&M System members has its own unique mission, history and goals. Together, they provide research, educational programs and community enhancement services that improve the lives of people in Texas and around the world. A&M System universities make more than 21 million additional educational contacts through service and outreach programs each year.



With more than 28,000 faculty and staff positions, the A&M System has a physical presence in 250 of the state's 254 counties and a programmatic presence in every county. The A&M System has property holdings totaling more than 62,000 surface acres and 65,000 mineral acres. System-wide, externally funded research expenditures exceed \$1.5 billion and are a driving force in the state's economy. The A&M System is a beneficiary of the Permanent University Fund, a public endowment established in the Texas Constitution of 1876.

The A&M System, with a total operating budget of \$8.1 billion, is governed by a nine-member Board of Regents (all gubernatorial appointees). The Board includes a nonvoting student member, which was added in 2006. The Regents appoint the Chancellor, who serves as chief executive officer and oversees the direction and operation of the A&M System. The A&M System's role is governed by the state's education code, Title 3, chiefly Ch. 51, Sec. 51.353 and Ch. 85, Sec. 85.17. For an in-depth brochure on The Texas A&M University System, please refer to [this link](#).

THE UNIVERSITY'S LOCAL COMMUNITY

Located deep in the heart of South Texas and founded on the banks of the Rio Grande, Laredo is the beginning of the Lone Star State. Laredo is American, Texan, and Mexican all in one. It is located at an enviable crossroads of international business and culture, and its rich history is hallmarked by seven sovereign flags. The location lends itself to a perfect blend of ambiance, culture, culinary influences and language that can only be found deep in the heart of South Texas.

The historic downtown boasts numerous landmarks, such as the San Agustin Plaza, the Republic of the Rio Grande Museum, and the San Agustin Cathedral. A downtown revitalization project is currently underway, and major commercial development projects are committed. In February 2023, The Port of Laredo went from the No. 1 inland port in the U.S. to the country's No. 1 international trade port overall. International trade fuels the city's growth and impacts multiple business and quality of life indicators.

The City has an aggressive commitment to health promotion, and a vast network of city parks and recreational facilities undergird wellness initiatives. Laredo is home to two hospitals: the centrally located Laredo Medical Center, a 326-bed licensed acute care facility, and Doctors Hospital, a 183-bed acute care facility located near the TAMIU campus. Two school districts, Laredo Independent School District and United Independent School District, represent 81 campuses.

Climate & Environment:

Laredo's colorful environment and tropical climate offer a pleasant lifestyle for all. Year-round sunshine and warm weather create the perfect ambiance for family, fun, and relaxation. Your tastebuds will tell you that delicious is Laredo with Mexican, Tex-Mex, and other cuisines celebrated.

Birding in Laredo has attracted people from across North America. Bird-rich trails range in difficulty from leisurely to moderate. Enjoy a scenic walk viewing native plants and flowers common to South Texas or view the splendor of rare birds in their natural habitat.

Access:

Getting to Laredo is the easiest part... it is served by numerous major highways and the Laredo International Airport with daily flights.

Growth:

As one of the fastest-growing cities in the state, Laredo boasts a strong sense of community, a low cost of living, and a thriving binational economy rooted in international trade and logistics. The campus area is home to explosive housing growth and continues to attract entertainment, restaurants, and shopping opportunities.

Whether exploring the outdoors, enjoying local festivals, or participating in cross-border cultural exchanges, Laredo offers a welcoming environment to live, work, and thrive.

THE POSITION

The Vice President for Institutional Advancement (VPIA) serves as TAMIU's Chief Advancement Officer, providing bold, strategic, and innovative leadership for the university's comprehensive advancement enterprise. The VPIA is responsible for designing and executing a unified vision for philanthropy, alumni engagement, corporate relations, and stewardship. The VPIA will manage the Institutional Advancement, Public Relations, Marketing, and Info Services departments. TAMIU does not currently have a Foundation, but would like the new VPIA to explore this addition.

The VPIA leads all philanthropic initiatives—including annual giving, major gifts, planned giving, campaigns, advancement services, donor relations, and alumni relations—and works closely with the TAMIU President and senior leadership to advance the mission, visibility, and philanthropic success of the institution.

The VPIA reports directly to the President and serves as a member of the President's Cabinet.

Responsibilities

Strategic Leadership & Vision

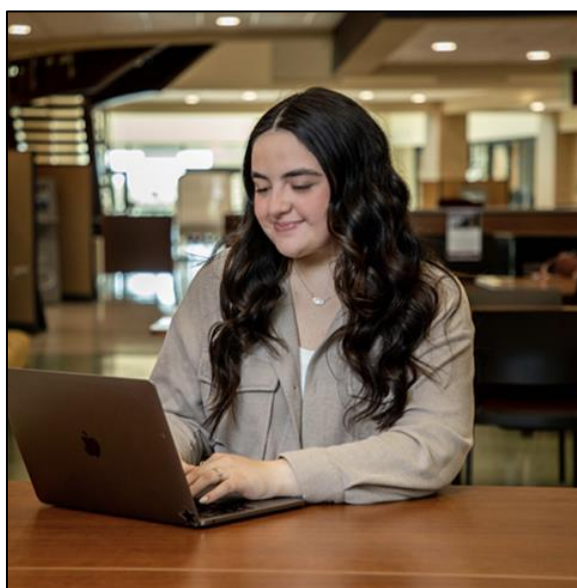
- Establish and lead a comprehensive, long-range strategic plan for philanthropy and advancement aligned with TAMIU's mission, vision, and strategic priorities.
- Direct all Advancement operations including annual giving, major gifts, planned giving, corporate and foundation relations, stewardship, alumni relations, advancement services, and campaign planning.
- Provide decisive, mission-driven leadership in developing policies, processes, and advancements systems.

Fundraising & Resource Development

- Meet or exceed annual fundraising goals across major gifts, corporate/foundation giving, annual fund, alumni giving, bequests, and campaign initiatives.
- Identify, cultivate, solicit, and steward a portfolio of high-capacity prospects.
- Plan, lead, and execute comprehensive fundraising and capital campaigns.
- Prepare compelling proposals to corporations, foundations, and individual donors.

Strategic Communication with Publics & Organizations

- Oversee the use of public relations in a strategic communication process focused on engagement.
- Foster communication across platforms that drive collaboration between the University, organizations, and publics that yield mutually beneficial relationships and secure shared understanding and realized goals.
- Lead multi-channel communication efforts (print, digital, social, video) that expand brand identity and build targeted opportunities for University/publics to share affinity.



Alumni Relations & External Engagement

- Strengthen and expand alumni engagement through programs, volunteer networks, events, and communication strategies designed to foster lifelong connection to TAMIU and a culture of giving.
- Serve as the primary external ambassador for TAMIU, representing the university in concert with community leaders, corporate partners, policymakers, and supporters.
- Coordinate high-impact events that deepen donor engagement and enhance TAMIU's reputation.

Advancement Operations & Leadership

- Oversee advancement services, data systems, donor records, stewardship, and gift processing to ensure accuracy, compliance, and strategic use of analytics.
- Monitor all fiscal affairs for the Advancement division including budgeting, resource allocation, and financial accountability.

Leadership, Collaboration & Institutional Partnership

- Serve as a trusted advisor to the President, providing guidance on advancement strategy, donor opportunities, messaging, and campaign readiness.
- Foster a unified, collaborative culture among faculty, deans, staff, and administrative units to ensure advancement efforts reflect institutional priorities.

Required Qualifications

- Bachelor's degree.
- Demonstrated record of successful fundraising leadership, including major gifts and campaign experience, at a complex higher-education institution or comparably complex organization.
- Substantive experience supervising and developing professional staff.
- Experience with strategic planning, advancement operations, and financial management.
- Strong experience in communications, marketing, and/or public relations related to institutional advancement.

Preferred Qualifications

- Master's degree.
- Experience working in a public university, university system, and/or Hispanic-Serving Institution (HSI).
- Experience working with institutional foundations and governing boards.
- Demonstrated success leading a comprehensive capital campaign.

Desired Leadership Attributes

The successful VPIA will be:

A Strategic, Visionary Fundraising Leader

- Deep expertise in major gifts, annual giving, planned giving, corporate/foundation relations, campaigns.

A Strong Communicator & Ambassador

- Able to inspire donors, alumni, business leaders, legislators and their internal team.

A Relationship-BUILDER

- Skilled in building trust, rapport, and long-term donor relationships with individuals from all socio-economic and cultural backgrounds.

A Creative, Entrepreneurial Innovator

- Capable of bringing new ideas, embracing new fundraising models, and driving a culture of giving.

Data-Informed and Outcomes-Driven

- Uses analytics to inform strategy, measure results, and guide decisions.

An Ethical, Mission-Driven Professional

- Models integrity, stewardship, transparency, and donor-centered values.



NOMINATIONS & APPLICATIONS

The Search Committee invites letters of interest and nominations to be submitted directly to the search firm Anthem Executive. Correspondence should include a curriculum vitae and a letter of interest describing relevant experience and interest in the position. Submit materials to Michael Ballew, Scott Watson, Mike “JR” Wheless, or Florene Stawowy at:

VPAdvancementTAMU@AnthemExecutive.com

While applications and nominations will be accepted until a VPIA is selected, interested parties are strongly encouraged to submit their materials as soon as possible to assure consideration. Anthem and the University reserve the right to end or extend the application and nomination process at any time. Expressing interest is the first step in receiving consideration and does not make one an applicant for the position.



Atlanta | Birmingham | Detroit | Houston | Philadelphia | Portland | Sarasota | Tucson

AnthemExecutive.com | AnthemAcademics.com

Texas A&M International University shall provide equal opportunity for employment to all persons regardless of race, color, sex, religion, national origin, age, disability, genetic information or veteran status, or any other classification protected by federal, state, or local law and shall strive to achieve full and equal employment opportunity throughout the university.