

Tourea B. Robinson
1471 Redbird Creek Drive · Jacksonville, Florida 32221
904.434.7247 · tbarnesj@hotmail.com

SUMMARY OF SKILLS

Innovative and results driven professional with demonstrated abilities in successful management and organizational leadership. Proven record of consistently exceeding challenging goals. Motivated, initiative-taker and enthusiastic team player recognized for outstanding problem solving, leadership, and communication skills.

PROFESSIONAL EXPERIENCE

EDWARD WATERS UNIVERSITY APRIL 2023 – NOVEMBER 2023
VICE PRESIDENT, INSTITUTIONAL ADVANCEMENT, DEVELOPMENT, MARKETING & COMMUNICATIONS

- Lead the University's advancement initiatives to include all philanthropic and fundraising efforts, marketing and communication strategies, manage and maintain community and alumni relations
- Leverage relationships with key corporate and foundation donors thereby, securing over \$125,000 in corporate and private contributions within the first 120 days of employment
- Provide strategic leadership for the University's annual fundraiser, The Mayor's Masked Ball, a partnership with the UNCF, to support students attending Edward Waters University
- Restructured the Division of Institutional Advancement, Development, Marketing and Communications to align and support a traditional and effective advancement unit including the re-establishment of the University's Office of Alumni Relations to increase and support alumni engagement
- In conjunction with the CFO, developed the 2023-24 operating budget to support division goals and objectives
- Serve as co-chair of University Homecoming Committee to ensure community and alumni engagement and maximize external partnerships

CLAY COUNTY SENIOR SERVICES OF AGING TRUE 1/2020 – APRIL 2023
DIRECTOR OF SENIOR SERVICES

- Serve as a member of the Aging True Executive Leadership Team overseeing all Clay County Senior Services of Aging True programs and services
- Leads, inspire, and drive a diverse team of center managers, administrative staff, adult day care staff and nutrition team to provide outstanding and exemplary customer service to clients
- Responsible for the day-to-day operations of all programming and services including in-home care, four county senior centers, congregate/nutrition meal locations and the agency's adult day care center; regularly assessing the development and effectiveness of team members and operations
- Increased revenue 200% taking the agency out of the red in first year as Director
- Led operational efforts during pandemic ensuring clients continued to receive vital programming and services
- Oversaw the launch of the agency's first-ever virtual programming initiative
- Overseeing the construction of the agency's new commercial kitchen project; completion expected Summer 2022
- Demonstrate fiscal responsibility by effectively controlling costs through economical utilization of personnel, materials, and equipment
- Developed and implemented agency's strategic plan to increase senior center enrollment, increasing center utilization and participation by 110%
- Work in concert with key community partners to ensure service population needs are met; inclusive of the local health department and three hospitals, county public transportation provider and public housing provider

- Manage all Department of Elder Affair, General Revenue and Older American Act contracts
- Ensure all funding and programming requirement, policies and procedures are adhered to including the accurate and timely completion and submission of reporting documents
- In conjunction with the CFO, prepare the agency's annual budget
- Review and monitor monthly profit and loss statements, surplus deficit reports and other relative financial documents for accuracy, reporting and forecasting
- Identify and establish appropriate community partnerships and resources to support the agency's programmatic initiatives
- Represent the agency at all public functions and events always maintaining a positive and professional reflection of the organization
- Conducts monthly team and goal setting meetings thereby setting cultural tone to ensure transparency, understanding, safety, accountability, and alignment with agency goals maintained
- Serves on statewide senior services boards and participates in regional and national organizations to remain knowledgeable and aware of market and industry trends; resulting in the ability to anticipate new and innovative ways to best serve clients in a cost effective and efficient manner

AGING TRUE COMMUNITY SENIOR SERVICES

3/2013 – 1/2020

DIRECTOR OF DEVELOPMENT

- Serve as a member of the Executive Leadership team to oversee all aspects of Aging True's management including budget and strategic planning, development of policies and procedures, board of director relations and staff management and training
- Develop program, organizational and financial plans to meet the annual goals established by the Board, consistent with strategic objectives
- Prepare regular reports on progress, budgets, receipts, and expenditures related to the management of the fundraising, marketing, and volunteer programs
- Monitor expenses, analyze budget reports, and recommend changes as necessary
- Implementation of annual and long-term strategic planning and goal setting that achieves the organization's mission and fiscal goals
- Expand and diversify Aging True's donor base/pipeline to secure funding for programming by managing a portfolio of 25 major donors
- Provide and present weekly and monthly statistical analysis senior leaders and board members
- Develop and implement a stewardship program aimed at cultivating deeper ties with donors
- Develop and implement comprehensive development plans in accordance with ethical fundraising principles securing over \$500,000 annually from individual and corporate contributions
- Negotiate and prepare grant proposals to support programmatic objectives – *secured over \$400,000 in grant funding from local government and private foundations annually*
- Direct special events including the planning and execution of the annual Golf Classic to generate funds for the Meals on Wheels program
- Develop strategic plans and policies and procedures for the development department to reflect ethical fundraising practices
- Supervise the administration of the organization's donor database which respects the privacy and confidentiality of donor information
- Identify corporate, community and individual prospects for Aging True's established fundraising priorities
- Work closely with local and state elected officials to identify and secure government funding for agency wide programs
- Represent Aging True as the face of the organization, including attendance of important functions, industry events, public meetings, and all media engagements
- Assist and give guidance or suggestions to the Board in the development and implementation of strategies for the acquisition of financial resources
- Advise Board of trends, issues or developments that may affect the organization's priorities, activities, and goals
- Created a comprehensive communication and marketing plan to promote Aging True to its donors and maximize public awareness of all Aging True programs, services, and initiatives

- Direct the design, printing and distribution of all marketing and communication materials including the organization's social media, website, quarterly newsletter, and Annual Report
- Develop plans for outreach and informational marketing to promote the mission and vision of Aging True
- Recruit and manage well-qualified fund development staff to include the organization's fundraising, marketing, and volunteer programs

DUVAL COUNTY PUBLIC SCHOOLS

6/2012 – 3/2013

SUPERVISOR OF COMMUNITY INVOLVEMENT

- Responsible for engaging schools in participation of statewide and nationwide community and family initiatives and programs
- Direct all special projects and signature programs in support of district community and family engagement objectives
- Oversee volunteer and mentor programs for the school district. Oversee the development and enhancement of community engagement in local schools

RITZ CHAMBER MUSIC SOCIETY, INC.

2/2010 – 1/2011

DIRECTOR OF DEVELOPMENT – ONE YEAR CONTRACT

- Work closely with the Executive Director to lead and empower the Board of Directors to serve as Ritz Chamber Music Society, Inc., most valuable fundraisers
- Work closely with the Executive Director and Nominating Committee to identify and cultivate new board candidates
- Coordinate all Ritz Chamber Music Society, Inc., sponsored special events
- Represent the Ritz Chamber Music Society, Inc., at community functions as necessary to increase our presence in the community
- Oversee all organization's marketing and public relations efforts to include social media marketing
- Define Ritz Chamber Music Society, Inc., annual and long-range objectives including revenue goals, benchmarks for growth in funds raised and relationships established
- Coordinate all fundraising efforts of the organization including grant writing, annual giving, major gifts, and corporate sponsorships
- In conjunction with the Executive Director, develop and oversee the organization's annual operating budget
- Launched the organization's first ever annual giving campaign, "Play Your Part," increasing individual giving by 200% in first six months
- Increased Ritz Chamber Players subscription 300% for 2010 -2011 season.

SKILLS AND ABILITIES

-
- Excellent organizational and time management skills
 - Fully accepts all responsibilities and meets deadlines
 - Consistent, dependable, and accurate in fulfilling responsibilities to a successful conclusion
 - Understands the personal values of superiors, subordinates, peers, and others
 - Methodical thinker and leader with strong analytical, critical, and problem-solving skills
 - Solid written and oral communication skills to include public speaking and report writing
 - Possess tact and diplomacy when dealing with agencies, volunteers, and staff
 - Knowledge of budgeting principles and strong financial acumen
 - Ability to analyze and interpret fiscal reports and data
 - Ability to recruit, motivate and manage staff and volunteers
 - Ability to establish and maintain working relationships with external agencies
 - Effective team and relationship building skills
 - Proficient in all Microsoft Windows applications and able to learn related software as necessary
 - Display ingenuity in anticipating and meeting unexpected situations
 - Constantly examine administrative effectiveness and seeks better procedures

EDUCATION

UNIVERSITY OF PHOENIX

- Master of Business Administration/Public Administration

SAVANNAH STATE UNIVERSITY

- Bachelor of Arts, Mass Communications

LILLY FAMILY SCHOOL OF PHILANTHROPY

FORMERLY THE CENTER ON PHILANTHROPY AT INDIANA UNIVERSITY

- Principles and Techniques of Fundraising
- Planned Giving: Getting the Proper Start

PROFESSIONAL AFFILIATIONS

- Florida Association of Aging Service Providers – Past Board Member
- Florida Council on Aging
- Florida Association of Senior Centers
- National Association of Nutrition and Aging Services Programs
- National Association of African American Women’s Leadership Institute, Inc. Fellow
- Higher Education Leadership Foundation Fellow
- Association of Fundraising Professionals - Florida First Coast Chapter – Past President

REFERENCES

- Available Upon Request