



Board Appointment Form

City Clerk

Submitted On:

Feb 16, 2023, 04:02PM MST

Appointing Office	Mayor Oscar Leeser
Agenda Placement	Consent
Date of Council Meeting	Tuesday, February 28, 2023
Name of Board	Capital Improvements Advisory Committee
Agenda Posting Language	Appointment of Sylvia Y. Acosta, Ph.D. to the Capital Improvements Advisory Committee by Mayor Oscar Leeser.
Appointment Type	Regular
List the nominee's qualifications to serve on this Board	Resume attached.
Nominee Name	Sylvia Y. Acosta
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Which District does the nominee reside in?	[REDACTED]
Does the appointee have a relative working for the City?	N/A
Has the appointee been a member of any other city boards?	N/A
List all real estate owned in El Paso County	[REDACTED]
Previous Appointee	Jacob Barde
Reason for Vacancy	Term Expired
Date of Appointment	February 28, 2023
Term Begins On	October 28, 2022
Term Expires On	October 27, 2025
Term	1st Term
Upload File(s)	Resume Sylvia Acosta, Ph.D.pdf

Sylvia Y. Acosta, Ph.D.

EMAIL: [REDACTED]

EDUCATION

New Mexico State University, Las Cruces, NM:

Doctor of Philosophy, College of Education (May 2010).

St. Mary's University, San Antonio, TX:

Master of Arts in Political Science, Graduate School, Graduate Political Science Program (May 2002).

The University of Texas at Austin, Austin, TX:

Bachelor of Arts, Government, Department of Government, College of Liberal Arts (May 1990).

INSTITUTIONAL APPOINTMENTS

National Minority Supplier Development Council

Sr. Vice President/Chief Growth Officer 8/1/2022 – Present

- Responsible for creating and structuring a fundraising department within the organization
- Leading and implementing the first national fundraising campaign with a goal of \$50 million by 2027 (4 million raised to date)
- Managed the NMSDC Steering Committee and worked with members and delegates made up of 10 Billionaires of dedicated to advancing the misión of economic equity of NMSDC
- Responsible for Hispanic outreach and engagement to national and regional organizations.
- Created and developed advocacy agenda and worked to move public policy initiatives forward
- Worked with team to coordinate and execute both a 6,000 member conference and a smaller 400 person conference

YWCA El Paso del Norte Region, El Paso, TX

Chief Executive Officer, 3/1/2017- August 2022

- Led the largest YWCA in the nation with over 350 employees, 67 programs and a budget over \$42 million annually.
- Brought revenues from \$27 million in 2017 to \$42 million in 2022.
- Brought organization from a multiyear deficit (10 years prior to 2017) of over \$1.7 million annually to a positive budget of approximately \$500,000 annually by 2019.
- Restructured organization creating consistent revenue centers.

- Secured over \$35 million in private, government, corporate and foundation funding, over the last 3 years.
- Increased event revenue by over 200%.
- Raised funding to renovate two buildings and to build an administrative office for a total of \$10 million.
- Created efficiencies within the organization to attain budget targets.
- Completed strategic planning process that included measurable goals and outcomes.
- Set the vision and direction of the organization.
- Worked to build a diverse board and staff.
- Worked with board and staff to reengage the cultural values of the organization.
- Worked to ensure the achievement of the agency's mission.
- Served as speaker nationally regarding issues of race, class, economic development, non-profit management and fundraising.
- Currently serve as an adjunct professor for Texas A & M University Bush School of Government and Public Service on philanthropy and non-profit management.

University of California, Irvine, Irvine, California

Assistant Vice Chancellor of Constituent Development and Principal Gifts, 5/1/16-2/1/2017

Assistant Vice Chancellor of Constituent Development (CD), 8/2013 – 2017

Interim Assistant Vice Chancellor of Health Advancement, 11/27/13 – May 2015

- Worked with team to close the \$1 billion *Shaping the Future* campaign for UCI.
- Closed a \$20 million gift and coordinated a \$60 million gift and a potential \$50 million gift.
- Led the fundraising activities of over 72 development professionals for a total of \$280 million dollars raised during tenure.
- As the direct liaison for the deans and health leadership was responsible for facilitating school, unit, and central development alignment and consensus around fundraising priorities.
- Led principal gifts fundraising and coordinated cross campus and interdisciplinary gift strategy meetings focused on transformational gifts.
- Personally oversaw the restructuring of a highly centralized development structure to a hybrid decentralized development structure for the university. In that model, visit totals for the frontline fundraisers increased by over 50% and alumni engagement at the school level increased by 40%.
- Increased proposal presentation to donors by over 60% and increased granted proposals by 30%.
- Increased fundraising by 80% utilizing a collaborative hybrid model.

- Together with an inclusive and transparent framework built a strong development and donor centric culture within the schools and units that closely collaborated with the central development programs.
- In collaboration with the schools and units, developed new metrics, instituted policies and business plans that focus on accountability and success.
- Developed strategies by which key university leadership to include the schools, and athletics engaged in active cultivation, stewardship, and solicitation of principal and transformational gifts.

The University of Texas at El Paso, El Paso, Texas

Associate Vice President of Development and Alumni Relations, 2010- July 2013.

- Oversaw and completed a \$200 million fundraising campaign for the university.
- Increased philanthropy by over 52% overall.
- Increased planned giving by over 50%.
- Increased annual giving average gift by alumni well above peer average.
- Created a sustainability plan for the fundraising program at the university.
- Worked with and managed the volunteer boards for the university including the development board and the Centennial Leadership Committee.
- Raised over \$70 million in 2 years.
- Completed the campaign 14 months ahead of schedule.

New Mexico State University, Las Cruces, New Mexico

Assistant Dean for Development and Public Relations, 2003 – 2010.

- Oversaw fundraising, alumni and public relations for the college of business.
- I worked with Intellectual Property division to develop protocols to include philanthropic component of commercialization of said IP.
- Managed volunteer boards for the business school.
- Developed a long and short term strategic fundraising initiatives which included an Executive in Residence program to engage high level prospects.
- Developed a career placement and internship opportunities to further engage alumni and friends.
- Oversaw the updating and reconfiguring of the web based communication tools.
- Increased fundraising by 30% over an 8-year period.
- Raised \$5 million for academic chairs. There had been no academic chairs at the school previously.

AVANCE, Inc., San Antonio, Texas

National Vice President of Development and External Relation and COO, 2002-2003.

- Oversaw all fundraising and public relations initiatives.

- Developed gift acceptance policies and branding guidelines for national implementation.
- Led all government relations initiatives.
- Oversaw and completed the capital campaign for a national headquarters building.

St. Mary's University, San Antonio, Texas

Executive Director of Development 1998-2002.

- Met and exceeded the \$50 million campaign goal for the university.
- Helped to secure a \$10-million-dollar gift to St. Mary's University which was their largest gift in history.
- Increased the donor pool by over 100% in 4 years and exceeding personal and team fundraising goals yearly.
- Increased non-campaign fundraising of over \$6 million.
- Managed 30 staff members in the areas of corporate and foundation relations, major gifts, annual giving, planned giving, alumni outreach, and advancement services.

Texas Tech University Health Sciences Center, El Paso, Texas

Director of Development 1997-1998.

- Led fundraising efforts to build a four-year medical school and actively engage both alumni and friends in the community with Texas Tech HSC.
- Implemented a grateful patients program.
- Executed a strategic plan for development.
- Collaborated with central advancement at Texas Tech to coordinate efforts.

El Paso Hispanic Chamber of Commerce, El Paso, Texas

President/CEO, 1995-1997.

- Was awarded national, state and local chamber of the year by the United States Hispanic Chamber of Commerce in my first year as President/CEO. This was the first time in history any Hispanic Chamber had been awarded all titles in one year.
- Secured all funding and sponsorship for the chamber.
- Increased membership by 40%.
- Served as the key advocate for El Paso Hispanic owned small businesses in state and federal legislative houses.

Texas Tech University Health Sciences Center, El Paso, Texas

Development Officer, 1993-1995.

- Led the fundraising and alumni relations efforts for medical school.
- Developed an advisory board for the school.
- Created a grateful patients program.
- Developed a strategic plan for development to include all major and annual gifts for the school.

- Worked with central advancement at Texas Tech University to coordinate efforts.

Texas House of Representatives, Austin, Texas

Legislative Aide, 1988-1992.

- Coordinated all work relating to constituent relations.
- Managed all legislative research and tracked all bills.
- Developed bill synopsis for legislator.
- Worked with representative on committees focused on Appropriations, Natural Resources and Calendars committees.

PROFESSIONAL AFFILIATION EXPERIENCE

The Hospitals of Providence Children's Hospital, El Paso, Texas. Governing Board, 2020-Present.

Comunidad En Acción (CEA), El Paso, Texas. Chair, 2022 – Present. Texas Family Leadership Council, Houston, Texas. Board Member, 2019-Present.

Yucca Council Scouts of America, El Paso, Texas. Board Member, 2018- 2019.

Freedom Writers Foundation, Long Beach, California. Board Member, 2015 - 2017.

Orange County Hispanic Chamber of Commerce, Irvine, California. Board Member, 2014 - 2016.

First Light Federal Credit Union, El Paso, Texas. Elected Board Member, 2004 – 2008.

Southern New Mexico Healthcare Foundation, Las Cruces, New Mexico. Board Member, 2005 – 2007.

Philanthropy World Magazine, Dallas, Texas. Board Member, 1998- 2005. I worked to develop a strategic plan for the magazine and determine profiles for the magazine.

AWARDS

Woman of Impact, El Paso Inc., 2021.

El Pasoan of the Year, El Paso Inc., Finalist, 2020.

Border Hero, Las Americas Immigrant Advocacy Center, 2019

Partner Award, City of El Paso, 2018.

Resident Service Award, El Paso Housing Authority, 2018.

TESTIMONY AND SPEECHES

Advocacy: Separation of Families at the Border: Organizer and Speaker

United States Congress: Ways and Means Committee: Subsidizing the Language of Hate through nonprofit tax exemptions

United Nations: Commission on Status of Women: Testimony regarding the feminization immigration and the refugee crisis

United Nations: Commission on the Status of Women: Delegate

YWCA World Council in South Africa: United States Delegate

George Washington University: Abuses suffered by women and girls escaping violence in their home countries

United States Congressional Hispanic Caucus: Racism, Violence and the Language a Hate- How the August 3 shooting reflects language of hate
El Paso Community Meeting: Examining the Economic Status of Women in El Paso
Bush School of Government and Public Service: Examining Latino Giving Trends
University of Houston: Examining Non Profit Leadership during COVID
University of Texas at El Paso: Managing a Health Crisis on the Border

RESEARCH AGENDA; RESEARCH IN PROGRESS

Agenda: Inter-disciplinary scope of Hispanic American issues and challenges in philanthropic giving; Latin American philanthropic strategies; Fundraising issues in communities of color; Development of new models of philanthropy based on culturally inclusive modeling; Engaged philanthropy as a part of sustainable fundraising models in Higher Education.

In Progress:

- Hispanic Fundraising model development: Corazon a Corazon: Examining the philanthropic motivations, priorities, and relational connectedness of Hispanic university alumni to a Hispanic Serving Institution:
- Institutional paradigm shift: Familial based model of fundraising, implemented through communal based societal models.
- Social Identity Theory as it applies to engaging donors in university philanthropy.
- Cultural Identity Theory how it informs student and alumni engagement.
- Developing book concept: Hispanic American Philanthropy – A conversation to identify philanthropic motivation.
- Developing book concept: Culturally Based Philanthropy – A New Paradigm. Speaks to familial capital as a way to inform more effective fundraising practices.

INVITED PRESENTATIONS

Conference Presenter, Realize Non Profit Training, United Way El Paso
Conference Presenter, Hispanics in Philanthropy, Immigration on the Border
Conference Presenter, CASE District VII, Newport Beach, California. It takes a Village: Engaging alumni, friends and university leadership in fundraising.
Conference Presenter, CASE District VII, Newport Beach, California. Building Metrics for success: Keeping moral high while implementing accountability measures.
Conference Presenter, CASE: Excelencia. Universia, Miami, Florida. Corazon a Corazon: Examining the philanthropic motivations, priorities, and relational connectedness of Hispanic university alumni to a Hispanic Serving Institution, July 2011.

OTHER AFFILIATIONS

El Paso Chamber of Commerce, Member
El Paso Family Leadership Council, Member
Early Matters El Paso, Founding Member

Associate Member of Texas Exes
Texas Exes LA Chapter
St. Mary's Alumni Association, Lifetime Member
University of Texas at El Paso, Engineering Lifetime Member

REFERENCES

As requested