

Pamela E. Lewis, MPA

Assistant Vice President, Strategic Advancement Systems

Signature Strengths: Strategic, Relator, Responsibility, Connectedness, Futuristic



703.725.7488



Plewis0999@gmail.com

EXPERTISE

Prospect Management and Research

Administrative Policy and Process Evaluation, Design and Implementation

Advancement Services, Systems and Processes

Reporting and Metrics

Training Development and Presentation

Goal Setting and Prioritization

Collaborative Leadership

Software Implementation

Staff Management & Mentoring

HIGHLIGHTS

20+ year career in higher education and university advancement

CASE International – 2018 Circle of Excellence Platinum Award for Best Practices in Advancement Services

CASE III – 2018 Platinum Award of Excellence for Best Practices in Advancement Services

EDUCATION

Master of Public Administration
George Mason University
Fairfax, Virginia

Bachelor of Arts, Journalism
New Mexico State University
Las Cruces, New Mexico

PROFESSIONAL EXPERIENCE

Assistant Vice President, Strategic Advancement Systems

George Mason University, Office of Advancement | 2018-Present

- As an integral member of the Vice President's senior management team, this position oversees, and is accountable for, the maintenance of the university's CRM system and all related databases and systems, and works with Advancement and University leadership to create and execute strategic, data driven fundraising and engagement strategies. Other responsibilities include implementing a comprehensive program of research, including the identification and qualification of prospects sufficient to support university-wide fundraising goals, and developing prospect management strategies with the Advancement officers and senior management.

Director of Research and Prospect Management

Associate Director of Prospect Research

Assistant Director of Prospect Research

Development Research Analyst

George Mason University, Office of Advancement | 2007-2018

- Orchestrated the identification and qualification of prospects, significantly contributing to the completion of a capital campaign that exceeded its \$500 million goal by 34%, closing at \$670 million.
- Conceived and executed PRIMED (Prospects-Researched, Identified and Managed for Engaged Development) for Success! The holistic and comprehensive PRIMED initiative encompasses training, research, data analysis, and best practices to identify, interpret, analyze and manage prospect information and movement through the development engagement process.
- Transformed and strategically rebranded a reactively focused research shop, with the addition of prospect management and proactive strategies and approaches, without additional staff, to establish consistent and effective processes and procedures, producing more timely and actionable data, plans and approaches.
- Conceptualized, developed, and conducted the training for complex vendor technology systems that dramatically increased organizational acceptance and use of technology for tracking and monitoring gifts, donors and prospects.
- Distills complex information into clear, concise, well-written language highlighting relevant information of value to stakeholders. Communicates effectively as a trainer, speaker and presenter.

HONORS

2017 – APRA DC-AASP
Conference Scholarship

2016 Fellow
George Mason University
Leadership Legacy Program

2015 Fellow
CASE International – Minority
Advancement Institute

2015 – CASE III Platinum Grand
Award for Best Practices in
Advancement Services

2014 – CASE III Minority
Access Scholarship

**RECENT CONFERENCE
PRESENTATIONS**

2019 – Upcoming
CASE III – Atlanta, GA

2018
CASE III – Atlanta, GA
APRA Metro DC – Wash, DC

2017
APRA International - Anaheim, CA
CASE III - Nashville, TN

2016
Center for Nonprofit Learning,
Major Gifts Summit - Wash, DC

ACTIVITIES | AFFILIATIONS

Member, CASE III Conference
Planning Committee, 2017-2018

Chair, CASE III Opportunity &
Inclusion Committee, 2017-2018

Co-Chair, Advancement Services
Track, CASE III 2017 Conference

Member and Former Chair, Web &
Public Relations, APRA Virginia
2007-Present

Member, APRA Metro DC
2012-Present

**Technology Manager/Website Developer
Program Coordinator**

George Mason University, School of Conflict Analysis and
Resolution | 2001- 2007

Joined the department in 2001 and promoted in 2004. Responsible for all communication, technology and related activities, including web and newsletter writing and editing, and desktop support and systems training for faculty, staff and students.

- Responsible for oversight and management of all publications, white papers and other documents, and communicating with appropriate stakeholders, regarding the positive impact of the school on the service area.
- Initiated and launched a redesign of the school's website, and established a communication action plan for future website development and publications.
- Wrote, edited and published departmental newsletter, brochures and other online and printed publications.
- Built a departmental database of all students, projects and faculty assignments, which resulted in marked improvements in information sharing and dissemination.
- Determined technical equipment needs and facilitated purchases and training, while maintaining inventory and accountability of use.

**Instructional Technology Support Manager
Manager, Online Programs
Project Coordinator for Distance Learning
Secretary, Office of the Provost**

Eastern Florida State College | 1994 – 2001
[Formerly Brevard Community College]

After several promotions, ended my tenure supervising all academic, administrative and technology functions for the Distance Learning campus of what was then Brevard Community College.

- Administrative/Academic liaison on a US Department of Education FIPSE Grant to promote online teaching at community colleges, and chaired a contract with AT&T to provide online courses to its unionized workforce, responsible for all aspects of grant and contract compliance and performance.
- Oversaw the development of the community college's internet-based campus, one of the first in the country, working with vendors, technical staff, faculty and students to implement and administer the AOL-based learning platform, which during my tenure, grew from 20 to over 1,000 students.
- Pioneered the Faculty/Staff Technology Training Program, developing and teaching mini-courses and workshops and provided one-on-one consulting for distance learning faculty developing courses for online delivery.
- Authored the Distance Learning Faculty Handbook, the Online Student Handbook, and the Online Demo/Orientation Course.
- Member of the SACS Distance Learning Substantive Change Committee and the SACS Administrative Processes Subcommittee.