



LOUIS J. TRAINA
Vice President
C 239 300 3433
P 239 489 9215
lou.traina@outlook.com



SUMMARY OF QUALIFICATION

Dr. Traina has served in public and private higher education in Southwest Florida since 1993 holding positions of advancement vice president, foundation executive director, and campus president. He is an experienced fundraiser, community leader, and foundation executive director. He is expert in foundation finance and investment policy; audit, compliance and risk management; and board leadership and development. He led several major campaigns for Florida SouthWestern State College, Hodges University, Ave Maria University and the Diocese of Venice. He was the primary solicitor that brought the naming of the *Suncoast Credit Union Arena*, *Hodges University*, *Johnson School of Business*, *Nichols School of Professional Studies*, *Fisher School of Technology*, *Francis Pew Hayes Center for Lifelong Learning*, *Lavern Norris Gaynor President's Chair*, and *Norris Hall*. He received the Association of Fundraising Executives (Naples Chapter) *Outstanding Fundraising Executive of the Year Award* in 2013.

EDUCATION

COLUMBIA UNIVERSITY - TEACHERS COLLEGE, New York, New York
Doctor of Education, Adult and Higher Education, January 1989.

SETON HALL UNIVERSITY, South Orange, New Jersey
Masters of Arts in Rehabilitation Counseling May 1974
Bachelors of Arts of Psychology, January 1972

PROFESSIONAL EXPERIENCE

FLORIDA SOUTHWESTERN STATE COLLEGE, Fort Myers, FL, 2012 - Present
Vice President, Institutional Advancement,
Executive Director FSW Foundation

- Led college-wide advancement operations and the following fundraising vehicles: capital campaign, major gifts, planned giving, estate planning, and corporate sponsorships
- Restructured the Institutional Advancement and Foundation organization
- Redesigned and instituted the Foundation new charter, bylaws, and investment policy
- Launched the Investment Committee, the proposed Audit Committee & proposed Endowment Development Committee
- Established the chief development officer foundation position and strengthened board directors fundraising roles and responsibilities
- Led two campaigns: Suncoast Credit Union Arena and Hendry Glades Education Hall
- In 2016, received \$6.7M in cash receipts and \$245K in gift pledges, the largest in the College's 55 year history
- Established the institutional effectiveness model for advancement and the Foundation
- Serve as a member of the President's Cabinet
- Serve as a member of the President's legislative team

AVE MARIA UNIVERSITY, Ave Maria, FL, 2011 – 2012

Vice President for Institutional Advancement

- Raised approximately \$9.1 million and exceeded the fundraising goal for FY 2011/2012.
- Simultaneously reduced the department's operating budget by approximately \$500,000, a 23% reduction in operating cost.
- Increased Annual Giving in support of academic and scholarship programs by expanding multi-channel acquisition, communication and solicitation.
- Established the Moves Management Cabinet and influenced participation by Trustees.
- Managed the planning of local and national events, including the February 2012 Annual Dinner which raised over \$1.4 million for academic and athletic scholarships.
- Expanded Razors Edge and Net Community functionality for major gifts, annual giving, planned giving, and event planning.
- Defined fundraising roles of the President's Council and expanded the national network of fundraising support by 18 new members.
- Led the department's planning process and established 8 annual administrative goals.
- Implemented new development services policies and procedures.
- Revamped the Department's Web presence, performance dashboard, and benchmarks.
- Reemphasized social media communications with Alumni and Alumni Relations.
- Placed in motion a department culture which is on message, positive, safe for thinking, visionary, and adaptable to change.

HODGES UNIVERSITY, Southwest Florida, 1998 – 2011

Vice President for University Advancement

Executive Director, Hodges University Foundation

- Exceeded the annual fundraising for each year of service.
- Led the university-wide advancement operations: major gifts, planned giving, annual giving, event planning, board development, and community relations.
- Directed all point of entry and major fundraising events
- Personally led the fundraising effort in the naming of Hodges University, Nichols School of Professional Studies, Fisher School of Technology, Johnson School of Business, and the Frances Pew Hayes Center for Lifelong Learning.
- Directed community relations for the University and the Foundation.
- In conjunction with the Student Life established the Alumni Relations program.
- Personally recruited and provided leadership for the Foundation Board of Directors.
- Established and directed the Finance and Investment Policy.
- Established the American Military Veterans Fund Cabinet and led the development of a 1.2 million dollar fund which provides scholarships to veteran students and their families.
- Participated on the Commission of Colleges, SACS self-study planning process that resulted in receiving only 6 recommendations.

EDISON STATE COLLEGE, Collier County Campus, Naples, FL 1993-1997

Provost

- Directed all campus-based operations: academic affairs, finance, student life, alumni relations, community relations and marketing, admissions, registrar, financial aid, information resources, institutional effectiveness, institutional advancement, public safety, and the physical plant.
- Instituted the founding of the Friends of Edison Community College development board and launched a community and business relations campaign.

- Directed all point of entry and major fundraising events.
- Collaborated with Florida Gulf Coast University and the District School Board of Collier County in assuring a seamless student path from high school to upper division programs.

BROWARD COMMUNITY COLLEGE, Fort Lauderdale, Florida 1990-1993

Executive Director and Satellite Campus Administrator

- Led the formation of a new satellite campus and served as the top executive for the following district operations: Distance Education, Workforce Education, Manufacturing Technology Transfer, Computer Integrated Manufacturing, Corporate Training and development, and Continuing Professional Education.
- Developed the Computer Integrated Manufacturing (CIM) partnership with IBM and raised in-kind 1.3 million dollars for the establishment and operation of the CIM Center.
- Established the Continuous Quality Improvement Center using Edwards Deming model.
- Established the Institute for Economic Development by eliminating an ineffective Technology Transfer Center.
- Efforts resulted in both saving \$300,000 in state funds while generating present revenue of more than \$500,000 annually.
- Provided more than 100,000 hours of training in the workplace per year.
- Integrated three continuing education operations into one district operation resulting in increased revenue after one year of operation.

NEW YORK INSTITUTE OF TECHNOLOGY, Old Westbury, New York 1980-1990

Campus Dean, Suffolk County Campus.

- Began as the Evening Weekend Director and advanced through promotions to the Suffolk County Campus top administrator.
- Led all campus-based operations: Business Development, Admissions, Registrar, Bursar, Financial Aid, Student Services, Public Relations, Safety, and Physical Plant.
- Developed and directed the university's workforce education programs.
- Negotiated contract training programs with business and industry.
- Led the development and directed the School of Culinary Arts.

SUFFOLK COUNTY DEPARTMENT OF LABOR, New York 1977 – 1980

Labor Specialist IV

- In the position of the Assistant Director of the Education and Training Department, directed the manpower service division which included public service employment training, on-the-job training and workforce education.
- As the Assistant Director of Planning, assisted the Commissioner of Labor in the fiscal management of the 64 million dollar annual operating budget.

ACADEMIC TEACHING AND CHAIR EXPERIENCE

NOVA SOUTHEASTERN UNIVERSITY, North Miami Beach, FL, 2001 – PRESENT
Adjunct Professor and Dissertation Chair, Fischler School of Education and Human Resources

Adjunct Professor - Taught the following courses in ground based, online & blended formats:

- Governance, EDD 8007
- Institutional Advancement EDD 8034
- Leading a Learning Organization LDR 8550
- Leadership to Shape the Future: Theory, Research, and Practice LDR 8510
- Trends and Issues: Society, the Individual, and the Professions EDD 9200
- Leadership Development through Theory and Practice EDD 8125
- Leading Learning for Organizational Sustainability OL 7006

Dissertation Chair – Higher Education Concentration

- Provided guidance to doctoral candidates in the preparation, writing, research, and approval of the Concept Paper, Proposal and Final Report.
- Advised candidates in the selection, design and implementation of both qualitative and quantitative research methodologies.
- Assured the protection of human subjects and compliance with Institutional Review Board policy and procedures.
- Attended annual summer conferences training and certification sessions.
- Competent in Blackboard technology and curriculum design.

PROFESSIONAL AND VOLUNTEER EXPERIENCE PAST & PRESENT

LOUIS J. TRAINA, INC., Naples, FL

President

- Led the leadership gift stage of a 5 million dollar capital campaign for St. Ann Catholic School and raised the first 2 million dollars.
- Established the St. Ann Catholic School partnership with Rockhurst University's Center for the Advancement and Reform in Education.
- Conducted the capital campaign feasibility study for the District School Board of Collier County.

PROFESSIONAL VOLUNTEER EXPERIENCES

- Led the planning process for the establishment of the North Naples United Methodist Church, Village School vision, mission, and guiding principles.
- Conducted the feasibility study for the proposed middle school at North Naples United Methodist Church.
- Consulted with the Village School in the development of a planning model which resulted in recent accreditation with Florida Independent Schools.
- Championed the advancement and design of multiple-intelligence and brain-compatible learning methodologies for the Village School.
- Volunteer Teacher, Junior Achievement of Southwest Florida
- Volunteer, Literacy Volunteers of Collier County

PROFESSIONAL ASSOCIATIONS

- Board Director & Finance Committee, Healthcare Network of SWFL
- Board Director, Forum Club of Southwest Florida (current)
- Board Director & Finance Committee, Southwest Florida Workforce Development Board
- Board Director, Leadership Collier Foundation, Naples Chamber of Commerce
- Board Director, The Foundation for Lee County Public Schools
- Board Director, The Village School, North Naples United Methodist Church
- Board Director, American Red Cross, Collier County Chapter
- Board Director, Mental Health Association of Southwest Florida
- Board Director, United Arts Council of Collier County
- Board Director, Junior Achievement of Southwest Florida

PROFESSIONAL ASSOCIATION MEMBERSHIPS

- Council for Advancement and Support of Education
- Association of Fundraising Professionals
- Association of Fundraising Professionals, Everglades Chapter
- Greater Naples Area Planned Giving Council
- Independent Colleges and Universities of Florida
- The Alliance of Educational Leaders
- North Naples Rotary Club