

JUDITH V. ROBERSON
Vice President for Institutional Advancement
Franciscan Missionaries of Our Lady University
Baton Rouge, LA 70808
(225) 439-8541
judith.roberson@franu.edu

ACADEMIC DEGREES

Master of Art, Agency Counseling, Louisiana State University, Baton Rouge, LA; 1997
Bachelor of Science, Business Management, University of Louisiana at Lafayette, Lafayette, LA; 1985

ADMINISTRATIVE EXPERIENCE

Vice President for Institutional Advancement
Franciscan Missionaries of Our Lady University
August 2015 --- Present

Selected Accomplishments

Administrative Leadership

- Led marketing efforts to change the name of Our Lady of the Lake College to Franciscan Missionaries of Our Lady University
- Built a comprehensive advancement program designed to institute a culture of philanthropy among the friends and alumni of Franciscan Missionaries of Our Lady University (and former Our Lady of the Lake College alumni)
- Prepared annual strategic development plan to raise funds for university philanthropic priorities
- Led the Advancement team and the administrative leadership in the planning and execution of the University's Centennial celebration.

Mission Advancement

- Raised over \$10 million for student scholarships and programs over the last 8 years, including funding for naming opportunities for the new signature building, St. Francis Hall.
- Conducted a comprehensive organizational restructuring of the Institutional Advancement office so that all relevant components of a development office had a professional who executed on their respective responsibilities to maximize the efforts of the team and reach our fundraising goals.

Strategic Planning

- Worked with President's Cabinet to create a new strategic plan for the university that would take us through the next several years of growth and development.

Director of Development
University of New Orleans/University of New Orleans Foundation
April 2011 -- August 2015

Selected Accomplishments

Administrative Leadership

- Successfully led a campaign for our President's Investiture gala that raised \$325,000 in three months, with proceeds going to fund a new scholarship to recruit and support military veterans attending the University of New Orleans

Mission Advancement

- Cultivated donors and secured over \$1 million for scholarships, endowments, faculty support, research and other college priorities

Major Gifts Officer/Advancement Strategist
University of New Orleans/University of New Orleans Foundation
June 2010 - March 2011

Mission Advancement

- Working with the President of the Foundation, cultivated prospects for and secured over \$250,000 in support of the university fundraising priorities
- Worked with the Director of Alumni Affairs to facilitate approaches and engagement of alumni and identification of annual fundraising projects and with the implementation of Net Community Grow, Blackbaud's on-line alumni engagement tool

Associate Director of Development/Major Gifts Officer
LSU School of Veterinary Medicine
2009 -- 2010

Mission Advancement

- Cultivated and submitted proposals to prospects for gifts totaling \$250,000 to the School of Veterinary Medicine
- Maintained and grew relationships with existing donors and cultivated new donors through the grateful client initiative, ***Love Your Pet, Honor Your Vet.***

Client Consultant
Stamats Higher Education Marketing
2008 – 2009

Mission Advancement

- Built the Stamats brand in the higher education marketplace, developing new business and managing existing accounts for publications and web site products.

- Successfully introduced Stamats to over 30 new higher education institutions in my territory.

Vice President/State Lead: Louisiana and Mississippi**Sallie Mae****August 2006 – January 2008****Selected accomplishments**

- Managed a territory that exceeding \$650 million to drive initiatives for entire line of Sallie Mae products and alternative loans to post-secondary institutions.
- Established business development initiatives including visitation programs at client sites, identifying opportunities to present to financial aid officers and to borrowers, as well as strategies to highlight Sallie Mae and Nellie Mae products at state, regional, and national conferences.
- Worked collaboratively with Sallie Mae higher education representatives to identify cross-selling opportunities for other products and services.

Vice President, Regional Sales**Nellie Mae****February 2004 – July 2006****Selected accomplishments**

- Managed five sales representatives covering eleven states in the Southeast region highlighting Nellie Mae products, federal and alternative loan programs to post-secondary institutions.
- Contributed to the successful development of new products, worked with Marketing to develop, design, and provide content for marketing brochures and publications.
- Realized annual increased market share totaling 54% across my region for the 2005-06 academic year, which represented \$155 million in incremental loan volume for Nellie Mae
- Increased and maintained over 400 preferred lender list relationships in my region to make Nellie Mae a leading national lender choice for students and parents

Regional Account Executive**Nellie Mae****September 2000 – January 2004****Selected accomplishments**

- Responsible for marketing Nellie Mae products and services in Louisiana and Mississippi.
- Developed relationships for the first time with colleges/universities in Louisiana and Mississippi, adding Nellie Mae to over 30 preferred lender lists that resulted in increased market share in excess of 24% in these states.
- Proactively provided solutions and sold student loan secondary market services through bank-calling program of telephone contact, site visits, conference exhibiting, presentations and prospecting.

Associate Director of Student Aid & Scholarships
Louisiana State University and A & M College
August 1999 --- September 2000

Selected accomplishments

- Responsible for overall management of financial aid staff and office operations
- Managed day-to-day activities related to administering financial assistance to over thirty thousand students
- Responsible for all federal compliance and regulatory issues and any resulting changes necessary to office policies and procedures
- Responsible for accounting for all federal monies paid to students, ensuring balanced federal accounts and assisting with the Fiscal Operations Report (FISAP)
- Responsible for all activities surrounding awarding and tracking the University scholarship and exemption programs

Assistant Director of Student Aid & Scholarships
Louisiana State University and A & M College
March 1994 – July 1999

Selected accomplishments

- Responsible for management of all aspects of the Federal Family Education Loan Program. (FFELP) and other private loan programs
- Primary contact for all lenders, guarantors, servicers and other external agencies in the delivery and reconciliation of approximately \$72 million in loan funds annually
- Responsible for the management of Title IV refund and repayment processes

Selected presentations

Leadership and Philanthropy – What kind of leader are you? Presented to the Greater Baton Rouge Chapter of the Association of Fundraising Professionals (co-presented with Charlene Montelaro), April, 2023

Celebrating Milestones. Presented to the Baton Rouge Area Foundation Development Fellows class of 2022, (co-presented with Nancy Little) July, 2022

Selected Awards and Honors

2023 Outstanding Professional Fundraiser by the Greater Baton Rouge Association of Fundraising Professionals

2022 Brother Donnan Berry Award for service to the chapter, leadership, vision and impact in the community by the Greater Baton Rouge Association of Fundraising Professionals, Board of Directors

2005 Best Cross-Sell Deal with Louisiana State University and A & M College by Sallie Mae

2005 "Make it Happen" award for my work with schools in the New Orleans area post Hurricane Katrina by Sallie Mae

2002 Outstanding Community and Industry Service by Sallie Mae

Community Activity

Parishioner, St. John the Evangelist Church, Prairieville, LA

Board of Directors, Greater Baton Rouge Chapter of the Association of Fundraising Professionals

Board, Diocese of Baton Rouge, LA

College Mentor, Baton Rouge Youth Coalition

Member, Rotary Club of Baton Rouge

Professional Organizations

Greater Baton Rouge Chapter of the Association of Fundraising Professionals, President and National Philanthropy Day committee member

Areas of strength include:

Donor Cultivation	Donor Fundraising Solicitation	Donor Stewardship
Key Account Management	Branding	Social Media
Strategic Planning	Client Relationship Management	New Business Development
Territory Management	Marketing	Budgeting
Competitive Analysis	Proposals/Contracts/Gift Agreements	Corporate & Foundation Relations
Solution Selling	Donor Prospecting/Cultivating	Consultative