

City Council Application

Reference #	11710156
Status	Complete
First Name	Robert
Last Name	Koonce
Phone Number	[REDACTED]
Email Address	[REDACTED]
Street Address	[REDACTED] Edgehill Road
Place of Employment	Boys & Girls Clubs of Cleveland
Position	Chief Development Officer
Length of residence in Cleveland Heights	31
Are you a registered Cleveland Heights voter?	Yes
What special qualities, abilities, skills, insights or perspectives do you possess which would be of value in serving on Cleveland Heights City Council?	<p>I love Cleveland Heights. I grew up here, moved away as a young adult, and came back with a family. My family owns a home, raises chickens, and keeps a garden. We can't get enough of our libraries, our arts scene, our pool, our ice-skating rink, and, most importantly, our neighbors. We also love what the future holds.</p> <p>That passion sits on top of a career dedicated to marketing, communications, and fundraising in the non-profit sector. I have worked in faith based, healthcare, conservation, and social justice organizations – all sectors of importance to Cleveland Heights residents. I have developed additional skills in project management, strategic planning, and enhancing organizational culture. All of these are crucial to the better future we can make for each other here in Cleveland Heights.</p>

What educational training (formal or informal), employment and other life experiences have helped you develop the qualities, abilities, etc., described above?

Professionally, I have been fortunate to be actively involved in efforts where I have demonstrated an ability to generate financial support by soliciting and cultivating relationships with donors and prospects. Additionally, in times of crisis, I have been able to maintain continuity, innovate new programs, and lead growth. I am an accomplished presenter with effective written and oral communication abilities. And, I am process and people focused, with demonstrated ability to work independently and collaboratively with all levels of staff, volunteers, and donors.

My formal education includes a Bachelors degree in Classics from Case Western Reserve University, and a Masters degree in Instructional Systems Design from Embry Riddle Aeronautical University.

Please list your recent community, professional or charitable involvements. List the most recent first.

Home Repair Resource Center
Board Vice President
April 2016 – Present
Serve as a board member for a heritage Cleveland Heights organization that provides home repair education and financial counseling for new homebuyers, those facing foreclosure/tax delinquency, and for individuals facing expensive repairs.

Lake Erie Ink
Board Chair
June 2015 – Present
Serve as a board chair for a Cleveland Heights based organization that runs a variety of after school, in school, and teacher professional development programs to enable creative expression in youth.

Board of Trustees, Cleveland Archaeological Society, Cleveland, Ohio
Board Member
July 2013 – Present
Organize an annual lecture series given by professional archaeologists, fundraise to support a student intern. This past year, developed a strategic plan for the organization.

Ko K Yo Foundation
Founding Board Member
June 2016 – Present
Creating a startup non-profit, based in Cleveland Heights, to build a school and women's empowerment program in two rural villages in the Afar region of Ethiopia.

Communion of Saints Catholic Parish
Active lifetime member
January 2010 - Present
Since returning home in 2010, I have served on the school advisory committee (where I am an alumnus), parish council, and have been an instructor in our Sunday school program.

City of Cleveland Heights, Citizen Advisory Committee, Cleveland Heights, Ohio

Committee Member,

January 2011 – December 2011

Reviewed applications from city departments and non-profit organizations located in Cleveland Heights as they pursued funding from the city's Community Development Block Grant allocation of ~\$1,500,000. After review, the committee provided recommendations to City Council for final approval.

What are your goals for our community and are there areas in which you believe the City needs improvement? How would your service on City Council help achieve those goals and improve the City?

We need a bold vision, a unifying goal to rally around. I'm proposing a simple challenge that should animate our focus as a community: grow our population by 10,000 people in the coming years. Through incentives, strategic investments, and marketing we can get there. We can shape a government that serves its citizens with more carrots than sticks, relentlessly removing barriers that prevent our community from being the very best place to invest in a business, buy your first home, raise a family, or just live a healthy, prosperous life at any age.

Housing

We need to make it easier to move in and stay here. I would like to see us change our point of sale policy requiring escrow accounts for distressed homes. It doubles the upfront costs, effectively blocking first time homeowners from investing in our housing stock. I also want to create targeted incentive programs for employees of University Circle. In the North Coventry neighborhood, the city owns a substantial number of vacant lots. Let's use a general revenue obligation bond to fund cash incentives for UC employees to buy new houses on those lots. The new property tax revenue could cover the costs of the bond.

Many of our neighbors face major housing repairs. Yet in some instances, their incomes are above levels that qualify them for financial supports for major home repairs, but below levels where they can pay outright. And their home doesn't have enough value for a home equity loan. They did the right thing investing in our community and we want them to stay. So, let's create a program for households between 80% - 150% AMI that enables them to access low interest loans to pay for large repairs like new roofs, electrical systems, efficiency upgrades, etc. Our housing stock is the core of our infrastructure and the people who live here are the core of our community. Let's invest in both.

Connectivity and walkability

Per a 2013 National Association of Realtors survey, 60% of potential homebuyers are looking for homes in walkable neighborhoods with easy access to multiple amenities. This describes Cleveland Heights. We should double down on our walkability, by enhancing our commitment to complete and green streets and by deepening bicycle, pedestrian, and transit access to University Circle. This is our value proposition and we should enhance and market it.


Youth

Our young people are a crucial part of our community. While the school district is separate from city government, the city can nonetheless be an important partner with the schools. And, we have been. I would like to see the city invest in strong programs to offer meaningful redirection opportunities for both juvenile offenders and suspended students. I want to see a high-quality program run through our recreation department that leverages our arts, business, and law enforcement communities to ignite our youth with creativity and a passion for life.

Redevelopment

City Council did a fantastic job several years ago in the “greening” of our land use codes. This groundwork has ensured that as land throughout the city is redeveloped, the walkable fabric of our neighborhoods and business districts will remain. We have several key parcels throughout the city where redevelopment is in the works. The most glaring need is Severance. We must work with the landowner to create a dynamic residential and commercial district that revitalizes the area. We also will have an opportunity to dialogue with the school district as the elementary and middle school

consolidations begin. Several former school sites will be potentially available and we should work together to make those parcels an asset for the whole community. I was a key part of the dialogue around the Coventry School transfer and we should get out ahead of future sites to maximize community involvement and strategic planning for those parcels.

Do you have other responsibilities which would prevent you from participating in City Council and Council Committee work during certain hours or on certain days?	No.
State any additional information you would like to have considered.	None.
Would you like to upload a Resume?	Yes
Resume or CV Upload (5 MB Limit)	Koonce_Resume_City_Council.docx (23k)
Item # 23	I agree to electronically sign this form.
Signature	Robert Koonce
Last Update	2018-11-28 22:08:30
Start Time	2018-11-28 00:09:00
Finish Time	2018-11-28 22:08:30
IP	
Browser	Chrome
OS	Windows
Referrer	https://www.clevelandheights.com/1085/City-Council-Application

Robert Koonce, CFRE

Edgehill Road, Cleveland Heights, Ohio 44118

SUMMARY

A highly skilled, experienced nonprofit leader with success in raising money for operating and capital programs, managing construction projects, attracting new supporters and empowering staff members. Adept in strategic planning, communications, and building a positive organizational culture.

SKILLS

- Proven ability to generate financial support by soliciting and cultivating relationships with donors and prospects.
- In times of crisis, able to maintain continuity, innovate new programs, and lead growth.
- Accomplished presenter with effective written and oral communication abilities.
- Process and people focused, with demonstrated ability to work independently and collaboratively with all levels of staff, volunteers, and donors.

PROFESSIONAL EXPERIENCE

Boys & Girls Clubs of Cleveland, Cleveland, Ohio

Chief Development Officer, April 2015 – Present

Member of the senior management team leading fundraising, marketing, communications, and volunteer efforts. Since 2015, we have experienced 26% growth in revenue (from \$4.8 M to \$6.5 M) and 36% growth in number of donors (from 1,200 to 1,900), initiated a merger with another non-profit involved in gang outreach; overhauled our print and digital strategy, doubling the number of earned media articles, and led a project to reclaim a 4.5 acre industrial parcel and repurpose it into a nature preserve for STEM programming.

Cleveland Museum of Natural History, Cleveland, Ohio

Director of Development, January 2013 – April 2015

Managing a team of eight development professionals, I improved reporting processes, designed a strategic plan for the development office, restructured staff titles and job descriptions to align to the plan, and improved employee evaluations. I grew Museum membership by 17% and raised more than \$6 Million for the Museum's general operations.

Western Reserve Land Conservancy, Moreland Hills, Ohio

Director of Development, August 2010 – December 2012

Led a five person team covering events, membership, chapters, planned giving, major gifts, and foundation relations. Doubled amount of foundation giving, increased donor base by 20%, and grew membership in planned giving society by 25%. Additionally, I served as project manager for the Land Conservancy's new \$6.5 million headquarters coordinating legal, construction, land acquisition, and planning efforts.

University Hospitals of Cleveland, Cleveland, Ohio / Rainbow Babies & Children's Hospital

Development Officer, January 2010 - August 2010

Achieved 90 day visit goals within first 30 days. Designed and began implementation of development strategy for four clinical divisions. Conducted research, drafted correspondence, and wrote sections of grant applications for 5 separate programs totaling \$2.5 million in requests.

Diocese of Pensacola-Tallahassee, Pensacola, Florida / Stewardship & Development Office

Parish Coordinator, March 2007 – December 2009

Organized the diocesan-wide capital campaign in 20 parishes by segmenting and customizing ask amounts, training volunteer committees, conducting ask visits, hosting receptions, and giving speeches as part of \$26 million diocesan capital campaign, personally raising \$9.5 Million.

SELECT BOARD LEADERSHIP

Home Repair Resource Center

Board Member, Chair – Fundraising Committee

April 2016 – Present

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Lake Erie Ink

Board Chair

June 2015 – Present

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EDUCATION / TRAINING

Masters of Science with Distinction in Instructional Systems Design

Embry-Riddle Aeronautical University – Pensacola, FL Campus

Bachelor of Arts with Honors in Classics, Magna Cum Laude, Phi Beta Kappa

Case Western Reserve University

PUBLICATIONS

Coffey, John and Robert Koonce. MODeLeR: multimedia object design learning. *SIGCSE* 2004: 472-476

Coffey, John W; Koonce, Robert. MODeLeR: A Virtual Constructivist Learning Environment and Methodology for Object-Oriented Design. *The Journal of Computers in Mathematics and Science Teaching*; Austin 27.2 (2008): 129-147.