

City Council Application 2020

Reference #	12821191
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 Northeast Ohio
Position	Chief Development Officer
Length of residence in Cleveland Heights	30 years
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?	Except for a nine year period in my twenties, I have been a life long resident of Cleveland Heights. This is my home, first by birth, and now by choice. I understand and appreciate how amazing a place Cleveland Heights already is and have been deeply involved in the community in many ways aiming to improve its quality of life. Professionally, I have been a fundraiser for 13 years and have developed a keen understanding of how to motivate people to action, particularly to action that transforms lives and builds community.
What educational training (formal or informal), employment and other life experiences have helped you develop the qualities, abilities, etc., described above?	My 13 years as a fundraiser have enabled me to develop a wide skill set in communications, public relations, marketing, finance, and strategic planning. In my roles, I have worked on construction projects, led through crisis communications, and have built community partnerships to effect change in people's lives.

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

Home Repair Resource Center - Currently serving as Board Chair, but have been on the board since 2016

Lake Erie Ink - Currently serving as Immediate Past Chair, but have been on the board since 2015

Ko K Yo Foundation - founding board member, currently serving as Secretary

Communion of Saints Parish - since 2010, I have been active in a number of committees and ministries

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?

I feel that we need to have a single rallying goal aiming for 10,000 new residents. That goal is supported by a variety of tactics: redevelopment of Meadowbrook-Lee, Milikin, and Severance, infill housing in North Coventry, pedestrian and transit access improvements to University Circle, an expansion of home improvement loan programs, creative alternatives to school suspensions and juvenile arrests, creative efforts to recruit, retain, and support retail in our business districts, and legislation that eases home based businesses. All of these (and more) not only improve the quality of life for existing residents, but also enable the recruitment of new, expanding our tax base and allowing us to grow as a community.

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 I do not.

State any additional information you would like to have considered.

I hope to be a part of a great City Council team that serves our neighbors with creativity, enthusiasm, and strategic foresight.

Would you like to upload a Resume?

Yes

Resume or CV Upload (5 MB Limit)

[Koonce_Resume_City_Council_2020.docx \(23k\)](#)

Item # 23

I agree to electronically sign this form.

Signature

Robert A Koonce

Last Update

2020-03-15 22:01:12

Start Time	2020-03-15 21:42:49
Finish Time	2020-03-15 22:01:12
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, Cleveland, Ohio

Chief Development Officer, Boys & Girls Clubs of Cleveland, April 2015 – June 2019

Chief Development Officer, Boys & Girls Clubs of Northeast Ohio, July 2019 - Present

- Member of the senior management team leading fundraising, marketing, communications, and volunteer efforts.
- From 2015 - 2019, we experienced 26% growth in annual revenue (from \$4.8 M to \$6.5 M) and more than doubled the number of donors (from 1,200 to 2,600); overhauled our print and digital strategy, tripling the number of earned media articles (from 50 to 145 each year); and I led a construction project to reclaim a 4.5 acre industrial site and repurpose it into a nature preserve for STEM programming.
- Since July 2019, I have led the merger of the fundraising, communications, and volunteers programs of four Boys & Girls Club organizations, creating org charts and job descriptions, promoting staff, hiring and onboarding new team members, and building department work flow to support a \$15 Million annual revenue organization.

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.

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

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.

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.

EDUCATION / TRAINING

Masters of Arts in Pastoral Theology

St. Joseph's College – Standish, ME (online)

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.