

Azela Santana

Profile

Extensive experience in event and program management, major gift and annual giving fundraising, donor cultivation and stewardship, project development and planning, strategic and collaborative partnerships, community engagement, board management, budgeting, and marketing and communications

Education

University of Central Florida

Orlando, Florida
Continuing Education in
Nonprofit Management
2008-2009

University of Phoenix

Aviano Air Base, Italy
Master of Business Administration
2005 - 2007

The Marchutz School

Aix-en-Provence, France
Painting Criticism and Studio Work
2001

University of Florida

Gainesville, Florida
Bachelor of Arts in Studio Art and Art History
Minor in Classical Studies
1998 - 2002

Skills

Adobe Creative Suite | Microsoft Office Suite
QuickBooks | Expression Engine | Emma
Qualtrics | Granicus | EmbARK
Raiser's Edge | Blackbaud CRM | BBIS

Experience

University of Central Florida Foundation | Orlando, Florida

Director for Advancement - Arts and Humanities

UCF College of Arts and Humanities | Nov. 2021 - Present, 40+ hours/week

Oversee all aspects of major gift fundraising within the College of Arts and Humanities, following best practices to ensure the continuation of its constituencies' support of the college's initiatives and advancement efforts. • Strengthen alumni giving of an increasing constituency base of over 22,000 alumni. • Develop and design strategies to advance the goals of UCF, the UCF Foundation, and the College of Arts and Humanities by meeting fundraising goals through planning and implementing programs and projects that connect UCF alumni, donors, and friends. • Oversee donor and alumni stewardship strategies, volunteer management, donor and partnership events, communications, major and leadership gift campaigns, and engagement activities. • Manage a portfolio of 100+ donor and alumni prospects working to increase each prospect's support to the University. • Develop, implement and evaluate programs which strategically provide tangible benefits to alumni, support current students and build affinity to the University. • Oversee fundraising initiatives in various areas including the Visual and Performing Arts, Women's and Gender Studies, Latin American Studies, History, Philosophy and other humanities initiatives across the college. • Significant responsibility to fostering and cultivating relationships with donors and alumni for future opportunities and fundraising priorities. • Responsible for exercising prudent and diligent control of college engagement budgets, revenue and adherence to University policy. • Frequent external networking with donors, alumni, friends, foundations, organizations, businesses, community leaders, and other appropriate audiences. • Work directly with volunteer leadership of the University and UCF Foundation, and connect with regional alumni constituencies through outreach and prospect visits.

University of Central Florida Foundation | Orlando, Florida

Associate Director for Alumni Engagement

UCF College of Arts and Humanities | Nov. 2016 - Nov. 2021, 40+ hours/week

• Manage the direction and activities of volunteer chapters chapter including recruitment, training, managing, reporting and evaluation. • Manage a portfolio of 75+ annual giving prospects, working to engage and increase annual support. • Assist with content creation or curation for UCF alumni engagement and annual giving communications including electronic communications, web content, social media, direct mail, text campaigns, and college-specific publications. • Partner on select annual giving campaigns. • Communicate with committee members regularly regarding chapter and college-wide initiatives and events. • Identify, recruit, and develop relationships with alumni to promote involvement in alumni chapter initiatives and encourage philanthropic support. • Develop and execute on annual and long-term strategic goals that connect alumni and build their affinity to the university. • Partner with professional industry organizations. • Form collaborative working relationships with internal and external constituents to grow brand awareness and help scale engagement and philanthropy. • Event management and participation. • Create, manage and execute in-person and virtual programming, meetings, and events as necessary, leverage the power of technology when applicable. • Develop and execute annual alumni events. • Represent the college at various external functions on and off campus, and within the metro-Orlando area.

Orlando Museum of Art | Orlando, Florida

Associate Curator | Jun. 2013 - Nov. 2016, 40 hours/week

Management

Initiate, develop and manage multiple exhibitions and exhibition-related programs, including talks, lectures and special tours. • Work closely with the Marketing and Development Departments for exhibition-related implementation of planned strategies. • Collaborate with the Education Department on the development of exhibition programs and interpretive strategies. • Develop written content for grant proposals in collaboration with the Director, Curator and Development Department. • Serve as the liaison for the Collections and Exhibitions Department to manage and execute specific interdepartmental projects and programs. • Coordinate with the Development Department regarding name recognition of corporate sponsors and donors on collateral. • Manage contributing writers, guest essayists, editors, photographers, and exhibition designers. • Supervise curatorial staff, assistant preparators, exhibition assistants, interns and volunteers. • Develop, manage and track the Collections and Exhibitions Department annual budget. • Manage and track exhibition contracts with other institutions, galleries, artists, independent curators, museums and art conservators. • Oversee the scheduling of key staff for exhibition installations, special projects and programs. • Manage day-to-day administrative tasks.

Engagement

Foster and develop ongoing relationships with sponsors, donors, and lenders through continued exhibition-related partnerships. • Communicate directly with the Board of Trustees

continued.

Collections and Exhibitions Committee regarding exhibition programming and permanent collection updates and approvals through planned quarterly meetings. • Serve as a liaison between the Collecting Circle groups (Acquisitions Trust and Friends of American Art) and the OMA regarding programs, events and new acquisitions to the permanent collection. • Coordinate with the Council of 101 regarding the Corporate Lease Program and planning for annual fundraising events. • Engage with other arts organizations for creative input on collaborative projects and events. • Engage with the faculty, staff and students of colleges and universities through planned collaborative programs and projects. • Actively engage with artists, collectors and lenders to the OMA and facilitate any requests or needs regarding exhibition-related matters. • Research, create, develop and implement new programs that will encourage visitorship.

Collections and Exhibitions

Initiate and conduct research on traveling exhibitions, artists, collections, and OMA programs. • Identify and locate objects for exhibition, secure loans, prepare checklists, correspond with lenders and prepare exhibition schedules, contracts, and budgets. • Coordinate with the Registrar in overseeing collections maintenance, including preservation, cataloguing, security, and environmental monitoring. • Develop large-scale exhibitions including *The Orlando Museum of Art Florida Prize in Contemporary Art* for 2016, 2015 and 2014; *Harold Garde: Mid-Century to this Century*, 2015; and *Maya Lin: A History of Water*, 2015 • Curate mid-scale exhibitions including *The Sources: Paintings and Drawings by Steve Lotz*, 2016; *The Influx Series: Will Cotton*, 2016; *Taino: Discovering a Caribbean Culture*, 2013-2014 • Curated rotating exhibition series *New Work: A Series of Bi-Monthly Exhibitions of Contemporary Art*, 2010 - 2014, which included artists such as Keith Kovach, UCF MFA Thesis Students 2010, Dawn Roe, Ke Francis, Rachel Simmons and Shelley Lake. • Manage and coordinate large-scale temporary exhibitions including *Women of Vision: National Geographic Photographers on Assignment*, 2016; *Lamar Peterson: Suburbia Sublime*, 2014-2015; *David Rathman: Stand by your Accidents*, 2014-2015; *Rembrandt, Rubens, Gainsborough and the Golden Age of Painting in Europe*, 2014; *Trevor Bell Across the Gulf Stream: Paintings from Florida and Cornwall*, 2013-2014.

Graphic Design

Design, edit and oversee the production of full-color exhibition catalogues, pamphlets, brochures, invitations, wall didactic, and other related collateral. • Provide design consultation and art direction for the Marketing Department regarding website content and interpretation, printed marketing materials, design layouts, posters, and other concepts related to OMA promotional material. • Provide input for website rebranding in 2014, including providing creative input, image use and copyright permissions, layout and design formats, and data input. • Schedule and collaborate directly with contract photographers regarding images for website, print and electronic media. • Maintain project timelines, budgets, and progress reports.

Orlando Museum of Art | Orlando, Florida

Collections and Exhibitions Coordinator | May 2007 - Jun. 2013, 40 hours/week

Managed multiple projects and exhibitions that include extensive curatorial research on traveling exhibitions, artists, collections, and OMA programs. • Provided general department office management/organization. • Supervised department staff, assistants, interns and others as assigned. • Developed and managed the tracking of general department and special exhibition budgets. • Presented and proposed to the Exhibitions Committee new exhibition topics and installations, acquisitions, gifts, donations, loans, and other requests. • Assisted the curator in proposing objects or works to the Collecting Circles for acquisition to the permanent collection, as well as communicate with dealers and/or galleries for possible purchases and gifts. • Communicated and established contact with artists, gallery directors, curators, donors, and private collectors pertaining to exhibition research and planning. • Researched, designed, prepared and edited exhibition catalogs and other publications produced in-house for documentation purposes according to the OMA's branding guidelines. • Maintained exhibition schedules for both in-house and public use. • Primary contact for general inquiries, including visitors, artists, scholars and museums. • Provided a full range of management support to the Curator; facilitating the entire sequence of functions related to the day-to-day functions of the department. • Curated a bi-monthly exhibition series, *New Work: A Series of Bi-Monthly Exhibitions of Contemporary Art*, featuring both local and national artists that encompass new work, site-specific installations, time-based media, photography and other new media. • Managed and coordinated large-scale temporary exhibitions including *Barbara Sorensen: Topographies*, 2012; *XX/XY: Gender Representation in Art*, 2010-2011; and *Transcending Vision: American Impressionism 1870-1940, Works from the Bank of America Collection*, 2010.

Orlando Museum of Art | Orlando, Florida

Education Assistant | Jan. 2007 - May 2007, 40+hours/week

Handled registrations for educational programs for diverse audiences. • Performed a variety of office duties, including all secretarial functions for the education department. • Compiled

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UCF Advancement Committees

Inclusion Council
Gender Standards Task Force
Gamification and Philanthropy Hackathon Committee, Co-Lead
UCF Celebrates the Arts Steering Committee
Fundraising Staff Experience Subcommittee
Data Integrity/Enhancement Committee
Transgender Standards Apollo Review Committee
UCF College of Arts and Humanities Dean's Executive Council

Conferences

District III 2024 Annual CASE Conference Attendee
District III 2023 Annual CASE Conference Attendee
District III 2022 Annual CASE Conference Attendee
District II 2020 Annual CASE Conference Attendee

Professional Affiliations

American Alliance of Museums (AAM)
Association of Art Museum Curators (AAMC)
Association of Latino Professionals for America

Awards

• UCF Advancement Core Values Excellence and Partnership Award, 2022
• UCF Inclusion Champion Certificate, 2021
• Association of Advancement Services Professionals (AASP) Diamond Award, Gender Standards Task force, 2021
• CASE Circle of Excellence Silver Award Recipient for UCF Celebrates the Arts (Special Events | In-Person - Multi-Day Events Category), 2020
• Annual Nathan Altschuler Award recipient for Best in USAFE (U.S. Armed Forces Europe), 2005
• Recipient of the Florida Bright Futures Merit Scholarship, 1998-2002

Volunteer Service

• Member, City of Orlando Nominating Board, 2023 - current
• Membership Chair, Acquisition Trust, Orlando Museum of Art, 2018 - 2023
• Board Member, Snap! Orlando, 2016 - current
• Chairman, City of Orlando Public Art Advisory Board, 2016 - 2020
• Juror, Women in the Arts Art Competition, Orlando, Florida, 2016 - current
• Juror, 26th Undergraduate Juried Student Art Show, Hand Art Center, Stetson University, DeLand, Florida, 2015
• Judge, Lake Mary Heathrow Florida Festival of the Arts, 2010
• Judge, Rotary Club of Orlando Annual Chalk Festival, 2008

information for billing, reports, and statistics on attendance for all educational programs. • Provided assistance to the management of youth and family programs, adult programs, and decent programs. • Assisted with the development of programs related to new exhibitions and assisted with the production of curriculum materials and supplements for youth programs.

Department of Defense, Education Center | Aviano AB, Italy
Academic Education Advisor | May 2005 - Aug. 2006, 40+hours/week

Managed and advised 4,000+ military and civilian students concerning academic educational opportunities (certifications, associates, bachelors, and masters level) and programs offered both on-site and distance learning. • Developed a special group program/workshop specializing in study skills. • Produced curriculum materials and supplements, initiated team-building activities, and developed and wrote material specifically related to various aspects of the program. • Liaison with several colleges and universities for active duty military students, spouses, and civilians. • Referred students needing further counseling on career, educational or personal issues to professional counselors. • Provided counseling and transition services to military students as they transfer from the Community College of the Air Force to upper division institutions or to the civilian job market. • Presented and facilitated the Study Skills Program, as well as brief 20+ students on a weekly basis on education services or community programs offered through the education center. • Continually updated changes on education programs, course curriculum by term, scholarship information, CLEP, DANTES and Excelsior testing, and other various materials to better serve student population. • Maintained knowledge of college and university procedures associated with admissions, assessment, and advising. • Attended weekly staff meetings with advisor, counselors, and school representatives to discuss future programs, enrollment, marketing, and other various strategic plans.

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