



DIRECTOR | MUSEUM OF THE BIG BEND

SR | **SUL ROSS**
THE FRONTIER UNIVERSITY of Texas

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM



SUMMARY

The Director reports to the Vice President of Development and is responsible for the Museum of the Big Bend (MoBB) achieving its mission to serve and educate the public by collecting, preserving, exhibiting and interpreting the cultural, historic and natural materials that relate to the prehistory, history and cultural diversity of the Big Bend Region of Texas and Mexico. This position provides strong leadership overseeing both the day-to-day activities and long-term initiatives and commits Museum resources with the utmost integrity so as to maximize impact consistent with the Museum's vision, goals and policies. As the primary ambassador for the Museum, the Director is charged with establishing the Museum as an important asset for the University internally and in the surrounding regional community, and for securing financial resources that will sustain its operations and advance its special projects.

The Director also ensures that the work of the Museum supports the overarching University mission and strategic plan, that it is a strong partner to other University departments, centers, and institutes, and that its practices are consistent with Sul Ross State University and the Texas State University System policies. The director will research opportunities to create a Museum Studies program, which will create stronger connections with the academic division of the University.



ABOUT SUL ROSS STATE UNIVERSITY

Sul Ross State University in Far West Texas and the Middle Rio Grande Region boasts a combination of small class sizes, an appreciation of both fine arts and the sciences and popular professional programs in a relaxed, friendly environment.

The University at Alpine, comprising 647 acres, boasts a beautiful 93-acre main campus of exquisitely-detailed buildings and enjoys perhaps the most temperate climate in the state. It is situated in the Davis Mountains and overlooks the center of the city below, yet it remains within easy reach of many local stores and restaurants. The university also has a 468-acre working ranch that serves its animal science programs.



The University at Del Rio, Uvalde, and Eagle Pass offers upper-level and graduate coursework. Sul Ross works in partnership with Southwest Texas Junior College where students complete the first two years and then transfer to SRSU at any of the three locations to complete their Bachelor's Degrees and continue into Master's level work.

Sul Ross, proudly designated as a Hispanic Servicing Institution (HSI), ranks among the top in the nation among undergraduate institutions producing future Hispanic doctorates in the physical sciences, and high in the state of Texas for percentage of freshman and sophomore classes taught by tenured and tenure-track faculty. Sul Ross is committed to enhancing student learning through low student to teacher ratios, quality faculty, and hands-on experience.

With an enrollment of about 2,100 students, class sizes are small, guaranteeing a much higher level of personal attention from instructors and the university's support staff. But there's plenty for students to do in their free time: lots of student clubs and organizations, a thriving arts community, and a strong athletic tradition. Rodeo is significant part of the Sul Ross program, and the university is the birthplace of the National Intercollegiate Rodeo Association. Many team members have gone on to become world champions, and 1951 graduate Harley May is a charter member of the Professional Rodeo Cowboys Hall of Fame.

Sul Ross State University provides the ideal setting for outdoor learning, with deer, antelope, wild turkey, javelina, fox and raptors often traversing campus property. SRSU offers academic study in an immense low population area surrounded by two national parks, one national historic site, three state parks, one state historical site, three wildlife management areas, a world-class observatory, and literally millions of privately-owned acres where livelihoods depend on agricultural, land, and resource management. The university owns the 17,000-acre Faskin Ranch 110 miles west. Almost every geologic process and rock formation known to geologists can be observed here and our star-studded skies are among the darkest in the world. Outdoor employment opportunities abound.

Sul Ross State University offers life-changing opportunities by delivering quality undergraduate and graduate education. We foster critical thinking, creativity, diversity, and research, empowering our students to excel beyond the frontiers of what is possible. We are a Hispanic serving public institution for the residents of the U.S./Mexico borderlands, Southwest Texas region, and beyond.

For more information about how Sul Ross is strategizing for the future, we invite you to visit www.sulross.edu/strategy.

ABOUT ALPINE, TEXAS

Nestled in the foothills of the Davis Mountains, Alpine is a small, vibrant, and safe community in Far West Texas. Alpine is at the center of the majestic beauty of the Big Bend Region, and close to the world class art-community of Marfa (also home to the nationally recognized, award winning Marfa Public Radio), the historic town of Fort Davis, and incredible natural resources of Far West Texas. Alpine's rich heritage as a hub for the region continues today. Roads and railways create a confluence of ranchers, professors, shop owners, and leisure travelers visiting and doing business in a bustling, working community.

The Sul Ross State University Alpine campus is in the middle of the elevated Chihuahuan Desert and surrounded by numerous mountain ranges. Alpine, a small mountain town, nestled in a valley at an elevation of 4,500 feet, draws students from 45,000 square miles of the West Texas border country. Alpine provides a living laboratory for serious economic, social, environmental, and political discussions as well as inspiration for artists, poets, dancers, filmmakers, composers, and creative writers.



ABOUT THE JOB

- **Strategic Vision:** In conjunction with University leadership, the Museum staff and the Directors Advisory Council, the Director is charged with implementing the current strategic vision which has three primary components:
 - Manage the new Emmett and Miriam McCoy building as an exemplary special exhibitions and event venue and as a University and community gathering space in a manner that generates revenue to advance broader Museum and institutional strategies; and
 - Prepare for and then oversee the updating of physical plant, security and lighting systems, creation of a Texas Map Research Center, upgrading the Womack Education Room and reinterpretation and reinstallation of the permanent exhibition in the existing Museum facility, leveraging collections to update and enhance exhibitions and programming through the NEH Infrastructure and Capacity Building Challenge Grant; and
 - Expand Museum collaboration with University academic departments and regional art community. These should include exploring the possibility of developing specialized academic programs, increase participation with Chinati and Judd Foundations, and others in the region, to positively impact student academic experiences and the Museum's regional relevance.
- **Operational Management:** Oversee plans for, and achievement of, operational goals including those for curatorial and collections management, exhibitions and education programming, internal and external event management, fundraising and marketing, facilities management, volunteer management, IT and technology services, and retail operations.
- **Financial Management**
 - Direct and be accountable for the Museum's finances by establishing, overseeing and managing operational and program budgets and expenditures ensuring the integrity & completeness of financial information systems, processes, internal controls & reporting.
 - Collaborate with the University's Finance Office and key staff to plan for and provide realistic and achievable financial goals and budgets that meet strategic and programmatic objectives.
 - Make certain that timely and accurate financial reporting and program outcomes are readily provided to University leadership and key staff members regularly, and to the Directors Advisory Council, as requested.
 - Ensure compliance with all applicable federal, state & local laws & regulations.
- **Development**
 - Partner with the SRSU Development Office to design and execute coordinated fundraising strategies that encompass general operating and program support, membership, sponsorships and special events garnering philanthropic support from individuals, foundations, corporations and government agencies.
 - Be able to communicate well with donors to help secure contributions and work with the Directors Advisory Council to support their efforts to secure contributed revenue for MoBB.
 - Manage a Development, Membership & Marketing Manager to expand the annual giving and membership efforts of the Museum to ensure that contributed income is increased and sustainable.





- **Marketing & Communications**

- Help guide the organization's marketing and communications providing effective and regular communications to internal and external stakeholders.
- The Director is the principal spokesperson for MoBB and must proactively reinforce and articulate the mission internally and externally with all constituents (visitors, donors, members, educators, local and regional civic, cultural and business leaders, etc.).
- Build and maintain effective ongoing, transparent communication with colleagues, students and faculty across University departments.
- Work with the SRSU Office of University Communications to ensure Museum exhibitions, programs, event opportunities, etc. are regularly included in its outreach and marketing efforts including those to alumni, independent school districts, the tourism industry and other regionally prominent partners whose audiences align with the Museum, i.e., Big Bend National Park, the Chinati Foundation, etc.
- Develop close working relationships with key local institutions and individuals including the City of Alpine, and important community organizations in Alpine and the surrounding region.
- Explore partnership initiatives that are consistent with MoBB's mission, vision and values.

- **Staff Leadership**

- Provide effective leadership to ensure MoBB staff and volunteers are equipped and motivated to successfully discharge their responsibilities, consistent with the goals and budget guidelines set.
- Ensure that the Museum is 'right sized' and that it has the staff needed to grow both in stature and revenue.
- Manage staff in adherence with sound human resources practices and guidelines and in accordance with SRSU policies.
- Identify professional development needs of staff and seek avenues to support those needs.
- Effectively develop and maintain staff accountability for meeting metrics and building capacity to take on new challenges.

- **Supervisory Responsibilities**
 - Must be highly self-motivated and able to work independently while also serving as an effective team leader and team player.
 - Must be able to carry out supervisory responsibilities of a team in accordance with the Museum's and the University's policies and applicable federal, state and municipal laws.
 - Recruit and train employees to build, motivate, and retain a high performing team.
 - Accurately evaluate performance.
 - Address personnel complaints swiftly.
 - Resolve problems fairly.

- **Store Management**
 - Oversee the operations of the Museum store across areas of inventory procurement, efficiency, profitability, and customer experience.
 - The Director, in collaboration with the Office and Gift Shop Coordinator, should set long-term goals for enhancing the retail enterprise resulting in improved profitability to support the mission.

- **Volunteer Relations**
 - Recognize and publicly acknowledge the essential role played by volunteers in MoBB's operations.
 - Support and originate recruitment initiatives that strengthen and grow the volunteer base.
 - Ensure that training is meaningful and appropriate, that the volunteer experience is a favorable one, and that volunteer loyalty to the organization grows.

- **Directors Advisory Council Relations**
 - Work with Council members to ensure strong partner relationships that will increase interest and involvement in Museum programs and initiatives and attract new members who bring talent and contributions to the organization.
 - Maintain a transparent relationship with the Council regarding all aspects of the operation alerting it on a timely basis regarding any issues, opportunities, or challenges.



SRSU photos except where indicated. Cover photo, Rebekah Antrosio. Page 3, Cathy McNair. Page 4, clockwise from top: J. Griffis Smith, Sarah Vasquez, Mike Marvins, Olaf Growald. Page 7, Alfonso Anaya.

Qualifications

- Master's degree required; terminal degree preferred.
- Eight plus years of progressive professional experience, with at least five years in museum management or operations required.
- Substantial senior leadership experience within a museum, art-focused nonprofit or private sectors reflecting demonstrated knowledge of key functions of senior management preferred, including:
 - financial management.
 - development.
 - board/staff relations & accountability.
 - marketing and communications.
 - volunteer relations.
 - program development & implementation and evaluation.
- Possess strong negotiating & problem-solving skills.
- Fluency in Spanish.
- Proficiency in Microsoft Office Suite, spreadsheet software, internet software; email; and database software.
- Must be trained in the SRSU financial and the customer relationship management/donor database software packages.

Physical Demands

While performing the duties of this job, the employee is frequently required to stand; walk long distances; sit; lift heavy objects; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; climb or balance; stoop, kneel, crouch or crawl; talk or hear; and taste or smell.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



RECENT PRESS



NO. 1: MUSEUM OF THE BIG BEND - ALPINE, TEXAS

Located on the campus of Sul Ross State University, Museum of the Big Bend strives to preserve and share the history and culture of the Big Bend region of Texas and Mexico through exhibits and artifacts. It's nestled in the mountains in the high desert in Alpine, Texas.



Museum of the Big Bend opens exhibition of photographs by Graciela Iturbide

The Museum of the Big Bend at Sul Ross State University in Alpine recently opened a new exhibition of black and white photographs by Graciela Iturbide.

The Big Bend Sentinel / Nov 29, 2023



Page expands the Museum of the Big Bend in Texas

At Museum of the Big Bend in Texas an expansion by Page complements the existing structure and landscape.

The Architect's Newspaper / Dec 28, 2023



The Museum of the Big Bend Gets a Gorgeous \$11 Million Expansion

Long an under-the-radar destination, the Alpine museum is transformed by its graceful new addition and the West Texas artworks inside.

Texas Monthly / Jun 27, 2023



Museum of the Big Bend opens Warhol exhibit with March 1 reception

The Museum of the Big Bend is proud to announce the exhibit of Andy Warhol's renowned "Cowboys and Indians" portfolio with an opening reception Friday, March 1, from 5-7 p.m. This captivating portfolio is a remarkable exploration of...

SUL ROSS / Feb 20

