

AARON CHASE EDDINGTON

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EXPERIENCE

Selwyn School

Argyle, Texas

Dir., Development, Communication, & Alumni Relations // Head Basketball Coach // AP Program Coordinator Nov. 2018-Present

Manage all external pursuits of a Pre-K through grade 12 independent school, including grant writing, major and planned gift solicitation, and business and community development. Responsible for securing all non-tuition revenues. Plan events for alumni and community members to improve engagement among the school's philanthropic community. Serve on the school's senior leadership team and curriculum committee to drive impactful change within the organization. Teach eighth grade Social-Emotional Learning; coach co-educational basketball for 3rd-6th grades and 7th-8th grades.

Key Accomplishments:

- Increased annual giving an average of 14% per year—from \$107,000 in 2017 to \$160,000 in 2021.
- Created an internal event called Selwyn Giving Day, which in three years has raised a total of \$263,000.
- Oversaw opening of a newly constructed Pre-Kindergarten building, opened in Fall 2019.
- Managed successful funding of a \$210,000, 1,600 square foot dining hall, completed in Fall 2019.
- Worked in conjunction with Department of Admissions to develop and execute a marketing and communications strategy that helped drive enrollment from 60 students in 2018 to over 113 students in 2021.
- Developed and launched four full-tuition merit scholarships for diverse high school students of exceptional ability, worth over \$80,000 in tuition relief for underserved families.
- Acted as the Lead Administrator for the school's reaccreditation review through COGNIA, formerly AdvancedEd.

Bishop Dunne Catholic School

Dallas, Texas

Director of Research and Development

July 2017-July 2019

Directed strategic planning initiatives in conjunction with the school president and board of directors. Supported the school's long-term financial stability by designing and implementing strategies for raising funds to support current and future operations. Assisted with all planning for the school's fundraising efforts, including annual fund, capital campaigns, endowment, grants, special projects, and planned giving. Identified, cultivated, and stewarded major donors, and developed strategies to expand the current base of philanthropic revenue sources for the school.

Evaluated and refined all aspects of the admissions and marketing program with the goal of maintaining a capacity enrollment of qualified students. Conducted market and image research and interpreted data into strategies that reduced tuition assistance-dependent families from 55% to 49% of the student population, in accordance with the board's strategic plan. Built a culture of philanthropy during the admissions process, identifying key prospects and opportunities among incoming parent cohorts. Increased yield of potential students from 23% to 28% year-over-year by coordinating communications plan involving academic, athletic, art, and extracurricular departments.

Key Accomplishments:

- Co-authored successfully funded \$250,000 grant request for capital improvements, completing a \$1 million science laboratory renovation.
- Managed \$125,000 marketing and admissions budget to create over 4.4 million impressions in a Bishop Dunne awareness campaign, resulting in five-year high in new student inquiries.
- Served on senior leadership council that strove to balance the school's \$10 million budget at a \$200,000 operating surplus.

Texas A&M University-Commerce

Commerce, Texas

Coordinator of Communication Outreach | Department of Institutional Advancement

August 2016-June 2017

Analyzed data to identify and engage optimal potential donors. Enhanced the university's alumni engagement strategy through targeted communications by using phone solicitation, email, direct mail, and social media. Acted as subject-matter expert and departmental point of contact for online donation form creation through Blackbaud. Recruited, hired, and trained team of student workers. Reduced semester-to-semester turnover by thirty percent.

Key Accomplishments:

- Increased average donation amount from \$42 to \$80 semester-over-semester.
- Contributed to a first annual fundraising initiative that raised \$152,776.75 from 489 individual donors.
- Developed a direct mail strategy with an eleven percent response rate, compared to an industry average of three percent.
- Produced queries identifying geographic location of alumni and mapped the results to geo-target potential gifts.

Midwestern State University

Wichita Falls, Texas

Graduate Teaching Assistant | Department of English

August 2012-May 2014

Taught three sections of Freshman Rhetoric and Composition. Facilitated over two hundred fifty tutoring sessions in the university Writing Center—fifteen percent more than any other tutor during the same timeframe. Served as a juror for submissions to *Voices Magazine*, MSU's student arts and literature journal.

EDUCATION

Midwestern State University

Wichita Falls, Texas

Named Prothro-Yeager College of Humanities and Social Science Distinguished Alumnus, 2020-2021

Master of Arts in English

May 2014

Honors: 4.0 GPA
MSU Man of the Year 2013, Finalist
MSU Harry Brown Award for Graduate Writing, 2013
Who's Who Among Students in American Colleges and Universities, 2012 & 2014

Bachelor of Arts in History and English

August 2012

Honors: 3.804 GPA
Alpha Chi, national honor society
Phi Alpha Theta, history honor society; Secretary of the Treasury and Scholarship Pin Recipient, 2012-2013

PUBLICATIONS

Books

A Willow Grows Aslant a Brook. Bowen Press. Texas. 2020.
A Birdwatcher's Guide to the American South: Poems. Flutter Press. California. 2017.

Creative Writing

"The Fox." Poem. *The Hunter's Horn*. Vol. 96 No. 12. March 2017. Print.

Invited Talks and Conference Presentations

"The Fort Jackson Mutiny: Reconciling Southern Unionism and Southern Honor in Confederate Louisiana." *9th Annual Louisiana Studies Conference*. Natchitoches, Louisiana. Northwestern State University. September 2017.
"A New Theory of Seaborne Mutiny: Its Causes and Origins in History." *Phi Alpha Theta Regional Conference*, Texas Southeast. Nacogdoches, Texas. Stephen F. Austin State University. April 2017.
"Mutiny at Sea: Leadership Lessons from Seaborne Revolt." *World History Association of Texas 2017 Conference*. Austin, Texas. St. Edwards University. March 2017.
"Murder Mystery Marketing: Develop Killer Content with Forensic Linguistics." *TechMedia Digital Summit Dallas 2016*. Dallas, Texas. December 2016.
"The Unholy Spirits: Tipplers and Teetotalers in the Age of Jackson." 2012. *American Studies Association of Texas*. Wichita Falls, Texas. Midwestern State University, Spring 2012.
"Engaging Students and Fostering Learning Communities." 2010. *Teaching and Learning Resource Center Wine and Cheese Event*. Wichita Falls, Texas. Midwestern State University, Fall 2010.

Book Reviews

"Jacob, Margaret C. The First Knowledge Economy: Human Capital and the European Economy, 1750-1850." *The Historian*, Summer 2015. Vol. 77 Issue 3. Print.
"Banner, Stuart. The Baseball Trust: A History of Baseball's Antitrust Exemption." *Journal of the American Studies Association of Texas*, Fall 2014. Vol. 45. Print.
"Watson, Blake. Buying America from the Indians: Johnson v. McIntosh and the History of Native Land Rights." *Journal of the American Studies Association of Texas*, Fall 2013. Vol. 44. Print.

PERSONAL

Interests include backgammon, basketball, botanical drawings, and modernist literature. Achieved rank of Eagle Scout. Professional knowledge of Tableau, Raiser's Edge and other Blackbaud Software, HTML, CSS, SQL, Wordpress, MailChimp, HootSuite, Microsoft Office and Adobe Creative Suite. Volunteer income tax preparer for the United Way.