



A message from **THE PRESIDENT**

Hostos Names Atkins as the New Vice President for Institutional Advancement

Colette Atkins has been appointed as Vice President for Institutional Advancement at Eugenio María de Hostos Community College. Ms. Atkins begins her new role on Monday, January 24, 2022.



Ms. Atkins has 19 years of experience as a fundraiser, including 13 years in higher education and 15 years as a front-line fundraiser. She has extensive experience in cultivating, soliciting, and stewarding major, principal, and planned gifts from individual donors, as well as securing corporate and foundation gifts.

Since 2012, Ms. Atkins has served with distinction as a senior administrator at the College of Mount Saint Vincent, a Hispanic and Minority Serving Liberal Arts College in New York City. During her nine-year tenure as Vice President for Institutional Advancement, Ms. Atkins helped the College surpass its campaign fundraising goal by \$29 million, reaching a comprehensive campaign total of \$71 million. She was the lead solicitor responsible for bringing in multiple multi-million dollar planned gift expectancies that significantly contributed to the campaign. In addition, during her time at Mount Saint Vincent, the number of donors giving at least \$25,000 annually increased by 60% and the Annual Fund rose from \$800,000 to \$2.1 million.

“Ms. Atkins’ talents are a perfect fit with the College’s needs,” said Hostos President Daisy Cocco De Filippis. “I know Hostos will benefit from her proven ability as a fundraiser in public and private realms as well as her wide-ranging experience as an organizer and a creator of relationships between schools and communities.”

Through Ms. Atkins’ leadership, the College of Mount Vincent’s planned giving society membership rose from 100 to 300 individuals, and the College received millions of dollars in gifts and pledges. Her efforts

resulted in raising the College's endowment by 500%, funding internships, student-faculty research, science laboratories, and more than 30 scholarships.

Prior to arriving at the College of Mount Saint Vincent, Ms. Atkins helped to secure gifts for a variety of organizations and universities. In her previous roles, she created budgets, forecasts, and board agendas; oversaw grant-writing and marketing; and provided solicitation strategies, among other things. She also helped to establish development offices and programs and stewarded annual galas.

"I am delighted to take on this exciting role at an institution that has been an engine of socioeconomic mobility as well as a beacon of academic excellence and affordability, for 50 years," Atkins said. "The background and professionalism of the individuals I've encountered throughout the interview process make it abundantly clear that I'm joining a truly talented, dedicated, and accomplished team. It will be an honor to work with President Cocco De Filippis and members of the Hostos community to further engage multiple stakeholders and increase the philanthropic resources needed to enhance students' intellectual growth, career development, and empowerment."

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