

# JASON T. JENKINS, CDP

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## SENIOR STRATEGIST & INNOVATOR

### *Process Improvement ~ People Centric ~ Driving High-Performance Metrics*

Seasoned professional with a combination of 10+ years' experience in developing and implementing diverse engagement strategies and strategic advancement plans. Award-winning community development and team building trailblazer using leadership experience to empower individuals to deliver exemplary customer experiences by partnering with stakeholders to influence generational change. Driven, champion of innovation, and internal/external transformational change models.

### *Areas of Expertise*

Community Engagement – Change Management – Skilled Presenter – Performance Metrics – Community based Equity

Strategic Planning – Diversity Acumen – Team builder – Creative Problem Solving

### Notable Achievements

Certified Diversity Professional | Outstanding Diversity Champion honoree | C-Suite Award honoree | Lincoln Theater Board Member  
WBEC-ORV Steering Committee Member | Community Benefits Agreement Advisory Committee Member

## PROFESSIONAL EXPERIENCE

THE CITY OF COLUMBUS, MAYOR'S OFFICE - OFFICE OF DIVERSITY AND INCLUSION, COLUMBUS, OH

January 2023 to Present

### Chief Diversity Officer and Executive Director

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Oversees diversity and inclusion management for the City of Columbus providing strategic oversight and policy guidance on key initiatives to support supplier diversity, workforce diversity, and equity. The Mayor's Office of Diversity and Inclusion is responsible for advancing efforts to shape Columbus into "America's Equal Opportunity City" and supports opportunities for every individual, family and community to share in the economic prosperity of Columbus.

THE CITY OF COLUMBUS, MAYOR'S OFFICE, COLUMBUS, OH

August 2017 to January 2023

### Director of External Affairs

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Enhanced public relations and community affairs by developing collaborative relationships with key constituencies, government agencies and corporations to advance Mayoral priorities. Facilitated Columbus' first small business ecosystem and small business agenda. Developed and implemented the first interdepartmental advancement tracking system used in all grant and chief request discussion. Active committee member of the City of Columbus Equity Agenda, which assessed all City departments, policies and procedures through an equity focused lens.

- Worked with all City departments and key staff members to develop marketing/PR specialists to promote new and ongoing initiatives in their respective area.
- Developed and implemented strategic outreach and engagement plan for the Mayor's Office.
- Represented the Mayor's Office at community meetings, various boards and commissions.
- Responded to the needs and concerns of issues directly affecting or voiced by citizens in all Columbus communities.
- Worked in partnership with community/neighborhoods organizations, and key constituency groups to develop and implement programs, events, and initiatives that advance the agenda of the Mayor's Office.

THE OHIO STATE UNIVERSITY, COLUMBUS, OH

October 2012 to August 2017

### Director of Development

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Developed a 50 million dollar cultivated prospect portfolio in a 12 month time frame. Successfully cultivated, solicited and stewarded multiple gifts by university alumni and friends. Consistently met and exceed all metrics to support the largest campaign in university history. Verified opportunities, pinpointed risks, and spotted market trends to retain forecast precision. Fostered long-term relationships with donors while driving major gifts (100k+) focused on donors' needs and wants.

- Identified and tracked new major gift prospects; substantiates capacity; identifies philanthropic interests and recommended assignment and next steps.
- Initiated personally scheduled visits with donors and corporate prospects that have a specific strategic objective that is intended to either deepen the university-prospect relationship or advance major gift conversations.
- Developed and implemented an annual stewardship plan focused on specific initiatives for acknowledgement, recognition and reporting.
- Built, maintained and served as primary prospect manager for a portfolio of 125+ major gift prospects.
- Forecasted budget for the fiscal year, as well as identify and implement cost saving strategies.

BIG BROTHERS BIG SISTERS, COLUMBUS, OH

August 2007 to October 2012

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**Assistant Vice President of Community Outreach and Volunteer Recruitment**

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Successfully managed relationships with 80+ major corporations, governments and community organizations within Central Ohio. Developed and implemented the largest recruitment effort in Big Brothers Big Sisters History; which in turn moved the agency to the third largest Big Brothers Big Sisters agency in the country. Successfully managed several federal and private grants totaling \$10.5 million and consistently met all compliance metrics. Planned coordinated and executed all recruitment events for the agency.

- Coordinated with the Marketing/PR Director and the Vice President of Development on programs, media releases and media coverage.
- Advised Big Brothers Big Sisters of Central Ohio board and staff on issues pertaining to multicultural communities involving community outreach, mentor/mentee recruitment, marketing, publications, and advancement strategies.
- Implemented staff training programs, ongoing project management, review, coordination and expansion of all program procedures to achieve goals set by leadership.
- Assisted in writing and managing multiple federal and corporate grant funded projects, ranging from \$15 million to \$50 thousand dollars.
- Communicate with high-ranking officials in the community, corporate sector and government to boost recruitment efforts.

**EDUCATION & PROFESSIONAL CREDENTIALS**

**Master of Business Administration:** FRANKLIN UNIVERSITY, ANTICIPATED COMPLETION JUNE 2024

**Bachelor of Science Computer Science:** OTTERBEIN COLLEGE

**Bachelor of Arts Sociology:** OTTERBEIN COLLEGE

**Project Management Certificate:** Lean Six Sigma Yellow Belt

**African American Leadership Academy:** Graduate