

Dallas Museum of Art Names Rebecca A. Prince Chief Development Officer

The Dallas Museum of Art today announced that Rebecca A. Prince has been named Chief Development Officer; she will begin her new position on February 7, 2011. Prince comes to the Dallas Museum of Art with more than thirty years of fundraising experience, most recently as Vice President for University Advancement at Texas State University-San Marcos, San Marcos, Texas.

In her role at the DMA, Prince will be responsible for building donor relationships and the advancement of the annual fund, membership, and campaign programs, as well as managing events and dining services provided by Sodexo, Inc. She will report to Bonnie Pitman, The Eugene McDermott Director of the Dallas Museum of Art, and will work in close partnership with Museum trustees, staff and volunteers, and the community to support the mission of the Dallas Museum of Art.

"It is with great pleasure that we welcome Becky to the DMA and to Dallas. She has a long and impressive career focusing on annual giving initiatives and major and planned gifts that will make her a terrific asset to the Museum," said Bonnie Pitman, The Eugene McDermott Director of the Dallas Museum of Art. "The Board of Trustees and I are excited about her appointment and confident that she will make a significant contribution to the institution's advancement."

As Vice President for University Advancement at Texas State University-San Marcos since 2006, Prince executed the most successful comprehensive fundraising campaign in the university's history (currently at \$90 million in the silent phase with plans to move to the public phase next year). She led a team of 43 employees and an integrated operation with a budget in excess of \$2.2 million. Prince joined TSU-San Marcos in 2004 as Director of Development and re-engineered the department's organization from a decentralized to central operation.

"I am delighted to be presented with this challenging opportunity and look forward to working with Bonnie, the DMA Board of Trustees and the DMA staff to continue expanding the Museum's presence in Dallas, the State of Texas and nationally," Prince said.

Prior to joining TSU-San Marcos, Prince served as Assistant Dean for Development at the University of Texas at Austin, Colleges of Nursing & Liberal Arts, raising cumulative funds in excess of \$164 million with the majority of the support for endowment and programmatic purposes over an eight-year period, and as Vice President for Development for The United Way Capital Area, Austin, Texas, where she managed and executed employee and corporate campaigns in excess of \$1.5 million annually.

Her earlier experience includes service with the Texas Association of School Boards, where she worked as a development executive, and the American Cancer Society, Alabama & Texas Divisions.

Prince arrives at the DMA at a time of growth in collections, visitation and visibility for the Museum. The Museum has completed the Campaign for a New Century, which has helped the DMA build its ambitious exhibitions program and sustain its standing as an international leader in museum education and community engagement with art.

About the Dallas Museum of Art

Located in the vibrant Arts District of downtown Dallas, Texas, the Dallas Museum of Art (DMA) ranks among the leading art institutions in the country and is distinguished by its innovative exhibitions and groundbreaking educational programs. At the heart of the Museum and its programs are its encyclopedic collections, which encompass more than 24,000 works and span 5,000 years of history, representing a full range of world cultures. Established in 1903, the Museum today welcomes more than 500,000 visitors annually and acts as a catalyst for community creativity, engaging people of all ages and backgrounds with a diverse spectrum of programming, from exhibitions and lectures to concerts, literary readings, and dramatic and dance presentations.

The Dallas Museum of Art is supported in part by the generosity of Museum members and donors and by the citizens of Dallas through the City of Dallas/Office of Cultural Affairs and the Texas Commission on the Arts.

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