



Western Oregon
UNIVERSITY

Invites Applications and Nominations for the
Position of:

Vice President for
Advancement and
University Relations and
Executive Director of the
WOU Foundation

Greenwood/Asher
& ASSOCIATES, LLC

The Opportunity

Western Oregon University invites applications and nominations for the position of Vice President for Advancement and University Relations and Executive Director of the WOU Foundation. Reporting to the president, the Vice President is responsible for the development of all fundraising and related marketing strategies to grow the base of federal, state, and philanthropic support and increase public awareness of Western Oregon University. The Vice President serves as the chief development officer and leads the university in all matters pertaining to the management and operation of university development, alumni relations, and donor development. This position serves as a member of the president's cabinet.

The Role of the Vice President for Advancement and University Relations and Executive Director of the WOU Foundation

The Vice President sets the organization's strategic fundraising agendas to establish institutional funding needs through solicitation of individual, corporate, and foundation support and grants. With the Director of Marketing and Communications, the Vice President also builds and manages brand identity to raise awareness of the organization and its programs throughout the areas served by Western Oregon University. The Vice President collaborates with the Director of Government Relations and Special Projects on institutional advocacy and capital budget advocacy. This position also functions as the Executive Director of the WOU Foundation, a separate 501(c)(3) corporation that exists for the benefit of the university.



Representative duties and responsibilities of the Vice President role include, but are not limited to, the following functional areas:

Fundraising

- › Responsible for developing comprehensive development plans in collaboration with the President and WOU Foundation Board of Directors with targeted goals, objectives, methods, quantifiable outcomes, and timelines which will achieve budgeted goals.
- › Identifies and cultivates individual, corporate, and organizational fundraising prospects; conducts major and planned gift solicitations.
- › Coordinates and supports opportunities for the President and other Cabinet members to meet with individual, corporate, and organizational fundraising prospects.
- › Investigates possibilities of program partnerships and strategic alliances that will extend the university's brand in the community and increase avenues of support.

- › Directs major fundraising events; manages the annual giving program and the scholarship solicitation and awards programs.
- › Provides support and guidance to Intercollegiate Athletics for fundraising activities.
- › Works with the Associated Students of Western Oregon University (ASWOU), student organizations and clubs and other student-led initiatives on potential fundraising opportunities.

Foundation

- › Responsible for communicating effectively with the Foundation Board and providing, in a timely and accurate manner, all information necessary for the Foundation Board to function properly and make informed decisions.
- › Responsible for the fiscal integrity of the WOU Foundation and its Board, including the submission to the Board of a proposed annual budget and monthly financial statements, which accurately reflect the financial condition of the Foundation.
- › Works with the Board and staff to ensure that the mission is fulfilled through programs, strategic planning, and community outreach.
- › Monitors Foundation assets in cooperation with the Foundation Board and University President; exercises appropriate fiduciary oversight of trust agreements, gift acceptance and investment policies.
- › Supervises the Alumni Association Board of Directors and ensures a robust alumni outreach and event function.
- › Serves as the Executive Director of the Western Oregon University Development Foundation d/b/a WOU Foundation.



Government Relations

- › Works with the Director of Government Relations and Special Projects to advocate and secure funding for requests, including but not limited to capital construction requests, in the Oregon Legislative Assembly.
- › Testify on important matters pertaining to WOU's operating and capital budgets and other bills and laws that might impact the University.

Marketing and Communications

- › Execute—with the University President and Director of Marketing and Communications—a comprehensive marketing plan that includes events, press releases, social networking, annual report, website, newsletters, and branding.
- › Strengthen—with the University President and Director of Marketing and Communications—the growth of positive awareness of the University and its reputation with clients, funders, and the communities the University serves.
- › Supports the marketing and communication services provided directly to the University community.
- › Manage the production and distribution of quality ancillary materials that support advancement and marketing goals.
- › With the University President, assists with the cultivation of civic organizations, the Board, corporate, foundation, business representatives, and elected officials through presentations, tours, and volunteerism.
- › Coordinates community outreach and relations activities to enhance the visibility of the University and the WOU Foundation.
- › Supports the University's crisis communication efforts.



Budgeting and Reporting

- › Assures compliance with all pertinent federal, state, and local laws and ordinances, relevant contractual obligations, and recognized reporting standards applicable to fundraising and lobbying.
- › Works with the Director of Government Relations on operating and capital budget requests and legislative concept development.
- › Responsible for developing and monitoring a realistic annual fund budget with realistic revenue and expense projections.
- › Prepares strategic and annual operating plans for the Foundation; prepares an annual budget to support the fundraising programs.

- › Develops, prepares, and maintains a variety of detailed and comprehensive reports, records, and files related to Foundation operations.
- › Works with legal counsel, investment, fundraising, research, communications and other consultants as directed in the planning and execution of Foundation development and alumni programs.

Supervision

- › Responsible for working closely with staff to review program services in order to obtain information for reporting, comply with donor expectations and be aware of programmatic needs for funding to fill gaps or unmet needs of the University.
- › Trains, supervises, evaluates and directs the work of personnel as assigned; participates in the selection and hiring processes.
- › Plans, organizes and arranges appropriate training and staff development activities; provides orientation for new employees.

General Duties/Service

- › Organizes, attends, or chairs a variety of administrative and staff meetings as required; serves on committees and special projects as directed; coordinates programs and services as appropriate with other University and community entities.
- › Learns and applies emerging technologies and advances (e.g., computer software applications) as necessary to perform duties in an efficient, organized and timely manner.
- › Serves as a member of the President's Cabinet.
- › Perform related duties as assigned.



Qualifications and Experiences

Required:

- › Graduate degree in related field with at least five years of professional experience in fundraising and/or non-profit management; a bachelor's degree with exceptional professional experience may also be considered.
- › Demonstrated success in a development function (managing and forging relationships with multiple donor sources).
- › Tangible experience of having expanded and cultivated existing donor relationships over time.
- › Excellent communication skills, both written and oral; ability to influence and engage a wide range of donors and build long-term relationships.

- › Flexible and adaptable style; a leader who can positively impact both strategic and tactical fundraising initiatives.
- › Ability to construct, articulate, and implement an annual strategic development plan.
- › Strong organizational, analytical and time management skills with exceptional attention to detail.
- › Experience in creating, implementing and managing a Donor Relations CRM system.
- › Constituent/customer focus.
- › A professional and resourceful style; the ability to work independently without close oversight and as a team player who will productively engage with others at varying levels of seniority.
- › Demonstrated ability to form, lead, and develop high-performing teams.
- › Demonstrated commitment to the values of diversity, equity, inclusion, and accessibility.

Preferred:

- › Doctorate or other relevant terminal degree.
- › Extensive experience in marketing, public relations, legislative relations, special events, graphic design, photography, and printing.
- › Expertise in planning, writing, editing, designing, production methods, media relations, management, crisis media management, and organizational development.
- › Extensive experience in fund and friend raising.

About the WOU FOUNDATION

The [Western Oregon University Foundation](#) was founded in 1965 and is the fundraising-arm of Western Oregon University. A nonprofit corporation, governed by a volunteer Board of Trustees with IRS 501(c)3 status, the WOU Foundation’s scholarship program includes more than 250 donor-funded scholarships. In addition, the foundation manages nearly 300 funds for academic and student programs. As of 2021, the WOU Foundation has approximately \$25 million in assets and a permanent endowment of \$16 million.

About the University

Western Oregon University, one of Oregon’s oldest public institutions of higher education, began as a private institution in 1856 and was incorporated into the state system as a teacher training institution in 1882. The campus occupies 160 acres in Monmouth, a town of about 10,000 people in the mid-Willamette Valley. The university, which offers undergraduate and graduate degrees in arts and sciences, education, and

Fast Facts:

- › Enrollment: 4,019
- › Student to faculty ratio: 12:1
- › Average class size: 18
- › Students of color: 37%
- › School colors: Red and white
- › Mascot: Wolf
- › Athletics: NCAA Division II
- › Great Northwest Athletic Conference
- › Designated Emerging HSI

professional areas, is known for small class sizes, a focus on sustainability, and a diverse liberal arts education in a student-centered environment. In 2015, Western Oregon University became an independently governed institution with its own board of directors, as did the other public universities in the Oregon University System. Western Oregon University is accredited by the Northwest Commission on Colleges and Universities (NWCCU) and is designated a four-year public, mid-sized institution with a master's large Carnegie Classification.

To review Western Oregon University's strategic plan, please visit: <https://wou.edu/planning/>.

About Monmouth, Oregon

Monmouth is located in Polk County, Oregon. It was named for Monmouth, Illinois, the origin of its earliest settlers. Monmouth was settled in 1853 by a group of pioneers who allocated 640 acres to build both a city and a "college under the auspices of the Christian Church," and proceeds from the sale of these lands were used to found Monmouth University, currently known as Western Oregon University. For decades, Monmouth was a dry town that banned the sale of alcoholic beverages in



supermarkets, restaurants, and bars. Monmouth's status as the last dry town in Oregon was ended by a popular vote in the November 2002 election. Monmouth, located in the heart of Oregon's lush Willamette Valley, is about 20 minutes from Salem, the state's capital and about 75 minutes from Portland, the state's cultural hub. The population was 11,110 in the 2020 Census. Monmouth is a quaint community in the heart of Oregon's wine-growing region. Antique shops, galleries and wineries welcome visitors, while an outdoor amphitheater hosts community celebrations and musical performances. Miles of bike trails along with canoeing and kayaking on the Willamette River add to the tranquility of these charming small towns. Other unique communities and towns nearby include Independence, Rickreall, Dallas, Bridgeport, and Falls City.

For additional information about Monmouth, please visit: <https://www.ci.monmouth.or.us/>.

Nomination and Application Process

Salary

The position works on site at Western Oregon University and is a full-time, 12-month administrative position with an excellent benefits package. Salary is competitive and commensurate with experience.

How to Apply

Greenwood/Asher & Associates, LLC is assisting Western Oregon University in this search. Applications and nominations are now being accepted. Confidential inquiries, nominations, and application materials should be directed to Greenwood/Asher & Associates, LLC. Submission of application materials as PDF attachments is strongly encouraged. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

Inquiries, nominations, and application materials should be directed to:

Robert Caret
Vice President for Executive Search
Greenwood/Asher & Associates, LLC
E-mail: bobcaret@greenwoodsearch.com

Ann Bailey
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For more information about WOU, please visit: <https://wou.edu/>.

WOU prohibits discrimination on the basis of race, color, sex, national or ethnic origin, age, religion, marital status, disability, veteran status, sexual orientation, gender identity, and gender expression in all programs, activities and employment practices as required by Title IX, other applicable laws, and policies. Retaliation is prohibited by WOU.