



## ASSOCIATE DIRECTOR OF RESEARCH AND PROSPECT MANAGEMENT

### ABOUT CWU

Founded in 1891, Central Washington University (CWU or Central) is a public, four-year university located in Ellensburg, Washington. The university was founded in 1891 as a "normal" school for the preparation of K-12 school teachers and became a comprehensive university in 1977. One of six public baccalaureate universities in Washington State, CWU provides high quality undergraduate and graduate programs to over 10,000 students and employs about 1,800 faculty and staff. The University has distinguished itself through its high-quality teaching and academic programs and student-centered orientation and approach. Central is committed to providing a range of research, outreach, and international experiences for faculty and students that includes lifelong learning opportunities. The university is comprised of four main colleges: College of Arts and Humanities, College of the Sciences, College of Education and Professional Studies, and College of Business. CWU's dedicated, talented faculty, numbering more than 600, have an impressive track record of teaching, scholarship, and service. Central's residential campus in Ellensburg encompasses 380 acres with university centers that are located around the state to provide greater access to higher education. CWU received recognition from several national publications, including being ranked as one of the top 50 universities in the West by *U.S. News & World Reports*, ranked fourth in the state of Washington on *Money* magazine's Best Colleges List, and being named one of *Sierra Magazine's* "Cool Schools."

Central's commitment to hands-on learning and discovery and individual attention takes students beyond the limits of the classroom and books. Students get to do what they're studying in real-world, professional settings, which makes learning exciting and relevant. CWU is nationally and/or regionally recognized for their academic programs in music, geology, accounting, aviation, education, and STEM. Unique programs in the state of Washington include actuarial science, sports marketing, agricultural business and paramedicine. Student to faculty ratio is 20-to-1. With more than 135 accredited college majors, the faculty are primarily recognized regionally and nationally for their superior collegiate teaching in mathematics, physics, geology, music, and chemistry. In addition to their quality undergraduate programs, CWU has 32 accredited graduate-level programs. The William O. Douglas Honors College is Central's top interdisciplinary program for teaching academically talented students. The campus has 20 residence halls, five apartment complexes, and 14 Living, Learning, and Theme communities. In all, there are 59 academic and 35 auxiliary buildings. CWU is co-located with community colleges in Edmonds, Everett, Des Moines, Steilacoom/Puyallup, Kent, Yakima, Moses Lake, and Wenatchee along with two instructional sites in Joint Base Lewis-McChord and Sammamish, where students can complete baccalaureate degrees without leaving their communities. A new dual admission program allows community

### Key Facts

- 10,327 undergraduate and graduate students
- Approximately 1,800 faculty/staff
- \$223M budget
- 37 advancement staff positions
- 9-member [Board of Trustees](#)
- \$40M Foundation endowment
- Approximately 100,000 alumni

### Mission & Core Values

#### MISSION

Central Washington University's mission is to prepare students for enlightened, responsible, and productive lives; to produce research, scholarship, and creative expression in the public interest; and to serve as a resource to the region and the state through effective stewardship of university resources.

#### CORE VALUES

Student Success, Access, Engagement, Inclusiveness, Shared Governance, State-of the Art Facilities, Safety

### Visit



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college students to be admitted to CWU when they are admitted to a college, streamlining the admissions, advising, and transfer processes. CWU also serves more students through on-line courses and educational resources than any other comprehensive university in Washington. CWU prepares students to succeed in a global economy through strong partnerships with 30 colleges and universities around the world. Wildcat Athletics compete in NCAA Division II with six men's varsity sports teams and seven women's varsity sports teams.

Central Washington University has been very successful in adding and maintaining modern, state-of-the-art facilities. The state has invested almost \$500 million in CWU facilities since 2009. In recent years, campus construction and remodeling projects have included impressive science and technology academic buildings, a music building, a spacious student union and recreation facility, and new residence halls. This spring a new state-of-the-art health sciences building will open and work will begin on renovating and expanding health education facilities. Regionally, CWU plays a key role in the economic, educational, and cultural vitality of the greater community. Faculty, staff, and students contribute research and service in the public interest. In addition, the university provides instructional and library resources for the community and partners with other educational service providers to enrich access and opportunity to education for citizens of the region. Prior to the pandemic, over 350 dramatic and musical performances, art and museum exhibitions, lectures, and athletic events were open each year to campus and community members. CWU holds regional accreditation through the Northwest Commission on Colleges and Universities.

## THE POSITION

The Associate Director of Research and Prospect Management (RPM) is an exciting opportunity to serve in a leadership role at one of Washington state's best regional universities with a growing advancement program. The Associate Director of RPM is responsible for the planning and implementation of a comprehensive prospect management program to advance fundraising efforts. Serving as the lead researcher and prospect identifier, the Associate Director of RPM manages all work related to research and prospect management. This position creates research-qualified pools of prospective donors for the front-line development team. In addition, this leader develops a management and trackable system for the assignment of prospect names and their timely processing through the moves management system. The Associate Director reports directly to the Senior Director of University Advancement Operations, and partners with the Assistant Vice President(s) in UA to ensure the timely movement of donor prospects through internal systems. The Associate Director of RPM is expected to support CWU's commitment to diversity and to bring and support inclusion into the university environment. This opportunity may be based in Ellensburg or in the Seattle metro area.

## RESPONSIBILITIES

The Associate Director of RPM will have the following primary responsibilities:

### PROSPECT RESEARCH AND IDENTIFICATION

- Manages research and assignment of targeted prospects identified through wealth screening



and predictive modeling to qualify their philanthropic potential for the development team.

- Manages all research tools including subscription services used for research and analytics.
- Partners with front-line development team and university colleagues to gather pertinent information about alumni/friends that informs their prospect status.
- Collaborates with the Director of Database Management to ensure the database is updated and accurate.
- Creates timely, accurate, analytical, strategic, and confidential briefings on top prospects for UA and University leadership and synthesizes research findings for strategy sessions; includes analyses of donor gift capacity, philanthropic motivation/interests, timing of gift, engagement with CWU, and factors affecting wealth.

### PROSPECT AND PORTFOLIO MANAGEMENT

- Maintains day-to-day and strategic planning of the prospect management program. Identifies and recommends process improvements and new sources of data that can better evaluate prospects.
- Develops and maintains a strategic process for assigning and managing qualified prospects and working them through the moves management system.
- Partners with senior leadership of UA, particularly operations, to ensure timely movement of prospects.
- Develops a meaningful way for gift officers to enter and maintain contact reports – providing development team with regular reports for accountability.
- Works as an internal consultant to meet prospect identification goals for each assigned gift officer by initiating, performing, and evaluating results of a variety of prospect identification projects that align with portfolio needs.
- Familiarizes frontline fundraisers to research and relationship management policies and system procedures in the database.
- Assesses quality and integrates industry trends, tools, and new resource options to maximize efforts in discovering, analyzing, and tracking prospects.

### LEADERSHIP AND MANAGEMENT

- Actively engages in recruitment and hiring efforts for new employees.
- Clearly defines performance expectations, ensures accountability, and provides ongoing feedback, coaching, and mentoring.
- Develops and fosters a supportive working environment through motivation and engagement. Ensures students have necessary resources and promotes professional development opportunities where possible.
- Recognizes value of and promotes diverse workforce; values and encourages diverse perspectives, creativity, and teamwork.



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## QUALIFICATIONS

The ideal candidate will bring most of the following qualifications and skill sets:

- A genuine passion for student-oriented education at a comprehensive university; a commitment to – and the ability to effectively communicate – the mission, vision, and values of Central Washington University.
- A minimum of two to three years of development research, preferably in a higher education setting or any combination of education and experience which clearly demonstrates the ability to perform the essential functions of the job.
- Strong interpersonal and communication skills with an inspiring and persuasive ability, including superior written, verbal, research, critical thinking, and presentation skills.
- An entrepreneurial, collaborative, and flexible leader with attention to detail and use of sound judgment and strategic thinking skills.
- Demonstrated experience using customer relationship management (CRM) platforms such as RENXT, and familiarity with research tools such as Research Point, LiveAlumni, Lexis or IDICore.
- An understanding of the role of advancement as part of highly functioning university, and ability to work closely guiding academic leaders on planning and donor activity.
- Demonstrated commitment to inclusion with success in working collaboratively with many constituencies. Ability to bring multicultural perspectives and issues into everyday conversations would be an advantage.
- A bachelor's degree is required, an advanced degree would be an advantage.

## COMPENSATION AND BENEFITS

The salary range for this position is \$63,000 to \$80,000 and includes CWU's impressive array of benefits: medical, dental, life and disability insurance, flexible spending account (FSA), dependent care assistance plan (DCAP), retirement plans that include employer matching and optional savings plans, supplemental retirement savings plans, 10 holidays with personal holidays, vacation and sick leave plans, tuition assistance for staff and dependents, town-wide discounts, an employee assistance program for individualized counseling, telework option, and a wellness incentive program. Learn more at [www.cwu.edu/hr/benefits](http://www.cwu.edu/hr/benefits).

Per Governor Inslee's [Proclamation 21.14.1](#), CWU employees are to be fully vaccinated against COVID-19 as of October 2021. Your vaccination status will be verified if/when a job offer is made. Information about how to apply for medical and religious accommodations are available here: [www.cwu.edu/hr/](http://www.cwu.edu/hr/). Failure to meet the vaccination policy (or approval of a medical or religious accommodation) will result in revocation of the offer.

## APPLICATION

CWU has retained Campbell & Company to conduct this search. To be considered for this opportunity, please send a letter of interest and resume to:

[AssociateDirectorRPM@campbellcompany.com](mailto:AssociateDirectorRPM@campbellcompany.com)

