



## DIRECTOR OF DEVELOPMENT, GENERALIST

### 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.

### 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



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 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 Director of Development (DoD) is an exciting opportunity for an experienced fundraiser to serve in a primary leadership role at one of Washington state's best regional universities with a growing advancement program. The Director of Development, Generalist is a frontline fundraising position that is responsible for the identification, cultivation, solicitation, and stewardship of new and existing donors and prospects, including alumni, parents, friends, and other constituents. The Director of Development will report directly to an Assistant Vice President for Development and will be the lead fundraiser on priority university-wide projects. The DoD works in close partnership with deans, faculty, program directors, staff, and other stakeholders to engage top donors and partners, resulting in increased funding investment for CWU. With a primary focus on securing major gifts, this creative, forward-thinking leader plays a distinctive role in securing significant, transformative gifts that will enhance and magnify university priorities. The DoD 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 Director of Development will have the following primary responsibilities:

### FUNDRAISING

- Manages and is directly responsible for a portfolio of major gift donors and prospects; develops and tracks written cultivation and solicitation strategies/proposals, purposefully guiding donors to make major investments, including maximizing giving potential over time, in Central Washington University.
- In collaboration with the AVP for Development and other academic and university leaders, plans and implements cultivation, solicitation, and stewardship strategies for major gift donors and prospects; identifies and qualifies new and prospective donors through regular strategic contacts.
- Meets explicit annual performance objectives as part of an annual work plan determined in partnership with the AVP for Development.
- Develops strong working relationships with schools, colleges, UA staff, and University leaders. Meets and interacts regularly with colleagues to strategize, develop plans, and solve problems.
- Works with Prospect Research and Management to identify new donor prospects and maintain database records of all fundraising and engagement activity as required by UA policies and procedures.

### PLANNING, STRATEGY, AND INTEGRATION

- Works collaboratively with Annual Giving, Gift Planning, and Alumni and Constituent Relations in order to enhance coordinated fundraising efforts.
- Coordinates cultivation activities and solicitations with deans, key faculty, and volunteers as appropriate. Ensures appropriate stewardship plans are prepared, and activities conducted, for assigned donors.
- Ensures that donors are thanked and recognized by working closely with Advancement stewardship staff and university/college staff as appropriate.
- Establishes fundraising goals with university, college, and advancement leadership.
- Participates in relevant college or university meetings with deans, department chairs, and faculty.

## 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 three to five years of direct fundraising experience including success in soliciting and closing major gifts, preferably in a higher education setting or any combination of education and experience in fundraising and a closely related field such as corporate sales which clearly demonstrates the ability to perform the essential functions of the job.
- Proven record of effective relationship building, in particular pipeline strategy and development and comfort securing major and planned gifts.
- An entrepreneurial, collaborative, and flexible leader who projects intellectual and social curiosity by asking probing questions and developing links between seemingly disparate ideas.
- 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.
- Strong interpersonal and communication skills with an inspiring and persuasive ability, including superior written, verbal, research, critical thinking, and presentation skills.
- 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.
- Travel throughout Washington state and occasional out of state travel is required.
- A bachelor's degree is required, an advanced degree would be an advantage.

## COMPENSATION AND BENEFITS

The salary range for this position is \$80,000 to \$100,000 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:

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



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