Senior Director of Development,  
Carson College of Business,  
Washington State University  
Pullman, WA or Seattle, WA  
https://wsu.edu

Send Nominations or Cover Letter and Resume to:  
Lisa Abair Vuona, Vice President,  
lvuona@lindauerglobal.com  
or  
Wendy Lazar, Senior Consultant,  
wlazar@LindauerGlobal.com

The Opportunity:

Washington State University (WSU), a distinguished and comprehensive public land-grant research university system with six campuses, seeks to hire a creative, innovative and experienced leader to serve as Senior Director of Development for the Carson College of Business. This position is an opportunity for a dynamic and engaging unit-based constituent development professional within a complex university system to lead the College through a bold campaign and beyond.
Overview

Washington State University and the Washington State University Foundation stand on the cusp of an era of unprecedented success. Now in the fourth year under the visionary leadership of WSU's 11th President, Kirk H. Schulz, the University is expanding its footprint both geographically across the state and programmatically through bold initiatives like the creation of a new medical school. In the environment of an economically booming, tech savvy state with an enviable corporate presence — think Boeing, Amazon, Microsoft and Costco, among others — and a compelling land-grant mission focused on the STEM disciplines, WSU is well poised for a robustly successful future.

The Carson College of Business equips undergraduate and graduate students to lead enterprises successfully. Experience lies at the core of the Carson College curriculum. In classrooms that simulate enterprise environments, in the organizations of corporate partners, and in locations around the world, Carson students learn by doing. The curriculum bridges disciplines and cultures. Successful business leaders travel to campus to share their expertise. As undergraduates, students gain first-hand career experience and emerge as capable decision-makers, ready to take the reins of leadership.

Washington State University – An Overview:

Premier Educational Experience
Founded in 1890 in Pullman, Washington State University is Washington’s land-grant university, and one of two public research universities in the state. Its mission is to improve the quality of life for all citizens — locally, nationally and globally. WSU is committed to innovation and excellence in research and scholarship.

WSU includes eleven Colleges and the Graduate School, and offers 98 academic majors for undergraduates, 78 Master’s degree programs and 65 doctoral degree programs, as well as professional degree programs in medicine, veterinary medicine and pharmacy. Twenty undergraduate degree programs and twelve graduate degree programs are also available online through WSU’s Global Campus.

Washington State University is committed to ensuring that higher education is accessible and affordable for Washington’s citizens, with more than 76% of WSU’s undergraduates are from the state of Washington. Nearly 40% of WSU’s total statewide enrollment is made up of first-generation students, and enrollment among ethnically diverse students exceeds 30%. WSU awarded more than $380 million in financial aid and scholarships for undergraduate students in 2017.
Research that Matters
WSU research expenditures totaled a record $360.5 million in fiscal year 2018, placing WSU among the top public universities nationally for research funding. Capitalizing on WSU’s fundamental and applied research strengths, the University’s research agenda is sharply focused on addressing Grand Challenges in health, sustainability, smart systems, national security and opportunity and equity.

WSU researchers team with scholars around the world — as well as federal and state agencies, national laboratories, business and civic leaders and philanthropists — to target critical national and global problems. This commitment to public service grows from WSU’s land-grant mission, which makes service to society a top University priority. In turn, WSU’s research strengthens communities across Washington and around the world and enables students to see firsthand how to advance knowledge — and enjoy the adventure of discovery.

Carson College of Business:

The Carson College of Business (CCB) offers transformative learning experiences in its undergraduate, graduate, and lifelong and professional education. CCB faculty researchers bring their expertise to the classroom, developing critical thinking in their students and sharing meaningful insights through their research discoveries. The College builds partnerships across and beyond WSU, engaging with colleagues from other colleges and universities and the broader business community.

CCB’s nationally ranked programs help students develop marketable skills based on deep understanding of and involvement in the world of business. The innovative Next Carson Coug curriculum continues the strong technical skills development CCB graduates are known for while also emphasizing communication skills, collaboration, and business ethics. Through the Center for Entrepreneurial Studies, the college provides entrepreneurship opportunities to WSU students across all majors, who bring distinction to the University and region with their successful business ventures and performance in business plan competitions. The School of Hospitality Business Management has a history of excellence, complementing a strong business education with a nationally known faculty with expertise in hotel and restaurant management, tourism, and gaming.

The Carson College of Business also is nationally recognized for its undergraduate international business programs, which lead WSU in providing global learning experiences for its students. Through the College’s many study abroad options and its partnerships with institutions in Switzerland and Tanzania, the College encourages students to take advantage of international learning opportunities. These experiences are particularly important in helping students cultivate the global business perspective needed in today’s workforce, especially in Washington state, where most jobs have ties to international trade.
Besides WSU’s flagship campus in Pullman, the College is deeply invested in its programs at WSU Everett, WSU Tri-Cities, and WSU Vancouver, accommodating the needs of business students across the state. In addition, trailblazing ventures into online education have produced award-winning programs that are flexible, relevant, and convenient for working people. The online MBA program is perenniually ranked in the Top 20 by U.S. News & World Report.

Research conducted by Carson College faculty sets the stage for positive change in industries worldwide. The college’s research strengths include; consumer behavior, cyber security, gender stereotyping and workplace inequality, hospitality and tourism, international operations management, and taxation.

The Carson College stands among the less than 2% of business schools worldwide that have achieved full accreditation in both business and accounting from the Association to Advance Collegiate Schools of Business (AACSB)—the longest-standing and most respected international business program accrediting entity.

CCB students owe much of their success to dedicated faculty, staff, alumni, and members of its boards of advisors, all of whom devote themselves toward developing WSU students into the global business leaders who will make a positive difference in the world.

Carson College of Business Leadership:

Larry W. Hunter, Ph.D.
Dean

Larry W. (Chip) Hunter was appointed Dean of Washington State University’s Carson College of Business in 2015. He leads the college in its mission to create insight and opportunity through the study of business and the power of our community, for Washington state and the world.

Hunter is committed to creating upward mobility for students through education while developing business leaders who strengthen the economy and give back to their communities. He is passionate about the role research universities play in student development, from bringing high-achieving faculty and cutting-edge research into the classroom to opportunities for...
students to interact with graduate students and gain exposure to research methods. Hunter believes that such a premier education ought to be available to all students willing and able to do the work expected. Under his leadership, the Carson College aims to be “the model school of business for tomorrow’s land-grant university.”

An award-winning scholar specializing in human resources and industrial relations, Hunter is the immediate past president of the Industry Studies Association, a community of scholars committed to rigorous research. In his work, Hunter seeks to develop knowledge through direct fieldwork and a deep understanding of the dynamics of specific industries. His research spans industrial settings, with a focus on managing workplaces and human resources to promote organizational goals and positive outcomes for workers.

Prior to his WSU appointment, Hunter was the senior associate dean of the Wisconsin School of Business at the University of Wisconsin-Madison. During the 13 years he served on the Wisconsin faculty, Hunter won multiple teaching awards and was named to the Pyle-Bascom Professorship in Leadership. Before joining the University of Wisconsin-Madison in 2002, he spent eight years on the faculty of the University of Pennsylvania.

Hunter earned his bachelor’s degree at the Wharton School of the University of Pennsylvania, where he was a Harry S. Truman Scholar. At Penn, he was awarded a Thouron Scholarship to study in the United Kingdom, and he holds a master’s degree in philosophy, politics and economics from Oxford University. Hunter earned his doctoral degree in industrial relations and human resource management from the Sloan School of Management at the Massachusetts Institute of Technology.

Hunter was raised in the Palouse, graduating from high school in nearby Moscow, Idaho, where he was a U.S. Presidential Scholar.

**Statewide Reach: Serving Washington and Beyond:**

Washington State University fulfills its mission as Washington’s land-grant research university by reaching out. The University’s statewide educational enterprise has expanded in recent years to better meet the needs of Washington’s changing economy and population, delivering knowledge and the benefits of research activities to people throughout the state.
A record enrollment of over 31,600 undergraduate, graduate and professional students and approximately 7,200 faculty and staff are located on WSU’s five campuses (Pullman, Spokane, Tri-Cities, Vancouver and Everett), online through its Global Campus, in Extension offices in each of the state’s 39 counties and regionally based Research and Extension Centers in the state’s key agricultural areas.

The **Pullman campus** is located on 620 acres nestled amidst the beautiful rolling hills of southeastern Washington and offers one of the premier residential college experiences in the nation. It is home to world-class teaching, research and outreach — ranging from the applied sciences, humanities and veterinary medicine, to agriculture, business and communication — that advances society, communities and economies throughout the state and around the globe. The Pullman campus is also home to the beautiful new Jordan Schnitzer Museum of Art and Pac-12 athletics.

Three additional campuses, created in 1989, are located in **Spokane**, the **Tri-Cities** and **Vancouver**. **WSU Everett**, established in 2014, is WSU’s newest campus. Created in 2012, WSU’s **Global Campus** offers degrees worldwide in an online environment. In addition, WSU serves citizens statewide through a network of extension offices (one in each county), research and extension centers and small business development centers.

**Recent Accomplishments: Poised for Unprecedented Opportunities:**

WSU is steadily progressing toward its vision to become one of the nation’s leading land-grant institutions. Recent accomplishments specific to the Carson College include:

- Total enrollment in the college’s award-winning online MBA and Executive MBA programs grew 64% over the past year and now stands at over 1,000 students.
- In 2019, the college launched The Next Carson Coug curriculum for undergraduates, which emphasizes technical skills while developing students’ soft skills in areas such as communication, collaboration, and ethical decision-making. New, smaller classes for freshmen and sophomores allow for increased student participation.
- A $2.5 million fundraising campaign culminated in the naming of the Granger Cobb Institute for Senior Living, which is the first of its kind in the nation. The institute promotes research to benefit the industry and introduces students to career opportunities in the field.
- Multiple faculty members are internationally ranked and/or recognized for their research, and two annual college surveys provide influential expertise on holiday retail shopping and the Pacific Northwest business climate.
An Economic Engine:

Since its founding, Washington State University has evolved alongside the changing needs of the citizens, communities and industries it serves, but the purposeful work of WSU’s faculty, staff and students has always been — and will always be — to advance what matters most for Washingtonians. And in our interconnected world, what matters for Washingtonians also matters for our nation and around the globe.

For the third straight year, the state of Washington experienced one of the fastest-growing economy in the nation. WSU’s robust teaching, research and outreach are major drivers for Washington’s booming economy. WSU graduates skilled problem-solvers who are prepared for success in the workforce, and WSU partners with many of the state’s leading industries — including agribusiness, aerospace, healthcare, software and construction — conduct innovative research that leads to technological advances that benefit us all. The University’s presence is felt in every community in Washington, and its reach and impact extend around the world.

Nearly two-thirds of WSU’s roughly 200,000 living alumni live and work in Washington, contributing on an ongoing basis to the health of the state’s economy. The University is also directly responsible for nearly 20,600 jobs statewide and generates an overall economic impact of more than $3.7 billion annually, delivering $18.87 in economic impact for every state dollar invested in the institution.

A Recognized Leader:

U.S. News & World Report’s 2020 “America’s Best Colleges” rankings place WSU at 79 in the top public schools; WSU was one of only three Northwest universities to be placed in the top two tiers, along with the University of Washington and the University of Oregon.

WSU is one of just 115 public and private universities in the United States — out of more than 4,600 — named among doctoral universities with the “highest research activity” in the Carnegie Classification (2016). The Carnegie Foundation also recognized WSU for its engagement activities with its Community Engagement Classifications.
**Dynamic Communities:**

WSU’s campuses are home to a wide array of organizations and activities, including arts, music and theater; student-run media; fraternities and sororities; recreational sports; and others. A high percentage of the University’s students also participate in more than 500 study abroad programs in 48 countries and 7 continents.

Intercollegiate athletics play an important role at WSU, and “Cougar Pride” is evident throughout the state of Washington. More than 500 student athletes compete at the NCAA Division I level as members of the Pac-12 Conference, the “Conference of Champions.” The Cougars compete in six men’s and nine women’s sports. The vast majority of home contests are played on the Pullman campus.

**Diverse Opportunities:**

The University deeply values diversity among its students, faculty and staff, and the makeup of the student body for the fall 2019 semester reflected that commitment.

- First-generation students represent nearly 40% of the 2019-2020 freshman class.
- About 32% of WSU students statewide identify as multicultural.
- International students represented approximately 7% of the student body.
- Out-of-state students represent 15% of the total enrollment.

WSU annually awards about $392 million in scholarships and financial aid to approximately 22,000 undergraduate students. (Current fall 2020 data is still pending.)

**Accomplished Faculty:**

WSU has successfully recruited an increasingly diverse and accomplished faculty in recent years. Eight professors are members of National Academies and several are Fulbright Fellows. Many others have received national and international honors in their fields or been listed among the most cited researchers in the world. The University prides itself on faculty who are highly accessible to students — evidenced by a student-to-faculty ratio of about 15 to 1.
The Role

The Senior Director of Development (Sr. DOD) will serve as the chief development officer for the Carson College of Business and lead the College’s development program and support alumni relations with responsibility for securing private philanthropic support. The Sr. DOD will report to the Dean of the Carson College of Business, Chip Hunter, and have a dotted-line report to the senior advancement leadership team at the WSU Foundation to set fundraising goals based on approved priorities and interdisciplinary initiatives, as well as to develop and implement an overall strategic plan for development programming that maximizes support for the Carson College. The Senior Director has the opportunity to live in Seattle and work remotely with the Pullman campus.

Responsibilities:

Strategic Planning (15%)

- In collaboration with the Dean of the Carson College of Business, establish fundraising priorities and set campaign goals for the College.
- In collaboration with the Dean of the Carson College of Business and senior advancement leadership with the WSU Foundation, establish annual and campaign goals.
- In collaboration with the WSU Foundation senior advancement leadership team, develop and implement best practices and metrics and ensure activities supporting overarching campaign goals and priorities.

Fundraising (50%)

- Ensure major donor goals are met through collaboration with key partners, the Dean and volunteers.
- Carry a portfolio of at least 50 potential donors with the capacity to give $250,000 or higher.
- Ensure proper stewardship of all Carson College donors.
- Coordinate initiatives related to strategic corporate alliances and foundation support.

Management (20%)

- With the support and collaboration of senior advancement leadership, hire, train, mentor, supervise and evaluate staff.
- Provide guidance and direction regarding priorities and provide senior level advice and guidance to staff on complex issues.
- Provide ongoing coaching and feedback and professional development opportunities to staff.
- Ensure adherence to University, College and division policies and best practices.
- Develop and maintain a collaborative work team.
- Develop and oversee annual budget and work collaboratively to ensure effective use of financial and staff resources.
Provide support for the Dean:
- Manage the Dean's involvement with prospects and donors to maximize support and impact.
- Meet regularly with the Dean to brief on relevant issues.
- Act as “point person” in prioritizing and coordinating the Dean's travel for development-related initiatives.
- Establish and coordinate the Dean's role at events and in prospect meetings, etc.
- Ensure appropriate staff provides written briefings and other support materials, if necessary, and create proposals and correspondence.
- Ensure strategic partnerships across WSU Advancement.

Collaboration (10%)
Acting as "team leader" for Carson College Development staff, the Sr. DOD will advocate for the needs of the College and ensure that the team is focused on meeting goals and priorities. The Sr. DOD will also coordinate prospect initiatives with the WSU Foundation and individual giving officers and other partners, as well as collaborate with development colleagues throughout the University on high-level cross-disciplinary gifts as necessary.

S/He will understand the educational and research activities of the Carson College to promote to internal and external constituencies and to effectively pair interests with potential sources of external support. The Senior Director will accomplish this by establishing solid working relationships with department chairs, directors and administrative units and provide support to them when they assist with donor visits and events.

Other duties as assigned (5%)
Upon direction of the Dean, assume responsibility for other duties that may arise related to fundraising activity.

Required Qualifications:
- Bachelor’s degree with a minimum of seven years of progressively responsible fundraising and leadership experience, including individual fundraising or the equivalent is required.
- Must have at least three years of supervisory experience and must be able to establish performance and standards and manage staff performance.
- Must have strong organizational, interpersonal and communication skills (verbal and written). This position requires significant travel (including international).
- Must be able to think creatively and solve problems.
- Must have computer skills, which should include databases and networked information systems.
- Must be able to establish and maintain effective relationships on behalf of the University.
- Must be able to work in a team-based environment with a mixture of staff, faculty, administration, alumni and volunteers.
- Must be able to work in a fast-paced, creative and demanding environment while using sound judgment in decision making.
Preferred Qualifications

- Master’s degree preferred.
- Seasoned fundraising professional with experience working in higher education.
- Experience working in a large, complex university or system.
- Knowledge of Microsoft Office suite applications (Word, Excel and PowerPoint), databases (FileMaker and Access) and Networked Information Systems (PeopleSoft).

About the WSU Foundation

The mission of the WSU Foundation is to promote, accept and maximize private support for programs, initiatives and properties of the University and its campuses. The WSU Foundation also prudently manages, invests and stewards the assets entrusted to it by the University and its alumni, friends and donors.

Established in 1979, the WSU Foundation was created not as an object of philanthropy itself but, rather, as the preferred mechanism through which private support is raised and managed for the sole benefit of the University. Since its inception, the WSU Foundation has raised more than $2.2 billion in private commitments in support of WSU programs and initiatives.

Development Operation and Fundraising:

The WSU Foundation total fundraising activity during Fiscal Year 2019 was $132.6 million. During this period, the all-alumni gift participation rate was 9.76%. WSU’s development operation is structured based on a centralized-decentralized fundraising model with approximately 160 total staff located in Pullman, Seattle, Spokane, Tri-Cities and Vancouver campuses statewide. Most of WSU’s approximately 65 front-line fundraisers are housed in the colleges, campuses and unit areas in which they serve. About 70 development staff are responsible for central fundraising and administrative support functions housed within the WSU Foundation, generally either in its downtown Pullman offices or its offices in downtown Seattle. Central functions include gift accounting, finance, IT, prospect research, gift planning, annual giving, regional development, corporate relations, foundation relations, donor relations and stewardship, marketing and communication and HR/legal.

Campaign for WSU; Past Success and Future Planning:

In 2015, the University celebrated the successful conclusion to its second and most ambitious fundraising effort to date — the $1 billion Campaign for Washington State University: Because the World Needs Big Ideas — with nearly $1.1 billion in private support commitments from more than 206,000 generous donors.

The five largest commitments in WSU history were made during the campaign, including gifts of $26 million and $25 million from Paul G. Allen and the Bill & Melinda Gates Foundation, respectively, to support
international research, teaching and outreach and to fund construction of WSU’s Center for Global Animal Health. Washington’s tree fruit industry made commitments totaling more than $32 million to endow several new faculty positions and create endowments to accelerate tree fruit research activities and industry outreach at WSU.

Support for students and access to higher education was a top campaign priority, with more than $154 million raised for endowed and current-use scholarships and graduate fellowships. Nearly $171 million was designated to create 645 new endowments, including 444 new endowed scholarships and graduate fellowships.

**Volunteer Leadership:**

The volunteer membership consists of approximately 135 Trustees who serve a critical fundraising role in support of the WSU Foundation and the University. In addition to their generous financial support, Trustees volunteer their time to serve on Foundation committees and to build relationships with prospective WSU supporters.

Up to 25 Trustees serve on the Board of Directors, the governing board for the WSU Foundation. The Board of Directors has fiduciary responsibility for the general business and affairs of the WSU Foundation, including oversight of its property, assets and policies.

**WSU President Kirk Schulz:**

President Kirk Schulz is guiding the University’s transformation into one of the nation’s top public research universities.

To achieve that goal, WSU launched the *Drive to Twenty-Five* in the fall of 2016, an institutional commitment to achieving recognized status as one of the nation’s top 25 public research universities by 2030. In addition, a comprehensive university-wide strategic planning process is underway in collaboration and coordination with campaign planning. Learn more about the [Drive to Twenty-Five](#).

The successful launch of the Elson S. Floyd College of Medicine was high on the list of the president’s priorities when he first started. Approved by the legislature in 2015, the college received national accreditation in October 2016. It welcomed its inaugural class of 60 medical students in August 2017.
National Leader:
A nationally respected leader in higher education, President Schulz became the 11th president of WSU and a tenured professor in the Gene and Linda Voiland School of Chemical Engineering and Bioengineering on June 13, 2016. He previously served seven years as president of Kansas State University, where he guided KSU to significant achievements in research, enrollment and fundraising.

President Schulz chaired the NCAA board of governors, the NCAA’s highest-ranking committee, from 2014 to 2016. The board ensures that each division of the NCAA operates consistently within the basic purposes, fundamental policies and general principles of the association.

Prior to his appointment at KSU, President Schulz served in a variety of administrative roles during nine years at Mississippi State University. As vice president for research and economic development from 2007 to 2009, he guided MSU to significant advances in landing research grants and contracts. He was dean of the James Worth Bagley College of Engineering from 2005 to 2007 and director of the Dave C. Swalm School of Chemical Engineering from 2001 to 2004. He has also served on the faculty at Michigan Technological University and the University of North Dakota.

Active Communicator:
During his tenure at WSU, President Schulz has emphasized listening to the Cougar Nation. He meets regularly with faculty, staff, students, alumni and other members of the Cougar family — across the state and beyond — as he partners with others to build upon the University’s recent successes.

The president is one of the most active college presidents nationally to communicate via Twitter, using the social media tool to connect with the WSU family and share his pride in the university. He invites others to follow him: @WSU_Cougar_Pres.

Advancement and WSU Foundation Leadership:

Lisa D. Calvert
Vice President for Advancement and CEO of the WSU Foundation

Lisa Calvert, a development and fundraising expert with more than 30 years of experience, is the vice president for advancement at Washington State University and CEO of the WSU Foundation.

She has served in a variety of executive development and advancement positions during a career in higher education and health care.

Calvert serves as WSU’s chief philanthropic officer, leading efforts to build a comprehensive, integrated development and external engagement strategy that will maximize private support and investment. She oversees the WSU Foundation and all development efforts system-wide, as well as the WSU Alumni Association. Since joining WSU Advancement in October 2017, Calvert has conducted a philanthropic
impact study of WSU’s development operation, completed an impact study of the WSU Alumni Association, and is guiding the design and planning for WSU’s next comprehensive philanthropic campaign. Under her leadership, WSU has realized the two best years in terms of total philanthropic activity outside of a campaign.

Prior to WSU, Calvert was the vice chancellor for institutional advancement and chief operating officer of the foundation board for the Texas Tech University System. Her duties included leading the university's institutional advancement efforts to create a comprehensive, innovative and best-practice program, including sustainable philanthropy and engagement. During her tenure, she led the system to the top fundraising years in its history.

From 2010 to 2013 Calvert led the strategic planning of a $2 billion comprehensive campaign effort as vice president for development at Purdue University. While at Purdue, she guided the university’s top fundraising years in its history. Prior to Purdue, she served as vice president for university relations at Creighton University in Omaha, Neb., for seven years, and has served in a number of other development leadership roles, primarily in higher education.

Calvert earned a bachelor’s degree in agriculture economics at Oklahoma State University. She also completed Harvard University’s Programs on Leadership for Senior Executives and the Executive Education for Strategic Business Leadership at the University of Chicago Booth School of Business. In 2011 Calvert was selected as one of 10 advancement officers featured in the first higher education national study for the book, “Making the Case for Leadership: Profiles of Chief Advancement Officers in Higher Education.”

**Location**

The position will be located in Pullman, yet time will be spent in Seattle and the Puget Sound region, Vancouver, Spokane and Tri-Cities, providing ample opportunities to explore one of the most dynamic, geographically diverse and beautiful regions in the nation. Pullman is one of the quintessential college towns in the United States. With a population of about 34,000 residents, Pullman and the surrounding area boasts exceptional schools and services, access to culture and the arts, and sporting events and year-round outdoor recreational activities, all with a small-town friendliness that endears it to visitors and residents alike.

**Background Checks:**

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.
To learn more, call 617-262-1102
or send nominations or cover letter and resume to
Lisa Abair Vuona, Vice President
lvuona@lindauerglobal.com
or
Wendy Lazar, Senior Consultant,
wlazar@LindauerGlobal.com.

All inquiries will be held in confidence.

Setting the Standard in Nonprofit Talent
420 Boylston Street, Suite 604, Boston, MA 02116
www.LindauerGlobal.com
WASHINGTON STATE UNIVERSITY FOUNDATION

Organizational Chart
April 1, 2020