



ASSOCIATE VICE PRESIDENT FOR DEVELOPMENT

Whitman College
Walla Walla, Washington
www.whitman.edu

Send Nominations or Cover Letter and Resume to:

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Introduction

The essence of Whitman College can best be summed up through one of its most enduring hallmarks: “A culture of intellectual curiosity and academic rigor.” Combining a top-notch liberal arts education experience with opportunities for engagement and exploration, Whitman has been preparing students for the world beyond the campus since 1882. Widely recognized as one of America’s top liberal arts colleges, Whitman is poised for even greater success.



Situated in the heart of the Pacific Northwest in Walla Walla, Washington, Whitman brings together more than 1,500 students from 45 states and 30 different countries; the College places strong emphasis on diversity and inclusion, promoting and celebrating differences as a vehicle to enhance global perspectives and understanding.



Students can select from one of 48 majors at Whitman. If they can't find one that meets their needs, they can build their own. Whitman believes in collaboration over competition and provides a safe and accommodating space for students to identify and pursue their passions, whatever they may be.

"Whitties" are encouraged to enrich their academic experience by participating broadly in the College's vibrant extracurricular activities. Of particular note are a top-rated Outdoor Program, which develops leadership skills and risk management expertise through extensive recreational outings; thriving intramural, club and NCAA Division III athletics; extensive volunteer service opportunities in the Walla Walla community; and an internship program that provides funded internships for more than 120 students every year.

The Opportunity:

The Associate Vice President for Development (AVP) will play a key role for Whitman as it concludes a strategic planning process that will outline bold aspirations for Whitman's future, while building on the College's historic strengths. Successful implementation of the key points identified in the strategic planning process will allow Whitman to build upon its commitment to a focused, rigorous liberal arts education and on building a community that places a high value on relationships. An element of this plan includes building a more diverse community that values and engages the skills and backgrounds of each member of the campus community. The AVP, in close collaboration with the Vice President for Development and Alumni Relations and other key institutional leaders, is charged with bringing these ideas and plans to fruition through an ambitious fundraising agenda and campaign.

The ideal candidate will have excellent leadership skills as s/he will guide, inspire and mentor staff managing various development teams charged with engaging and encouraging giving among Whitman alumni, family and friends. The development program's collaborative team provides an excellent structure for the person who seeks to positively impact and influence the entirety of the donor experience. The AVP will play an essential role in preparing Whitman for its next campaign. S/He should have experience working with alumni of small, private liberal arts institutions, as well as familiarity with working within a rigorous campaign environment. Whitman seeks an individual able to not only envision a bold future, but also to identify, outline and communicate the work needed to bring ideas to reality. S/He will work closely with the Vice President to identify strategies for success, while motivating and inspiring long-serving, highly dedicated and successful staff. This role provides day-to-day management of the development office and supports the Vice President for Development and Alumni Relations in planning, evaluating and improving College fundraising activities. The role also includes management of a small portfolio of leadership donors to ensure

the AVP fully understands and appreciates the unique relationship “Whitties” have with their alma mater. Experience in and a proven track record with individual, major and principal gifts is required. With alumni participation at 35%, the College is seeking to increase giving among all classes, knowing full well that recent graduates are the major donors of the future. Appreciation for and experience with the use of data and analytics as a tool to inform strategy is essential. This individual will be aggressive about goals and a strong motivator with exemplary collaboration and communication skills.

Position Overview – Associate Vice President for Development

Specific Responsibilities:

- In consultation with the Vice President, lead, coach and evaluate key programs within the development efforts to fulfill the mission of Whitman. Work directly with the Vice President for Development and Alumni Relations and each director to develop achievable goals and measurable strategic objectives for the benefit of the College.
- In collaboration with the VP and the President, evaluate fundraising results and adjust and implement strategies for increasing fundraising effectiveness;
- Manage a portfolio of 50 - 75 major gift prospects, developing and implementing cultivation and solicitation strategies for each prospective donor. Prepare written proposals, informational materials, endowment agreements and other documents needed to secure major gifts.
- Act as part of the leadership team charged with organizing, planning and carrying out a comprehensive campaign;
- In a campaign, coordinate the campaign processes, including architecture, policy development and volunteer support;
- Develop annual budget recommendations and establish a management approach to goal-setting and performance evaluations that enables individual accountability and the achievement of organizational goals.

Required Knowledge, Skills and Abilities:

Qualified candidates should comfortably demonstrate the following knowledge, skills and abilities necessary to perform the essential functions of the job, with or without reasonable accommodation:

- Strong organizational skills and attention to planning, with high expectations for both yourself and your co-workers;
- Dynamic, team-oriented leadership in a fast-paced environment;
- Proven track record of securing significant gifts;

- Progressively responsible experience in institutional development with strong ability and passion to motivate staff and volunteer leaders;
- Well-developed speaking, writing and listening skills in all situations, including those that apply to development;
- Ability to analyze data and use technology and multi-channel communications to achieve fundraising goals;
- A willingness to travel to meet with and ask prospective donors for gifts and support the efforts of colleagues on the development team;
- Ability to develop strategies to achieve fundraising goals, analyze results and adjust plans accordingly;
- Demonstrate integrity and professionalism.

Minimum Requirements:

Bachelor's degree required; Master's degree preferred. The successful candidate will have a strong connection to and understanding of the value of a residential liberal arts and sciences education and be able to articulate that understanding.

Whitman College is building a diverse academic community and welcomes nominations of and applications from women, members of historically underrepresented minority groups, persons with disabilities and others who would bring additional dimensions to the College's learning environment. Whitman is responsive to the needs of dual-career couples. Whitman College is an Equal Employment Opportunity employer.

Development Overview

Whitman's robust academic program, student support and financial aid funding are due in large part to its dedicated development initiatives. The Development Office at Whitman is composed of departments for major gifts, gift planning, donor communications and stewardship, parents programming, grants and foundation relations, annual giving and advancement services. The team collaborates closely to raise approximately \$14.5 million annually. They are joined in advancement by the Alumni Relations team. Development has strong relationships throughout the Whitman community, collaborating with administration and faculty alike.

The Whitman Annual Fund supports the overall operating budget with particular focus on student scholarships and internship opportunities. Reunion Funds, the Parents Fund, the W Club (supporting varsity

athletics), and the Senior Fund, in which current Whitman seniors are encouraged to start their philanthropic partnership with Whitman, are also part of the College's annual fundraising efforts.

In 2015, Whitman successfully completed its largest-ever fundraising campaign, the *Now Is the Time Campaign*, which surpassed its \$150 million goal with a final total of \$165.7 million. Since the highly successful conclusion of that campaign, the College inspired continued philanthropic support from alumni and friends through the "Living at Whitman" initiative, which focused on raising funds to build community on campus through a new residence hall for sophomores and a dining commons – both to be fully operational in the fall of 2018. With an eye to the future and Whitman's long-term sustainability and success, administrative, academic and volunteer leadership has been engaged in a rigorous strategic-planning process to set the stage for the College's next comprehensive campaign.

Whitman's development operation is a highly effective one with strength and experience throughout the team. While the alumni participation rate of 35% is considered enviable by many, it represents a decrease from giving rates as high as 50% 12 years ago. This change mirrors the national trend of decreasing alumni participation, but Whitman would like to reverse this by meaningfully engaging recent graduates and encouraging alumni who give less frequently to upgrade their giving to an annual basis. The major and planned giving teams are a dedicated, high-energy group with an average tenure of 11 years at Whitman. This tenure leads to substantive relationships with donors, prospects and faculty that benefit alumni and development efforts overall. There is particular strength in the donor relations and communications group that enhances and supports the work done by gift officers. Supporting development efforts is a strong, well-managed database with up-to-date and accurate records. Whitman has retained Bentz Whaley Flessner for analysis of the donor pool in advance of their next campaign and is currently using Millennium as their CRM software. Additionally, they use Visual Analyzer as well as EverTrue and its various modules.

Client Overview

Whitman students live and work on a residential campus that doubles as both an arboretum and an outdoor art museum. Located in a welcoming college town, it is a place that is home to an extraordinary diversity of talents, interests, activities and people. At Whitman, students are encouraged to extend themselves intellectually, collaborate with others and be involved in the campus and the Walla Walla community. At Whitman, inspirational professors challenge and support students, friendships are profound, resources are significant and inspiration comes from being in a community dedicated to student learning in which students strive toward lives that will make a difference in the world.

The student-to-faculty ratio at Whitman is 9:1, and the faculty is made up of honorees from the National Science Foundation, the National Institutes of Health, the Fulbright Program and the National Endowment



for the Humanities. The increasingly diverse student, faculty and staff population of the campus encourages the exploration of both the College's backyard and beyond. To make international students feel at home, the school offers Friendship Families, who help new students get settled and acclimated. Whitman also has four language houses, which provide native speakers of French, German, Spanish and Japanese the opportunity to maintain their cultural customs while also honing their English language skills. Working with study-abroad organizations, students can also take part in one of 88 off-campus opportunities in 40 countries, selecting from semester- or year-long options.

Whitman prides itself on high levels of financial aid and support, offering more than \$30 million in scholarships every year. 78% of students are awarded need- and/or merit-based financial aid. In sports, the school participates in the NCAA's Division III as part of the Northwest Conference. Collegiate athletes at Whitman compete in 15 varsity sports, 15 club sports and nine intramural sports.

Whitman is also proud of another statistic not often reported in school data: a 1:1 student-to-tree ratio. Taking a stroll along the well-groomed, beautifully-landscaped paths of Whitman's campus confirms why students describe it as an ideal place to strike a balance between the academic, the professional, the social and the personal.



Location

Walla Walla, Washington:

Known for its small-town charm and frequently topping "best" and "friendliest" lists, this southeastern Washington city boasts a nationally and internationally prominent wine industry and impressive restaurant options in an agricultural valley with vast wheat fields, famous sweet onions and a comfortable, welcoming

vibe. With a population of just over 32,000, the town is conveniently situated within four hours of Portland, four-and-a-half hours of Seattle and three hours of Spokane.

According to Fodor's Travel Guide, Walla Walla is great at "attracting visitors with an often unexpected — and surprisingly sophisticated — array of independent and locally-minded cultural, outdoor, and culinary offerings, all minus the urban price tags."

To experience the essence of Walla Walla, we invite you to enjoy this video:

<https://vimeo.com/228932365>

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. LLLS does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

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Appendix

Leadership:



Kathleen Murray
President

On July 1, 2015, Kathleen Murray became the 14th president of Whitman College. Previously, she was provost and dean of the faculty at Macalester College, where she led the academic program of one of America's finest liberal arts colleges, planned a new \$70 million fine arts center and played a key role in the development of Macalester's strategic plan. Prior to Macalester, she was provost at Birmingham-Southern College in Alabama for three years.

President Murray received her Bachelor of Music degree from Illinois Wesleyan University in 1979, then obtained her Master of Music in piano performance from Bowling Green State University in 1982 and her Doctor of Music in piano performance and pedagogy from Northwestern University in 1989. Over the course of 19 years, she was a member of the piano faculty, dean of the Conservatory of Music and dean of the faculty at Lawrence University in Wisconsin. A frequent performer, she is also a clinician and adjudicator both nationally and internationally, as well as the author of numerous articles on music and music education. She records on the CRI label.

Dr. Murray is a passionate advocate of the liberal arts and the residential learning experience. She firmly believes that her undergraduate years in such a setting developed her potential as a scholar and artist, laying the foundation for her rewarding career and life.

As president of Whitman College, Kathy looks forward to close connections with the entire community. She loves to travel when she has the opportunity and recalls a hike up Mount Kilimanjaro as being one of her high points, literally and figuratively.



John Bogley
Vice President for Development and Alumni Relations

John Bogley '85 has served as Whitman's vice president for development and alumni relations since 2003. He began his career in admission at Whitman and then the

University of Puget Sound. He returned to Whitman in 1995 and served as the college's dean of admission and financial aid from 1996 - 2003.

During his tenure in the development and alumni relations program, the College successfully completed its first comprehensive campaign — the *Now Is the Time Campaign* — since the 1980s; the campaign exceeded its \$150 million goal by more than 10%. Early in the campaign, John worked with the then-president of the College, alumni leaders and the athletic director to establish the W Club, which supports increased fundraising for Whitman's NCAA Division III athletics program. At the conclusion of the *Now Is the Time Campaign* in 2015, the College turned immediately to raising funds to support a new dining commons and sophomore residence hall; fundraising results for the "Living at Whitman" project, as it is called, represent the highest gift total for any capital project in College history.

John graduated magna cum laude from Whitman, was elected to Phi Beta Kappa and won the Sires-Whitner Prize in History. He received the Sister Shawn Marie Barry Award for Distinguished Service to Youth in 2004 and the Milton Murray Foundation Fellowship Award for Not-for-Profit Leadership in 2008. He is a member of CASE and serves on its Liberal Arts College Advisory Committee and has been a member of the F & D Society (a small consortium of development vice presidents who meet annually to share insights and compare notes) since January 2005.

Organization Chart

