



SENIOR DIRECTOR OF UNIVERSITY INITIATIVES
UNIVERSITY OF WASHINGTON
Seattle, Washington
[University of Washington](https://www.washington.edu)



The Aspen Leadership Group is proud to partner with the University of Washington in the search for a Senior Director of University Initiatives.

The Senior Director of University Initiatives will launch and implement the University of Washington's University Initiative fundraising program—created as an enhancement of the mission of Principal Giving and University Advancement—with a focus on raising significant gifts of impact. The Senior Director of University Initiatives will be a key strategic leader within an inclusive process wherein faculty, academic partners, funders, fundraisers, and community stakeholders envision and co-create transformative interdisciplinary solutions to “grand challenge” problems. The Senior Director of University Initiatives will operate as a senior member of the Principal Giving Program team and work in partnership with UW Advancement leadership and advancement colleagues at many levels. The Senior Director of University Initiatives will provide thoughtful and skillful leadership in articulating and advancing campus-wide strategies for involvement, cultivation, solicitation, and stewardship of prospects and donors with capacity of \$5M and up.

The UW is one of the world's preeminent public universities. Its impact on individuals, the region, and the world is profound—whether it is launching young people into a boundless future or confronting the grand challenges of the time through undaunted research and scholarship. Ranked 14th in the world on the 2018 Academic Ranking of World Universities, the UW educates more than 54,000 students annually. It turns ideas into impact and transforms lives and the world. The students, faculty, and community members of the UW are defined by their belief in possibility and unshakable optimism.

The University of Washington is supported by an exceptionally high-performing advancement team of over 600 professionals exemplifying a model approach to advancement. University Advancement integrates alumni and stakeholder engagement, development, and University marketing and communications in collaboration with advancement operations—one of the few University organizations to do so. These University-wide functions work in close collaboration and partnership with school/college/campus (“unit”)-based advancement teams. Together, they support University and unit priorities. College and school leaders contribute nearly one-third of the total budget. The University of Washington Foundation is strategically aligned and administered in partnership with University Advancement and with the University.

REPORTING RELATIONSHIPS

The Senior Director of University Initiatives will report to the Assistant Vice President of Principal Giving Programs.

PRIMARY RESPONSIBILITIES

Strategy Development

The Senior Director of University Initiatives will

- develop and implement comprehensive strategies for prospect development focusing on long- and short-term gifts that both reflect donors' passions and meet institutional priorities;
- convene regular meetings with senior fundraisers to review and revise individual prospect plans and/or strategies;
- provide strategic leadership to deans, faculty, and administrators in designing and implementing advancement steps needed to identify and generate UI support;
- serve as unit subject matter expert in development, evaluation, improvement, and management of systems for identifying top prospective donors;
- think broadly and creatively about strategies to robustly engage and cultivate a defined group of prospects, via personal communication and meetings, symposia, focus groups, events and retreats;
- convene the Assistant Vice President of Principal Giving Programs, UA leadership, senior fundraisers, and the office of the President and Provost in shaping and implementing the UI program for near and long term institutional goals;
- assist in the preparation and coordination of briefing materials for UI prospects and institutional leadership interaction;
- prepare written proposals, informational materials, endowment agreements, gift illustrations, and other materials needed to secure gifts;
- assist in the creation of recognition strategies for UI donors such as special awards, and advisory group membership, and track stewardship plans for prospects with emphasis on impact reporting;
- assist in the staffing of volunteer committees focused on strategy development, cultivation, and solicitation of principal gift prospects; and
- staff the President, Provost, and academic leaders of University Initiatives in their interactions with UI prospective donors as needed.

Frontline Fundraising

The Senior Director of University Initiatives will

- actively manage a personal portfolio of high capacity donors who may be cultivated for 7-figure gifts to UI;
- articulate and advance campus wide strategies for involvement, cultivation, solicitation, and stewardship of prospects and donors primarily at the Principal Giving level—prospective donors with capacity of \$5M and above;
- directly engage, cultivate, solicit, and steward alumni and friends of the institution as they consider their philanthropic support and work closely with partners across the UW to do same; and
- recognize the need to think strategically about high-capacity prospects who may not meet the definition of a Principal Giving prospect and/or about funders on the national/global stage.

Program Development and Management

The Senior Director of University Initiatives will

- actively participate in the planning for the UI program evolution;
- work with the Assistant Vice President of Principal Giving Programs to develop metrics, best practices, and other results that are appropriate for a new program;
- make course corrections as needed;
- in consultation with Assistant Vice President of Principal Giving Programs, prepare a budget and annual operating plan to maximize the effectiveness of the UI fundraising efforts;
- contribute to the effort to increase the opportunity for principal giving relationships and financial support;
- ensure the development of powerful, life-long relationships between the UW and Principal Gift prospects.;
- in consultation with the Assistant Vice President of Principal Giving Programs, establish goals, objectives and strategies for UI fundraising and help shape policies and procedures relating to the program;
- assist in the development of broad based funding opportunities in due course; and
- assist in the evolution and possible growth of the UI program in due course.

UNIVERSITY INITIATIVES LEADERSHIP



Ana Mari Cauce
President

As the President of one of the world's great public universities, Ana Mari Cauce is leading the University of Washington in advancing its mission in four key areas: providing a leading-edge student experience, conducting research and scholarship that has a global impact, upholding the UW's dedication to its public mission, and infusing the entire university with a commitment to innovation.

A member of the UW faculty since 1986, Cauce became interim President in March 2015, having previously served as Provost and Executive Vice President, and the UW Board of Regents selected her to become the UW's

33rd president at a special meeting Oct. 13, 2015.

Throughout her career, Cauce has championed access to higher education, including through the Husky Promise, which provides full tuition to eligible Washington students who otherwise could not attend college. As part of her strong belief in ensuring access to higher education for all, just one month into her role as interim president she engaged students in an honest discussion about race and equity, launching an effort to create a more just and diverse community.

The UW also views innovation as an imperative, and as part of that in June 2015 Cauce announced the launch of the Global Innovation Exchange. A partnership between the UW and Tsinghua University, with foundational support from Microsoft, GIX will educate the next generation of innovators through a project-based, globally focused curriculum available nowhere else.

Raised in Miami after emigrating with her family from Cuba, Cauce earned a B.A. in English and psychology from the University of Miami and a Ph.D. in psychology, with a concentration in child clinical and community psychology, from Yale University.

During the course of her career at the UW, Cauce has been appointed to various leadership positions, including Director of the UW Honors Program, chair of American Ethnic Studies, chair of Psychology, executive vice provost and dean of the College of Arts and Sciences. In 2011 Cauce was named Provost and Executive Vice President, responsible for overseeing the education, research, and service missions of the university's schools, colleges, and other academic units.

For her teaching, scholarship and advocacy, Cauce has received numerous awards, including the Dalmas Taylor Distinguished Contribution Award, the Luis Fernando Esteban Public Service Award, the James M. Jones Lifetime Achievement Award of the American Psychological Association, the Grace Hopper Exemplary Leadership Award and the Distinguished Contribution Award from the Society for Community Research and Action. In 1999 she was awarded the Distinguished Teaching Award, the highest honor the University of Washington gives to faculty members for their work with students in and outside the classroom.

Cauce is a professor of Psychology and American Ethnic Studies, with secondary appointments in the Department of Gender, Women and Sexuality Studies and the College of Education. She maintains an active research program, focusing on adolescent development, with a special emphasis on at-risk youth. She is also a strong advocate for women and underrepresented minorities to pursue careers in science, technology, engineering and mathematics. Cauce remains active in the classroom and continues to teach and mentor undergraduate and graduate students.



Mark Richards
Provost

Mark Richards joined the University of Washington as Provost and Executive Vice President for Academic Affairs on July 1, 2018. A geophysicist, Richards also holds a faculty appointment in the College of the Environment's Department of Earth and Space Sciences. As Provost, he is the University's chief academic and budget officer.

Richards came to the UW from the University of California, Berkeley, where he was professor of Earth and Planetary Science. While at Berkeley, he served as Dean of Mathematical and Physical Sciences, and simultaneously as Executive Dean of the College of Letters and Science. For his work on racial, ethnic, and gender diversity in the STEM fields, Richards received Berkeley's two highest awards for promoting equity and inclusion.

Richards' research is focused on dynamic processes in the interior of the Earth and the terrestrial planets, and how these processes affect geological phenomena such as plate tectonics and volcanic eruptions. His work includes observational, experimental and computational methods. Richards is currently leading an international team exploring the enormous Deccan Traps volcanic eruptions in India 66 million years ago, which coincided with the great Chicxulub (Yucatán, Mexico) meteor impact and the mass extinction that killed the dinosaurs.

After receiving his bachelor's degree in engineering from the University of Texas at Austin, Richards earned his masters in applied physics and a Ph.D. in geophysics from Caltech, followed by a postdoc at the Australian National University. He served on the faculties of the University of Oregon and, in 1993, at the UW.



Dan Peterson

Vice President for Development and President, UW Foundation

Dan Peterson joined the University of Washington in 2016 and serves as Vice President for Development for university advancement and President of the UW Foundation. He has served in senior leadership roles for four leading public research universities, including as Vice Chancellor/CAO at the University of Illinois at Urbana-Champaign.

Peterson is focused on fostering a best-in-class fully integrated advancement organization at UW, in close partnership with college and unit leaders, with a mission of enhancing the impact UW has throughout the world. His 30-year career in the field includes 21 years at Washington State University, where he served as Campaign Director, the Director of Gift Planning, Associate Athletic Director, Regional Giving Director, and the Director of Athletic Development. Peterson's tenure also includes UW Medicine Advancement and Oregon State University Foundation.

Peterson was raised in Federal Way, Washington, is a 1982 graduate of WSU and earned his law degree from Seattle University in 1985. He is a member of the Washington State Bar Association.

PREFERRED QUALIFICATIONS

The University of Washington seeks a Senior Director of University Initiatives with

- knowledge of principal gift fundraising, subject-matter expertise, and an in-depth understanding of donor constituencies and the strategies that will best serve the fundraising mission;
- exemplary written and oral communication skills, exceptional political acumen, sensitivity, and negotiation skills;
- the ability to work independently and creatively as well as on a team consisting of colleagues and volunteers at many levels;
- fundraising experience in a decentralized higher educational setting;
- experience in capital campaign fundraising, and general knowledge of complex gift strategies; and
- demonstrated commitment to valuing diversity and contributing to an inclusive working and learning environment.

A bachelor's degree is required for this position as is at least 8 years of progressively responsible experience in development/advancement, with experience cultivating and soliciting major gifts. An equivalent combination of comparable knowledge and skills may substitute for education and/or experience. At least 6 years of progressively responsible experience in institutional development, with an emphasis on cultivating and soliciting top institutional prospects is required.

DIVERSITY, EQUITY, AND INCLUSION

The University of Washington is committed to diversity, equity, and inclusion and to advancing understanding and actions that are actively anti-racist. Its objective is to lead substantive change within its membership and the broad alumni community and to increase its awareness of cultural humility. At this time, we are called upon to act differently and implement substantial change to engage marginalized alums and amplify BIPOC voices within the community.

Realizing these goals and objectives requires the active participation of the UW community and its leaders. In addition to an active racial equity committee led by staff, in July, the UWAA Board of Trustees created

a joint board and staff governance committee on race, equity, and justice to ensure continued coordination and accountability for this renewed commitment. It has also created a new [online resource](#), focused on a broad range of race, equity, and justice programs and services from across the UW community, to increase understanding and engagement with these important issues.

For the past three decades, the UW, inspired by the visionary leadership of the Multicultural Alumni Partnership, has advanced a commitment to diversity; however, this work is incomplete and its collective impact is insufficient. The time is now for a new era of action and change.

SALARY & BENEFITS

The University of Washington offers a competitive salary and excellent benefits including a variety of health plan options, generous retirement plans, life insurance and long-term disability coverage.

LOCATION

This position is located in Seattle, Washington. The University of Washington, including University Advancement, has been working under “maximum flexibility” protocols. The UW team is working remotely with the understanding that everyone is impacted differently by COVID-19. Leadership is attuned to the various additional responsibilities and impacts on employees, especially and including those related to caregiving, and is working with team members on their individual needs and accommodations. The campus will continue to work remotely through at least winter quarter.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the University of Washington.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit:

[Senior Director of University Initiatives, University of Washington.](#)

To nominate a candidate, please contact Angelique Grant at angelique@aspenleadershipgroup.com or Ashley Buderus at ashleybuderus@aspenleadershipgroup.com.

All inquiries will be held in confidence