



**VICE CHANCELLOR FOR ADVANCEMENT**  
**UNIVERSITY OF WASHINGTON BOTHELL**  
**Bothell, Washington**



The Aspen Leadership Group is proud to partner with University of Washington Bothell in the search for a Vice Chancellor for Advancement.

The Vice Chancellor for Advancement will provide overall direction for the integrated advancement program of UW Bothell by providing leadership and services that influence and support the mission and goals of the university. The Vice Chancellor will create and oversee programs, activities, and initiatives that attract private support, enhance marketing and communications with internal and external constituencies, and increase engagement within the campus and the academic schools within UW Bothell. The Vice Chancellor will lead a high-performing team that integrates advancement, alumni relations, marketing and communications, and special events.

One of three campuses of the University of Washington, UW Bothell is distinctive in the emphasis it places on undergraduate research and experiential learning in all academic disciplines. Its small campus community is also well known for its focus on student retention, driven by innovative, wrap-around student services. As part of its commitment to excellence, UW Bothell places particular value on diversity and inclusion, community engagement, and sustainability. The campus itself, guided by its [\*Campus Master Plan\*](#), has seen impressive development in its first few decades.

In its first 30 years, steadfastly committed to its founding mission to provide greater access to an excellent UW education, UW Bothell has enjoyed dynamic growth in its faculty, student population, and number of programs offered. UW Bothell now has more than 6,000 students and more than 45 degree programs in its five schools – Business, Educational Studies, Interdisciplinary Arts & Sciences, Nursing & Health Studies, and STEM. Serving its students are more than 350 expert and dedicated faculty as well as more than 350 experienced and innovative staff.

More than nine out of 10 students come from the state of Washington and after graduation stay to live and work in the region. The university currently has an alumni base of more than 25,000. It is also supported by more than 6,000 dedicated donors (half of whom are also alumni) who drove the successful completion of its last campaign in which it raised more than \$40.7 million – an impressive 116% of its original \$35 million goal.

In part, the UW Bothell community's shared commitment to access and equity can be measured by a statistical snapshot of its students. More than half are people of color. More than 40% of incoming first-year students and of incoming transfers will be first in their immediate families to earn a four-year degree. Approximately 30% of incoming first-year and transfer students are eligible for federal Pell Grants. And more than 400 of its students are eligible for veterans benefits.

Another way to measure UW Bothell's impact as an institution is by outcomes. In 2020, the university was ranked No. 1 in the nation for public colleges that provide the greatest return on investment by *CNBC Make It. SmartAsset* in 2020 ranked UW Bothell No. 2 on its list of Best Value Colleges in the state of Washington. Driving these rankings is the fact that, year after year, approximately 60% of undergraduate students and almost 70% of graduate students graduate from UW Bothell debt-free.

As part of one of the world's great public research universities, UW Bothell is proud to offer people of all backgrounds a gateway to greater to opportunity. It is proud of its unwavering focus on educational access and equity. It is proud of the many accomplishments of its students, alumni, faculty, and staff. It is proud of the diverse partnerships it has developed in the communities that surround it. It is proud to be a public institution of higher learning, especially the roles it plays in improving the educational pipeline, supporting workforce development, and fostering the flourishing of communities across Washington and the world.

### **REPORTING RELATIONSHIPS**

The Vice Chancellor for Advancement will report jointly to the Chancellor, Kristin Esterberg and the Vice President for Development for University Advancement and President of the UW Foundation, Dan Peterson. The Vice Chancellor will initially manage six direct reports: the Associate Vice Chancellor of Development & Engagement; Assistant Vice Chancellor of Marketing and Communications; Director of Donor Services and Development Operations; Director of Ceremonies, Events and Advancement Operations; and Executive Assistant. In total, the Vice Chancellor will oversee a team of 20-25 full time employees.

### **FROM CHANCELLOR ESTERBERG**

*The next Vice Chancellor for Advancement faces a unique opportunity to help shape the future of UW Bothell as we implement our new strategic plan [Expanding Access, Achieving Excellence](#). As I begin my tenure as Chancellor of UW Bothell, I will look to the Vice Chancellor to help chart our path forward at a critical moment in our campus history and at a time when public higher education matters more than ever. As a member of the Executive Team, the Vice Chancellor will work closely with university leaders and colleagues throughout UW's tri-campus community, serving as a vital partner, strategist, and adviser.*

*In addition to setting strategy for the next campaign, fostering donor and alumni relationships, and supporting marketing and communication initiatives, I will ask the Vice Chancellor to look inward at the Advancement and External Relations division itself, assessing roles and structures, refining services and resources, and advancing its effectiveness and efficiencies as the division builds even stronger and more sustainable relationships that support UW Bothell as a leader of innovation in higher education. We want all students, alumni, their families, donors, faculty, staff and community partners to feel a sense of connection and pride in our shared accomplishments.*

*The imperative for our world to become more inclusive, more equitable, and more just has been a central guiding principle for me for most of my adult life and informs my new role as Chancellor of UW Bothell. As a teacher and scholar, as a community member, and as a leader within higher education, I have worked both to create greater access to higher education and to help institutions become more equitable and more inclusive for our students, our faculty and staff, and our communities. The next Vice Chancellor will share this commitment while bringing their own experiences, aspirations, and vision to the role.*

*Let me close with my ambition in this important search for the next Vice Chancellor for Advancement: I am looking for candidates with diverse experiences and background – and with a track record of accomplishments building diverse, equitable, and inclusive workplaces. Even if you do not meet every qualification listed for the position, I encourage you to apply if you know you possess transferable skills and have a strong desire to join us in our important educational mission.*

–Kristin Esterberg, Chancellor

## **UNIVERSITY OF WASHINGTON BOTHELL'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

UW Bothell is committed to creating a community that advances equity, social justice, affirmation, and excellence for all. It is unwavering in its pursuit of collective and individual action to address the ways in which discrimination inhibits the lives and learning of all.

Diversity and Inclusion are core values and priorities of UW Bothell. Its work begins with the acceptance and celebration of the differences that are represented through the many diverse and minoritized communities on its campus and in the surrounding community. It recognizes that, bound together in a collective experience, its actions impact all in the community. When focused on the lives of the most marginalized groups among us, conditions of equity, justice, and academic excellence can be created for everyone.

As embodied in its [Diversity Action Plan](#), UW Bothell is engaged in an ongoing process of identifying and confronting the ways in which institutional and interpersonal discrimination inhibits the lives and education of its students, staff, and faculty.

At the University of Washington, diversity is integral to excellence. It values and honors diverse experiences and perspectives, strives to create welcoming and respectful learning environments, and promotes access, opportunity, and justice for all. UW is committed to attracting and retaining a diverse staff, and to working to build and sustain an equitable and inclusive work environment where cultural diversity is celebrated and valued. UW believes diversity benefits and enriches the development of all of its students, staff, and faculty. Leadership, staff, and faculty have identified Equity and Social Justice as core values, and it believes the quality of these values are enhanced and strengthened by working and learning from people with diverse experiences from all over the world. UW's goal is not only advance equity and justice at the University Washington, but to improve equity and justice on a global scale.

### **PRIMARY RESPONSIBILITIES**

#### **Leadership and Team Management**

The Vice Chancellor for Advancement will

- provide strategic 360-degree leadership, direction, guidance, creative and inclusive management, and leadership to the development, alumni engagement, and marketing and communications team;
- deepen the partnerships that grow from the full integration of advancement with marketing and communications, alumni relations, fundraising, stewardship, and operations throughout UW Bothell;
- invest in and support a team of over 20 members who comprise the UW Bothell Advancement team with a deep commitment to an inclusive culture and understanding that its people are the drivers of its success;

- mentor and develop team members, advising on best practices and addressing individual areas of growth;
- incorporate an inclusion, diversity, and equity perspective into every decision made in the Advancement process, grow the UW Bothell network to include a greater diversity of donors, corporate, and community partners;
- lead the advancement planning process in collaboration with the Chancellor of UW Bothell and Vice President of Development to establish, implement, report on, and assess short- and long-term advancement strategies and goals;
- set strategic directions and develop long-term plans for UW Bothell's advancement program and its functions;
- develop and drive the budget and resources to provide effective holistic advancement support to UW Bothell programs;
- serve as a member of the UW Bothell Chancellor's Executive Team and determine with the Chancellor the appropriate Advancement representative to the core emergency response team for the campus;
- develop strategic directions and plans for the campus; advise the Chancellor of UW Bothell and other senior officers on matters pertaining to advancement, including marketing, public relations, communications, alumni relations, community relations, and fundraising; and serve as a conduit between UW Bothell's administration and its external constituencies;
- maintain close working relationships with the Deans of UW Bothell's academic schools: Business, Educational Studies, Interdisciplinary Arts and Sciences, Nursing and Health Studies, and STEM; and
- represent UW Bothell in a variety of community settings; viewed by the leadership of the community as a key member of the UW Bothell administration.

### **Marketing and Communications**

The Vice Chancellor for Advancement will

- in close collaboration with the Assistant Vice Chancellor for Marketing and Communications, shape, coordinate, and drive execution of UW Bothell marketing and communications efforts and brand strategy, ensuring alignment across all campus marketing and communications efforts and with overall University Marketing and Communications strategy.

### **Alumni and Stakeholder Engagement**

The Vice Chancellor for Advancement will

- in collaboration with the Director for Alumni Relations, develop and assess strategies to amplify alumni engagement efforts to expand and deepen connections to UW Bothell's alumni and other stakeholders; and
- provide strategic counsel to ensure best practices and alignment of various UW Bothell programs with the university's central Alumni and Stakeholder Engagement efforts.

### **Development**

The Vice Chancellor for Advancement will

- in partnership with the Associate Vice Chancellor for Development, direct and assess UW Bothell's fundraising programs including annual giving, major and planned giving, corporate and foundation relations, donor recognition, and stewardship, in order to increase private support for campus funding priorities;
- create strategies to expand and engage UW Bothell's current and prospective donors;
- lead the coordination of UW Bothell's participation in interdisciplinary/enterprise-wide fundraising partnerships;

- facilitate and manage partnerships and shared resources with central advancement in support of programs and strategies for securing private support for the schools; and
- coordinate fundraising activities throughout UW Bothell with central Development Programs, setting and meeting advancement-wide metrics, sharing information, and actively participating in prospect management systems and jointly developing strategies appropriate for securing private support.

### **Frontline Fundraising**

The Vice Chancellor for Advancement will

- develop deep relationships with key stakeholders including donors, prospective donors, key volunteers, and business and community leaders, inviting their partnership and financial investment in pursuit of shared goals;
- as appropriate, actively manage a limited portfolio of top-level major gift prospective donors;
- develop and implement cultivation and solicitation strategies for each assigned major gift prospect;
- prepare written proposals, informational materials, endowment agreements, and other materials needed to secure major gifts;
- participate cooperatively in the university's prospect management and tracking system; and
- work collaboratively with the Chancellor and members of senior administration to mutually plan and share information enhancing efforts to identify, engage, solicit, and/or steward major donors, Chancellors Advisory Board members, friends, alumni, community and corporate leaders.

### **Volunteer Engagement**

The Vice Chancellor for Advancement will

- work closely with the Chancellor's Advisory Board in building and strengthening relationships with business and civic leaders and advocates for university resources;
- collaborate and define advancement objectives that closely align with the campus' mission and strategic initiatives;
- coordinate and oversee the campus' interaction with volunteer committees and boards;
- identify, recruit, and train volunteers, and involve them in UW Bothell's development activities; and
- build strong and mutually beneficial relationships between UW Bothell (its Chancellor, faculty, and staff) and external audiences such as donors, alumni, business, corporate and community leaders.

## **LEADERSHIP**

### **Kristin Esterberg**

#### **Chancellor**

Kristin Esterberg began her tenure as Chancellor of the University of Washington Bothell Oct. 1, 2021. Esterberg succeeded Bjong Wolf Yeigh, who had served as Chancellor since 2013.

Prior to her UW Bothell appointment, Esterberg served as President of the State University of New York at Potsdam, one of America's first 50 colleges and the oldest institution in the State University of New York system. With a demonstrated commitment to diversity, equity, and inclusion, she has focused her leadership efforts on developing inclusive campus communities and providing transformational experiences to all students, including faculty-led research, service learning, internships, and study abroad.

Among her accomplishments is the successful completion of a \$33.5 million fundraising campaign and securing the largest gift in campus history — \$5.25 million — in support of applied learning.

Prior to her term as SUNY Potsdam President, which began in 2014, Esterberg served as Provost and Academic Vice President at Salem State University in Massachusetts and as Deputy Provost at the University of Massachusetts Lowell. Her research has centered on gender and sexuality, social identities, research methodology, and social organization and change.

Esterberg earned her master's degree and doctorate in sociology from Cornell University, and her bachelor's degree in philosophy and political science from Boston University.

### **Dan Peterson**

#### **Vice President for Development for University Advancement and President of the 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.

### **Sharon A. Jones, Ph.D.**

#### **Vice Chancellor for Academic Affairs**

Sharon A. Jones was named Vice Chancellor for Academic Affairs in April of 2021. She was previously the Dean of the University of Portland's Shiley School of Engineering. Jones is the chief academic officer on campus, overseeing UW Bothell's five schools. Jones has worked as a professional engineer and holds a doctorate in engineering and public policy.

### **Gowri Shankar, Ph.D.**

#### **Vice Chancellor for Planning & Administration**

Gowri Shankar was named to his permanent position as vice chancellor of Planning & Administration in April of 2021, after serving as interim for more than a year. He provides leadership in key areas related to administrative, financial, facilities, and human resource operations of the campus. Shankar is a recipient of the UW Distinguished Teaching Award and has served as the chair of the UW Faculty Organization. He holds degrees in Accounting and Finance.

### **Scott James, E.D.**

#### **Vice Chancellor for Enrollment Management and Student Affairs**

Scott James oversees both enrollment management and student affairs at UW Bothell. He holds a master of education in Administration, Planning and Social Policy from Harvard University and a doctorate in Higher Education Leadership and Policy from Vanderbilt University. Before joining UW Bothell, Scott served in high-level leadership roles at Salem State University, Harvard University, New Jersey City University, and other higher education institutions.

## PREFERRED COMPETENCIES AND QUALIFICATIONS

University of Washington Bothell seeks an Vice Chancellor for Advancement with

- a commitment to UW Bothell's mission to provide access to excellence in higher education through innovative and creative curricula, interdisciplinary teaching and research, and a dynamic community of multicultural learning;
- a commitment to inclusiveness, including demonstrated respect and commitment to diversity;
- success as an inclusive and effective 360-degree leader with the ability to anticipate, develop, and communicate long-term vision, values, and strategies that focus and drive the create energy of the university;
- an ability to thrive within the university's culture with its vision, mission and values in mind, and encourage others to act in a manner aligned with organizational culture, values, and mission;
- an ability to develop, manage, and achieve comprehensive team goals;
- an ability to accurately forecast and develop both short-term and long-term goals;
- experience managing conflict collaboratively and the maturity needed to build consensus with the interest of the university in mind;
- strong interpersonal and customer service skills;
- an ability to express oneself clearly and empathetically in interactions with others in all forms of communications, verbal and written, one-on-one and group, etc.;
- an ability to build and maintain positive relationships and actively contribute as a member of working teams to achieve results;
- an ability to work independently, problem solve, take initiative, set priorities, and handle multiple projects efficiently and effectively;
- a desire to take responsibility and initiative; to set and meet goals, objectives, and obligations while representing the mission, visions, and values of the university; and
- fluency in the use of technology, including proficiency with Microsoft Word, Excel, and PowerPoint for correspondence, special reports, spreadsheets, databases, forms, etc.

A bachelor's degree is required for this position as is at least eight years of progressively responsible experience in institutional advancement, with a strong emphasis on managing complex relationships, cultivating and soliciting major gifts, and/or marketing and communications. Equivalent experience in a related field may be substituted for higher education advancement experience. An ability to work evening and weekend hours as necessary and on short or limited notice is required as is regular and reliable transportation for local travel and a willingness to travel when necessary.

## SALARY AND BENEFITS

University of Washington Bothell offers a competitive salary and [benefits package](#).

## LOCATION

This position is located in Bothell, Washington. This position is not remote work eligible.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission and values of University of Washington Bothell as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

The offer of employment to a final candidate in any UW staff position must be made contingent upon verification of the COVID-19 vaccine, obtaining a satisfactory criminal conviction history background check, and proof of eligibility to work in the United States which will be initiated through the candidate's successful submission into the UW job platform.

*To apply for this position, visit:*

*[Vice Chancellor for Advancement, University of Washington Bothell.](#)*

*To nominate a candidate, please contact Gregory Leet, [gregoryleet@aspenleadershipgroup.com](mailto:gregoryleet@aspenleadershipgroup.com) or Steven Wallace, [stevenwallace@aspenleadershipgroup.com](mailto:stevenwallace@aspenleadershipgroup.com).*

*All inquiries will be held in confidence.*