



EXECUTIVE DIRECTOR OF DEVELOPMENT
WEBER STATE UNIVERSITY
Ogden, Utah
[Weber State University](http://www.weber.edu)



The Aspen Leadership Group is proud to partner with Weber State University in the search for an Executive Director of Development.

The Executive Director of Development will provide leadership for all aspects of major gift fundraising including the establishment, coordination, and implementation of fundraising goals and strategies for the university. In partnership with the Vice President of University Advancement, the Executive Director of Development will develop and implement annual fundraising operating plans as well as oversee a team of talented frontline fundraisers.

Founded in 1889, Weber State University (WSU) is an exceptional teaching university providing associate, baccalaureate, and master degree programs in liberal arts, sciences, technical, and professional fields. Encouraging freedom of expression and valuing diversity, the university provides excellent educational experiences for students through extensive personal contact among faculty, staff, and students in and out of the classroom. Through academic programs, research, artistic expression, public service, and community-based learning, the university serves as an educational, cultural, and economic leader for the region.

WSU is classified as a Master's L institution under the Carnegie Classification of Institutions of Higher Education. The university offers more than 250 undergraduate certificate and degree programs and 16 graduate degrees.

Serving nearly 30,000 students, drawn predominately from Utah but also including representatives from all 50 states and 47 foreign countries, WSU takes pride in its student-centered environment that meets the needs of both traditional and nontraditional students. WSU graduates are broadly educated, capable, and prepared for meaningful careers, graduate, and professional schools and civic engagement.

The hallmark of the university is excellent teaching with extraordinary personal interactions between faculty and students.

Weber State is also home to two public charter academies. The Northern Utah Academy for Math, Engineering and Science (NUAMES), located at WSU Davis, is an early college high school that works in partnership with WSU to prepare students for an early transition into a university baccalaureate program. The WSU Charter Academy, located on the Ogden campus, offers an on-site kindergarten where faculty, students, and families work together to develop children's academic, social, emotional, and physical capabilities.

REPORTING RELATIONSHIPS

The Executive Director of Development will report to the Vice President of University Advancement, Dr. Betsy Mennell. The Executive Director of Development will be part of a team of four Executive Directors including the Executive Director of Alumni Relations, the Executive Director of Marketing & Communications, and the Executive Director of Advancement Services. The Executive Director of Development has ten direct reports.

PRINCIPAL OPPORTUNITIES

Come join the Weber State University Wildcats! Weber State is a multicampus university with campuses in Ogden and Layton, Utah. Ogden is a beautiful mountain town situated at the base of the Wasatch Mountains where you will enjoy a fantastic outdoor recreational lifestyle. Less than an hour north of Salt Lake City, you have easy access (freeway and train) to a major metropolitan area yet, enjoy the solitude and ease of a smaller town.

Weber State University is a growing university, enrolling nearly 30,000 in fall 2019. Founded as a community college more than 100 years ago, the university continues to pride itself on access (open enrollment) and community involvement. President Brad Mortensen began his current role in January 2019, having previously served as Vice President of University Advancement at Weber State. Working at a university where University Advancement is understood and appreciated is invaluable!

In a time of economic uncertainty, the fiscal management that WSU employs is commendable. We are not immune to an economic downturn, but with fewer residential students and many academic programs geared toward workforce development, we are well positioned to support our staff.

University Advancement includes most outreach activities for WSU. The Executive Director of Development plays a key leadership role in University Advancement, especially as Weber State embarks on its next comprehensive campaign (last campaign was completed 2016, exceeding the \$125M goal by \$37M). WSU enjoys generous philanthropic support, in part due to its location in the most philanthropic state in the country.

This is an ideal position for accomplished higher education major gift fundraisers who are ready to take the next step in their career. You will be mentored by an experienced Vice President who will be available to assist while providing great latitude in how the position is shaped. You will also join a team of fundraisers who are exceptionally devoted to WSU, and are eager to succeed. Additionally, you will be instrumental in all phases of the comprehensive campaign, for which planning recently commenced. You will also work with a Vice President who embraces new ideas and approaches, and is risk tolerant. The Vice President seeks candidates who will continue her work of implementing a major gift focus and new metrics (effective 7/1/20) and hiring new staff. The Vice President is very committed to Strategic Talent Management, and is applying this throughout the organization in changing the processes for hiring, onboarding, and training employees. This position will allow you to both teach and learn in a dynamic and fun organization, with highly committed co-workers.

–Betsy Mennell, Vice President of University Advancement

PRIMARY RESPONSIBILITIES

The Executive Director of Development will

- provide leadership for all aspects of major gift fundraising including establishing, coordinating, and implementing fundraising goals and strategies;
- work with the Vice President to prepare an annual operating plan with specific goals and objectives for Weber State's philanthropy;
- work collaboratively with the university President, Vice Presidents, Deans, and other campus colleagues on development issues;
- coordinate and refine the university-wide prospect management system to ensure the effective and productive management of major gift prospects;
- maintain a small portfolio of donors and prospects;
- provide management to a team of Directors of Development;
- train and support the frontline fundraisers on prospect management policies, procedures, metrics, and strategy, along with providing recommendations for fundraisers to effectively reach performance expectations;
- assist Directors of Development in the development of creative and carefully conceived strategies for major gift funding;
- provide counsel and advice on major gift strategies, effective visits and contacts, appropriate follow-up and stewardship, as well as written proposals and prospect briefs;
- assist Directors of Development in integrating planned and annual giving into their major gift strategies;
- guide the Directors of Development in developing annual operating plans with specific goals and objectives that focus on their unit's unique needs and mission, and support the university's strategic plan; and
- refine and implement metrics for measuring success for Directors of Development.

KEY COLLEAGUES



Brad Mortensen, Ph.D.
President

Brad L. Mortensen was named the 13th President of Weber State University in December 2018. Mortensen joined Weber State in 2004 as Associate Vice President for Support and Government Relations.

Beginning in 2007, Mortensen served as Vice President of University Advancement for 11 years. As Vice President, he developed partnerships and philanthropic resources to promote educational access, student success, inclusiveness, and faculty, and staff vitality. He led communication and strategic efforts to strengthen alumni and community connections, and in 2018 began guiding Weber State's efforts to support regional economic development.

Active with several Northern Utah organizations, he has chaired the Ogden-Weber Chamber of Commerce and United Way of Northern Utah. Utah Business recognized him as 2018 CXO of the Year. His prior professional endeavors include the Utah System of Higher Education, Utah governor's office, Arizona legislature, and two policy fellowships.

Mortensen earned a bachelor's degree from Utah State University, a master's degree from Syracuse University, and a doctoral degree from the University of Utah.

Originally from Lyman, Idaho, Mortensen and his wife Camille are the parents of four children, including one who graduated from Weber State, and another who is currently attending WSU.



Betsy Mennell, Ph.D.

Vice President of University Advancement

The Vice President of University Advancement builds and deepens relationships on behalf of Weber State University by leading the University Advancement division that includes Advancement Services, Alumni Relations, Development, Economic Development, Government Relations, Marketing & Communications, and University Events.

Mennell worked at Northern Arizona University (NAU) for 18 years, most recently as Vice President for Development and Alumni Engagement and President of the NAU Foundation. She has more than 20 years of development experience, including United Way/Capital Area, St. Edward's University (both in Austin, Texas) and Regis University in Denver, Colorado.

Mennell holds a Ph.D. in Educational Administration from the University of Texas at Austin, a M.A. in Human Services from St. Edward's University, and a B.A. in English Literature and Political Science from Saint Mary's College (Notre Dame, Indiana). She has presented on development at the Association of Governing Boards, Association of Fund-Raising Professionals, CASE, Council of Colleges of Arts and Sciences Annual Meeting, and Association to Advance Collegiate Schools of Business.



Nancy B. Collingwood

Executive Director, Alumni Relations

Nancy B. Collinwood is the Executive Director of Alumni Relations and enjoys working and reconnecting with alumni. Collingwood is a former WSU student body officer, homecoming queen, and Crystal Crest Personality of the Year who joined the university professionally in 1998. She was Director of Student Involvement and Leadership and Associate Director of the Shepherd Union for 12 years. She has been involved with the Council for Advancement and Support of Education (CASE) District VII Board of Directors and is a member of the CASE UT board. She is also host and chairwoman of the 2016 and 2021 CASE District VII Annual Conferences. Collingwood is on many local boards and committees

and holds a Bachelor of Arts in Technical Sales from WSU and a Master of Science in Student Affairs in Higher Education from Colorado State University.



John Kowalewski

Executive Director, Marketing & Communications

As executive director of Marketing & Communications, John Kowalewski leads a talented team of writers, designers, project managers, and creative individuals who market and advance the Weber State story through print, the web, and video. He joined Weber State in 2001 as Director of Media Relations, serving as the spokesperson for the university, publicizing and promoting WSU news, and advising students, faculty, staff, and administrators on how to interact with media. A graduate of the University of Maryland, Kowalewski worked as a journalist in television, print, and online for 12 years before joining WSU. His past employers include NBC News in Washington, D.C. (1989–1995)

and the Standard-Examiner in Ogden (1995–2001).



Carol Ruden

Executive Director, University Advancement Services

Carol Ruden started her career with Weber State University in November 1998. Her current assignment is Executive Director of Advancement Services. Ruden and her team support WSU by fostering relationships with university alumni, donors, and friends and by providing information services and the infrastructure that supports fundraising and engagement activities for the University Advancement Division. Ruden is currently a member of several campus committees such as the University Data & Analytics Committee, Information Security Task Force, and the Banner & General Person Team. During her tenure at WSU, Ruden has been involved with the Council for Advancement and Support of Education (CASE) and has presented at many

Banner-driven conferences. She arrived in Utah in 1996 and has a Bachelor of Science degree from Iowa State University (1991).

PREFERRED QUALIFICATIONS

Weber State University seeks an Executive Director of Development with

- experience in prospect management systems;
- knowledge of and familiarity with planned and annual giving strategies and tools;
- demonstrated leadership including an ability to develop strategic plans, implement programs, organize, initiate, and motivate;
- an ability to implement prospect strategies as well as identify problems and develop recommended solutions;
- excellent communication and presentation skills, both written and oral;
- considerable experience and demonstrated success in academic fundraising at a school or university (preferred);
- comprehensive campaign experience at a multi-faceted institution (preferred);
- proven success in gift closure from individuals, corporations, or foundations at the six- and seven-figure level;
- demonstrated ability to work with university administrators, faculty, and staff;
- an ability to manage within a shared reporting environment;
- an ability to effectively motivate staff;
- a commitment to and ability to articulate the value of higher education; and
- a commitment to staying informed on current trends and tools in fundraising.

A bachelor's degree is required for this position. Eight years of significant major gift fundraising (\$50,000 or more) at a university including three or more years of staff leadership experience meeting defined goals is preferred.

DIVERSITY, EQUITY, AND INCLUSION

Pivotal to Weber State University's mission is the need to embrace and value the diversity of its members. Acknowledging the uniqueness of each individual, Weber State University seeks to cultivate an environment that encourages freedom of expression. Because the university is a community where inquiry is nurtured and theories are tested, every individual has the right to feel safe to express ideas that differ from those held by other members of the community. However, all persons who aspire to be part

of the campus community must accept the responsibility to demonstrate civility and respect for the dignity of others. Recognizing that the proper balance between freedom of expression and respect for others is not always apparent or easy to achieve, the community must continually challenge itself in an atmosphere of mutual concern, good will, and respect. Therefore, expressions or actions that disparage an individual's or group's ethnicity, gender, religion, sexual orientation, marital status, age or disability are contrary to the mission of Weber State University.

SALARY AND BENEFITS

As a *Chronicle of Higher Education* “2016 Great College to Work For,” Weber State University offers faculty and staff meaningful careers in an exciting academic work environment. Weber State University offers competitive compensation and a generous benefits package that includes medical, dental, long-term disability, life insurance, retirement, a wellness program with release time and paid incentives, tuition benefits, free tickets to athletic and performing arts events, and paid holidays, vacation, and sick leave.

LOCATION

Weber State University's Ogden campus is located 35 miles north of Salt Lake City. A second campus, Weber State University Davis in Layton, Utah, is growing to meet increased needs and demands of Davis County residents.

Weber State University has an active “College Town” initiative with Ogden City and the surrounding areas that serves to strengthen the positive relationship between the university and the communities it serves. The two newest additions to the initiative are Weber State Downtown and the Community Education Center. Located in a historic building on Washington Boulevard, Weber State Downtown is a place where local startups and businesses can rent space and work in a cooperative, open environment, and patrons can shop for Wildcat gear, purchase tickets to WSU events, and buy coffee and snacks at the café. The Community Education Center is located in Central Ogden to better serve the needs of its inner city community. It serves as a one-stop support center for underserved populations to access and complete post-secondary education, including minority, low-income and first-generation university students.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should address how candidate's background meets the job requirements and why the candidate is interested in this opportunity at Weber State University.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit:

[*Executive Director of Development, Weber State University.*](#)

To nominate a candidate, please contact Ivan Adames:

[*ivanadames@aspenleadershipgroup.com.*](mailto:ivanadames@aspenleadershipgroup.com)

All inquiries will be held in confidence.

