



SENIOR DIRECTOR OF ADVANCEMENT, COLLEGE OF NURSING
[UNIVERSITY OF UTAH HEALTH](#)
METROPOLITAN SALT LAKE CITY, UTAH



Aspen Leadership Group is proud to partner with the University of Utah and University of Utah Health in the search for a Senior Director of Advancement, College of Nursing.

The Senior Director of Advancement, College of Nursing will seek philanthropic support for priorities of the College of Nursing under the guidance of and in collaboration with the Dean, College of Nursing and Senior Executive Director of Advancement, Academic Health Services. In this essential and highly visible position, the Senior Director of Advancement will manage relationships with a portfolio of donors with the capacity to make major to principal gifts in the six- and seven-figure gift range. The Senior Director of Advancement will build philanthropic support by engaging with and developing and maturing relationships with University of Utah Health alumni; university faculty and administrators; and leaders and representatives of foundations, corporations, and government agencies. The Senior Director of Advancement will articulate and execute an annual advancement work plan focused on best practices, including goals, metrics, and philanthropic priorities, leading to the procurement of private support for the College of Nursing.

Founded in 1850, the University of Utah is the state's public flagship institution, a top-tier research university, and Utah's oldest institution of higher education. The university provides its more than 35,000 students opportunities to grow with nearly 100 undergraduate majors to choose from, and almost as many minors and certificates. With a motto of *Imagine, then Do*, the university encourages all learners to be active participants in the educational process and to believe that all things are possible. An institution on the rise, Utah Athletics was invited to join the Pac-12 in 2010 due to both its sporting prowess and the university's strong academic and scientific research achievements. The University of Utah is leaving the Pac-12 Conference and will joining the Big 12 Conference starting with the 2024 season. It also boasts the lowest tuition among its Pac-12 and Big10 public peers and the lowest student-to-faculty ratio (18:1) of Utah public institutions. With an endowment of approximately \$1.32 billion, there is a strong network of alumni and friends that care deeply about the institution and its continued success.

The University of Utah is classified by the Carnegie Foundation among the 146 research universities with the "highest research activity" in the nation. The University of Utah is a member of the prestigious Association of American Universities, which for more than 120 years has recognized the most outstanding academic institutions in the nation. *U.S. News and World Report* ranks dozens of the university's programs—from computer science to psychology to physics to dance—in the top 100 in the nation. It has also been ranked first for best online college for bachelor's degree programs, best online college for master's degree programs, and best online for doctoral degree programs by *OnlineColleges.com*.

As an institution with a strong business school, *The Princeton Review* has named the university among the top 25 for online M.B.A. programs and entrepreneurship. The University of Utah is also a great place to work, with *Forbes* it third amongst America's best employers for women.

THE COLLEGE OF NURSING

The University of Utah College of Nursing strives for excellence in education, research, patient care, and community engagement. The College of Nursing prepares nurses at all education levels, as well as gerontologists, with an enrollment of more than 650 students. *U.S. News & World Report* rankings include: #11 Nurse-Midwifery, #18 Doctor of Nursing Practice program, #24 Online Master of Science in Nursing program, and #29 Bachelor of Science in Nursing program. The College is the only nursing school in Utah that is part of an academic healthcare system, providing opportunities for diverse clinical learning opportunities for students, interdisciplinary team science, and clinical practice opportunities for faculty and staff.

With a \$40 million grant funding portfolio, the College of Nursing is ranked #21 in National Institutes of Health funding among colleges of nursing. The College of Nursing is a focal point for clinicians and researchers to collaboratively design, lead, and achieve equitable improvements for the well-being of individuals, families, and communities. Its high priority research programs in the areas of health equity, social determinants of health, and chronic and serious illness complement its strengths in caregiving, gerontology, informatics, women's health, and clinical and translational research. The Emma Eccles Jones Nursing Research Center provides unprecedented infrastructure and support for the College's research mission and includes highly educated and trained pre- and post-award staff support, and a biostatistics core. Diversity and inclusiveness, independent inquiry, and collegiality form the fabric of everyday life for College of Nursing faculty and students.

Approximately 40 of its 110 faculty and 20 staff provide clinical care in the areas of acute and primary care, behavioral health, women's health, correctional health care, public health, employee health, and bereavement care.

The College of Nursing has 10 Endowed Chairs, and is home to the Family Caregiving Collaborative, Gerontology Interdisciplinary Program, College of Nursing Simulation Center, Center of Excellence for Exposure Health Informatics, Hartford Center of Geriatric Nursing Excellence, Health Resources and Services Administration (HRSA)-funded Advanced Nursing Education Workforce program, HRSA-funded Nurse Education, Practice, Quality & Retention program, HRSA-funded Geriatric Workforce Enhancement Program, and HRSA-funded HRSA Rural Communities Opioid Response Program. In 2017, the College of Nursing was the first recipient of the American Association of Colleges of Nursing (AACN) New Era for Academic Nursing award. The College received the AACN Exemplary Academic-Practice Partnership Award in 2018. The Gerontology Interdisciplinary Program has received Program of Merit designation.

UNIVERSITY OF UTAH HEALTH

With an annual budget of \$5.3 billion (FY22), University of Utah Health is a highly advanced university health system. Its faculty practice and students learn among five hospitals and 12 community clinics; a 2,000-member University of Utah Medical Group; a highly-ranked research enterprise encompassing six schools and colleges, including the Colleges of Nursing, Health, and Pharmacy; Schools of Medicine and Dentistry; and the Spencer S. Eccles Health Sciences Library; a 282,000 member health plan; one of the nation's largest reference laboratories, ARUP (Associated Regional and University Pathologists) Laboratories; and numerous institutes and centers reflecting interdisciplinary, professional expertise in over 200 specialties. The foundational collaborative legacy of University of Utah Health is driving its trajectory forward as a highly innovative and integrated health care delivery, research, education, and service organization that is serving as a model for the nation.

Among public universities, the Spencer Fox Eccles School of Medicine at the University of Utah ranks #13 in research, #32 in primary care, and #9 in graduates practicing in rural areas (*U.S. News & World Report* 2024 rankings). The University of Utah is committed to age-friendly health care and has received the highest level of Age-Friendly Health Systems designation, Committed to Care Excellence.

University of Utah Health continues to open new care facilities on and off campus, including the state-of-the-art Craig H. Neilsen Rehabilitation Hospital. It now treats more patients from Utah and neighboring states than ever before through a growing network of more than two dozen regional affiliate hospitals and health systems throughout the Mountain West. The system provides care for residents of Utah, Idaho, Colorado, Nevada, Montana, and Wyoming, in a referral area encompassing more than 400,000 square miles, 10% of the continental United States.

For 14 consecutive years, Vizient Inc. has ranked University of Utah Health in the nation's top 10 for quality health care among leading academic medical centers. The only other academic medical center to hold this distinction is the Mayo Clinic. In addition to its top-ten placement, U of U Health ranks #2 in the nation for quality ambulatory care.

REPORTING RELATIONSHIPS

The Senior Director of Advancement, College of Nursing will report to the Senior Executive Director of Advancement, Academic Health Sciences, Kellie Esters and the Dean of the College of Nursing, Dr. Marla De Jong. The Senior Director of Advancement will serve as a member of the College of Nursing Academic Leadership Team and will oversee one direct report and two indirect reports. The Senior Director of Advancement will work with and help staff the Dean's Advancement Board, its subcommittees, and the Alumni Council. The Senior Director of Advancement will also work closely with the College of Nursing's Advancement and Alumni Relations team as well as with University of Utah Health's Directors of Annual Giving, Legacy Giving, Corporate and Foundation Relations, Donor Relations, and Prospect Research to build and implement effective strategies and collaborative partnerships that lead to long-term relationships and significant gift support from prospective benefactors.

FROM THE SENIOR EXECUTIVE DIRECTOR AND DEAN, COLLEGE OF NURSING

The University of Utah has just achieved a remarkable milestone with the triumphant conclusion of the Imagine New Heights Campaign. Inspired by a vision where promising students acquire an exceptional education and the brightest in science and medicine make health care more affordable and precise, this campaign soared past its \$2 billion goal, amassing an astounding \$3 billion to propel the university's pivotal initiatives priorities. More than half—\$1.65 billion—was dedicated to health sciences. It's an exciting time for the university and a great time to join a fantastic team of health sciences fundraisers.

The College of Nursing stands on the cusp of greatness, boasting a legacy of monumental achievements. Throughout the Imagine New Heights Campaign, the college experienced unprecedented philanthropic growth, receiving one of the largest gift commitments in its history to fund and launch important initiatives such as family-centered care, research, excellence in education, equity and diversity initiatives, student scholarships, faculty compensation, and staff professional development. This year, the college is celebrating its 75th Anniversary and has a robust schedule of festivities to commemorate this momentous occasion.

As Utah's premier nursing education institution, this is an ideal time to capitalize on the momentum and growth rooted in the college's rich history, and its dedication to achieving health equity and transforming health systems. Our commitment to education, research, and clinical care is unwavering, and we boast nationally ranked programs and prominence in research funding. As part of our tight-knit community, you'll experience the value of inclusiveness and collegiality, creating an environment where diverse perspectives and independent inquiry flourish.

As the Senior Director of Advancement, you'll be a driving force in building relationships and securing philanthropic support that propels us to new heights. Your innovation and leadership will help us achieve ambitious goals that align with our strategic plan, enabling us to make even greater strides in education, research, and clinical care. You'll be part of the College of Nursing's Academic Leadership Team, fostering collaboration and ushering in a new era of sustained success. Join us in this exciting journey as we continue to rise and make a difference, contributing to student success, community collaboration, and institutional vitality.

The University of Utah is on a remarkable trajectory of growth, and your skills and passion are the missing pieces that will further elevate our College of Nursing. If you're ready to embrace the opportunity to lead, innovate, and play an essential role in shaping the future of healthcare, we invite you to apply. The Senior Director of Advancement position is not just a job; it's an opportunity to leave an enduring legacy while being part of a dynamic, supportive, and driven team.

—Kellie Esters, Senior Executive Director of Advancement, Academic Health Sciences and
Marla De Jong, PhD, RN, CCNS, FAAN, Dean of the College of Nursing
Louis H. Peery Presidential Endowed Chair and Professor

THE UNIVERSITY OF UTAH'S COMMITMENT TO EQUITY, DIVERSITY, AND INCLUSION

The University of Utah celebrates the rich diversity of its staff, students, trainees, and faculty, by striving to make its campus a welcoming, inclusive, and anti-racist environment. The ways in which communication takes place should always seek to honor the humanity of each person who crosses paths with the institution, where no one perspective is more worthy than another.

As a part of the University of Utah, University of Utah Health Advancement is deeply committed to fostering, cultivating, and preserving a culture of equity, diversity, and inclusion (E.D.I.). It embraces this commitment to grow and maintain a diverse, safe, and inclusive workplace culture for all employees in university advancement. With an increasingly diverse population of alumni and donors, it recognizes that nationally the most successful advancement offices employ individuals who can connect with these diverse communities and understand approaches that mirror a broad perspective of cultures, values, and experiences. The long-term strength and viability of the University of Utah stem from the ongoing E.D.I. practices, and university advancement works intentionally to ensure these efforts are reflected in all aspects of its fundraising and advancement work.

University of Utah and University of Utah Health highly encourage applications from historically underrepresented minority groups, persons with disabilities, persons who have served in the military, and others who would bring additional dimensions of education and experience to the team.

PRIMARY RESPONSIBILITIES

Fundraising and Alumni Relations

The Senior Director of Advancement, College of Nursing will

- build a sustainable major gift pipeline and foster long-term success by planning and implementing major gift fundraising to support areas of emphasis as assigned by the Senior Executive Director and the Dean including learning, understanding, and acquiring expertise regarding the college's strategic plan, initiatives, programs, existing resources, education, research, practice, and community collaboration mission areas;
- identify, cultivate, solicit, negotiate, and steward major gift prospects, primarily nursing alumni, while participating cooperatively in the university's prospect management and tracking system to maintain alumni and donor records;
- in consultation with the Senior Executive Director and the Dean, submit an annual advancement work plan and budget to include goals, objectives, strategies, anticipated travel, metrics for fundraising, plans for professional development, and performance management goals;
- assess progress toward meeting short- and long-term goals quarterly;
- direct and lead specific fundraising strategies, reviewing and implementing changes when needed;
- identify high-capacity alumni and prospects in order to secure gifts;
- closely collaborate with academic and clinical Senior Directors and Directors of Advancement to establish funding priorities and develop proposals; and
- partner with University Advancement, College of Nursing Alumni Relations, College of Nursing Alumni Council, legacy giving, corporate and foundation relations, annual giving, donor relations, and prospect management to create a robust advancement program.

Team Leadership

The Senior Director of Advancement, College of Nursing will

- recruit, hire, train, and mentor College of Nursing Advancement and Alumni Relations team members in accordance with goals, priorities, and requirements;
- provide frequent opportunities for professional learning and growth, fostering retention to increase the team's capacity and expertise;
- ensure accountability for team fundraising metrics;
- evaluate performance of direct reports and help manage and evaluate indirect reports; and
- lead by example, foster a work environment that recognizes and rewards cross-functional collaboration and team-based efforts, celebrates achievements, and sets clear expectations for future success.

Leadership and College of Nursing Support

The Senior Director of Advancement, College of Nursing will

- build a strong relationship with the Dean, faculty, and staff leaders, and maintain a strong presence within the College;
- facilitate the participation of the Dean, alumni, clinicians, administrators, academic leaders, volunteers, and advancement staff in fundraising and stewardship activities; and
- liaise with volunteers who conduct fundraising activities on behalf of the College of Nursing.

Stewardship

The Senior Director of Advancement, College of Nursing will

- in coordination with the Donor Relations team, prepare written proposals, endowment agreements, informational materials, and other cultivation and stewardship materials for prospects and donors;
- work with the Director of Donor Relations to coordinate stewardship plans for donors at the leadership gift level;
- seek appropriate training opportunities, including training necessary for proficiency in gift planning techniques, and partner with the Director of Legacy Giving as appropriate;
- train advancement staff, academic leaders, and volunteers regarding donor relations, philanthropic support, and fundraising best practices;
- ensure endowment reports are completed on time, and research questions related to reporting accuracies; and
- monitor gift accounts, including endowed and expendable funds, to ensure execution in accordance with donor gift agreements.

LEADERSHIP

Marla De Jong, PhD, RN, CCNS, FAAN

Dean, College of Nursing, Louis H. Peery Presidential Endowed Chair, and Professor

During her nearly 29-year Air Force career, Marla De Jong, PhD, RN, CCNS, FAAN, was at the forefront of many critical situations. Take 2006, for instance, when she was deployed to Baghdad and served as program manager for the Joint Theater Trauma System. There, she used her research and leadership expertise to manage data from 15 separate locations for 9,000 battlefield casualties and authored an intra-theater air transport guideline that improved safe MEDEVAC transport of critically injured casualties—activities that saved lives and limbs and improved trauma care throughout the joint combat theater of operations.

Now, nearly two decades later, as Dean of University of Utah’s College of Nursing, Dr. De Jong is addressing yet another set of distinct challenges, including leading the College to train more nurses and grow the nursing workforce, including clinical nurses, and nurse leaders, scientists, and faculty. The largest among health professions, the nursing workforce is essential to delivering safe, evidence-based, and patient-centered health care in hospital, clinic, health center, school, workplace, and community and home-based care settings. Shortages of nurses and faculty to educate the next generation of nurses threatens the wellness of the population in general.

Appointed Dean, College of Nursing effective August 17, 2020, she came to U of U Health in 2017 as Professor and Chair of the Division of Acute and Chronic Care within the College. As Dean, she now oversees the undergraduate and graduate nursing programs of the College, an interdisciplinary gerontology graduate program, a \$40M portfolio of funded research and scholarship, and several faculty clinical practices and community collaborations.

A retired colonel, Dr. De Jong served in a series of clinical, leadership, research, and academic roles during her military career. She was Associate Dean for Research and Professor at the Daniel K. Inouye Graduate School of Nursing at the Uniformed Services University of the Health Sciences. She was also Dean of the United States Air Force School of Aerospace Medicine; Executive Director of the TriService Nursing Research Program; the Air Force Program Manager for the Department of Defense Blast Injury Research Coordinating Office; and the Chief Military Consultant to the Air Force Surgeon General for Nursing Research.

Dean De Jong's work has informed and shaped leadership, research, education, health policy, and military and civilian clinical practice. She has conducted funded research, led within nursing professional organizations, served as editorial board member for several journals, and published more than 55 journal articles. She was inducted as a Fellow in the American Academy of Nursing in 2012.

Dean De Jong earned a Bachelor of Science Degree in Nursing from Grand View College. She received her MS from the University of Maryland at Baltimore, and her PhD from the University of Kentucky.

Kellie Esters

Senior Executive Director of Advancement, Academic Health Sciences

Kellie Esters is an accomplished executive-level fundraising leader with a proven track record of strategically planning, managing, and overseeing diverse fundraising initiatives to effectively address a wide range of organizational needs.

With extensive experience in training and leading cross-functional teams, Esters demonstrates exceptional negotiation, planning, organizational, and outreach skills across all levels of an organization. Currently serving as the Senior Executive Director of Advancement for University of Utah Health Advancement, Esters collaborates closely with academic health sciences deans, fundraisers, and alumni relations teams within the Colleges of Nursing, Pharmacy, Health, and the School of Dentistry.

Prior to her role at University of Utah Health, Esters excelled as the Senior Director of Development at the University of Nebraska Medical Center. In this capacity, she worked with the Dean to identify and prioritize funding needs for the College of Medicine. Esters led a successful scholarship challenge match that exceeded fundraising goals by 329%. Preceding this, as the Executive Director of Development for the Western Illinois University Foundation, Esters skillfully directed nine college and unit development officers, strategically driving a 40% increase in support through restructuring and implementing performance metrics.

At Unity Point Health, Trinity Health Foundation, Esters created the hospital foundation's inaugural comprehensive Donor Relations and Steward Program. She was also part of the team's successful *Only a Heartbeat Away* capital campaign, which raised \$6.75 million for a new Emergency Department and Heart Center. With over 32 years of experience spanning development, alumni relations, advancement services, and management, Esters has effectively planned, led, and overseen diverse fundraising and donor relations initiatives to cater to a broad spectrum of organizational needs. Her exceptional proficiency in training, organizing, and leading cross-functional staff has consistently yielded results due to her strong planning, negotiation skills, organizational acumen, and outreach capabilities across all organizational levels.

Esters' educational background includes a Master of Science in College Student Personnel from Western Illinois University and a Bachelor of Arts in Elementary Education from Monmouth College. Throughout her career, Esters has maintained active involvement in various affiliations and memberships, such as Rotary International, and served as an active member of her undergraduate and graduate alma mater's alumni councils. The commitment to strategic fundraising, team leadership, and community engagement has consistently yielded exceptional results in driving philanthropic success for organizations and causes served.

PREFERRED COMPETENCIES AND QUALIFICATIONS

University of Utah and University of Utah Health seek a Senior Director of Advancement, College of Nursing with a commitment to the mission of the College of Nursing—to shape the future of healthcare to be equitable, allowing everyone to experience life and death to the fullest. The Senior Director of Advancement should possess the intellectual depth, maturity, wisdom, humor, and collaborative skills needed to garner the trust and confidence of chairs, faculty, senior advancement leadership, colleagues, and other constituents.

Alumni Relations and Development

University of Utah and University of Utah Health seek a Senior Director of Advancement, College of Nursing with

- knowledge of alumni relations, development, and advancement principles;
- meaningful experience in or knowledge of all key development areas (major, annual, legacy giving, corporate and foundation relations);
- an ability to establish, cultivate, and steward strong relationships with alumni, donors, and friends to build and maintain lifelong partnerships and trust while aligning donors' passions and goals with those of the college and the university;
- a broad understanding of multi-faceted campaign planning, implementation, and management;
- experience with strategic planning and success leading a development operation; and
- an ability to work evenings and weekends and a willingness to travel in-state and out-of-state four to six times annually.

Communication and Interpersonal Skills

University of Utah and University of Utah Health seek a Senior Director of Advancement, College of Nursing with

- excellent written, verbal, and transparent communication skills and an ability to clearly and concisely present information to varied audiences within the university and community;
- excellent interpersonal skills and a customer service approach;
- an ability to communicate directly and professionally in a manner that inspires dialogue to resolve differences; and
- an ability to express oneself clearly and empathetically in interactions with others in all forms of communication, verbal and written, one-on-one, group, etc.

Team Leadership

University of Utah and University of Utah Health seek a Senior Director of Advancement, College of Nursing with

- an approach to management that brings out the best in staff and yields pride, ownership, and a sense of team effort; and
- the relationship development and management skills needed to build a culture of collaboration and community.

Personal Attributes

University of Utah and University of Utah Health seek a Senior Director of Advancement, College of Nursing with

- an ability to work independently within a complex, multi-divisional, and multi-departmental environment, problem-solve, set priorities, and handle multiple projects efficiently and effectively;
- an ability to take responsibility and the initiative needed to set and meet goals, objectives, and obligations while representing the university's and college's mission, visions, and values;

- motivation, creativity, organizational ability, and strong attention to detail;
- an ability to make decisions in ambiguous situations and exercise good judgment based on information and analysis in a fast-paced, dynamic, deadline-driven environment in an organized and professional manner; and
- independence, personal initiative, and an ability to respond effectively and quickly to various situations involving university constituencies.

University of Utah and University of Utah Health will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least seven years of progressively responsible experience in higher education development or advancement, preferably in academic health sciences, with a history of cultivating, soliciting, and stewarding leadership gifts of significant institutional impact is preferred. A master's degree is preferred, although equivalent development or advancement experience may substitute for educational institution experience.

SALARY AND BENEFITS

The salary range for this position is \$110,000 to \$145,000 annually. University of Utah and University of Utah Health offer a comprehensive [package of benefits](#).

LOCATION

University of Utah and University of Utah Health are in Salt Lake City, Utah. This role provides an opportunity for a flexible hybrid (3-4 days on-site and 1-2 days remote weekly) work environment. On occasion, there will likely be times when this position will need to be in the office five days a week.

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 Utah Health and the College of Nursing 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.

To apply for this position, visit: [Senior Director of Advancement, College of Nursing, University of Utah Health](#).

To nominate a candidate, please contact Steven Wallace, stevenwallace@aspenleadershipgroup.com.

All inquiries will be held in confidence.