



Oregon **TECH**

Oregon Institute of Technology



Position Profile

Vice President for Institutional Advancement

September 2020

In partnership with Summit Search Solutions, Inc.



ABOUT OREGON INSTITUTE OF TECHNOLOGY

Oregon Institute of Technology (“Oregon Tech”) is a unique public polytechnic university that is growing and changing in exciting, innovative ways that are extending its success and profile. Founded in 1947, Oregon Tech is proud of its early legacy of helping veterans after WWII to transition to civilian life through gainful careers. A key part of Oregon Tech’s mission is to ensure that the state and regional economies have a vibrant engineering, healthcare, business, applied sciences, and technology workforce. Oregon Tech has a statewide footprint, which includes its main campus in Klamath Falls in a rural setting, a Portland-Metro urban campus in Wilsonville, additional educational and applied research campuses in Salem and Scappoose, and a growing online campus. In addition, Oregon Tech also has a campus in Everett, Washington which has been educating Boeing professionals in the area for more than two decades.

With a Growing Footprint in Oregon and Beyond - Oregon Tech is focusing its assets and aspirations on becoming an established world leader among polytechnic institutions, enjoying a reputation as *‘Industry’s University.’* With 47 bachelor’s and master’s degree programs and a recently approved doctoral degree program in physical therapy, Oregon Tech, as a university primarily focused on STEM programs, has seen consistent program growth driven by market demands. Oregon Tech nurtures highly skilled professionals for engineering, healthcare, business, technology, and applied sciences fields, emphasizing experiential, project-based undergraduate and graduate education and applied research that ensures fully prepared graduates.

Student Success - As Oregon’s polytechnic university, Oregon Tech will continue to focus on regional excellence, while gaining global prominence over time. Oregon Tech was most recently ranked the #2 Top Public Western Regional College (*U.S News & World Report*), #2 in Annual Return on Investment in Oregon, and among the top 1% nationally for ROI (*PayScale*), with a \$60,000/year average starting salary for graduates. This success is backed up by enrollment increases of 35% in the last ten years to almost 5,400 students; and by new in-demand degree programs, including cybersecurity, data science and its first doctoral program in physical therapy, set to launch in 2021. All of these new degrees and the demand for these programs are attracting more students. Oregon Tech’s growing diversity in all regards brings a richer educational experience for the students, making them more successful than ever: 96% of the graduates gain professional employment or seek an advanced degree within six months of earning their Oregon Tech degree; and graduates boast the highest average starting salaries in the state. Oregon Tech attributes this to dedicated faculty who provide personalized attention and are genuinely invested in their students' learning. Small classes and a student-to-faculty ratio of 15:1 allow for an intimate campus environment and a personal approach that leads to high student achievement and career success.

Strategic Planning - Oregon Tech’s president, Dr. Nagi Naganathan, who joined the university in 2017, has collaborated with faculty, staff, and students to identify and work towards achieving exciting short- and long-term goals. This has created an environment where innovation is encouraged and incentivized, problems are tackled and solved with new initiatives, and campus-wide engagement has resulted in a new 5-year strategic plan that provides a road map and action plans to advance student success and University growth.

Capital Projects - Several new capital projects are underway in support of Oregon Tech’s enrollment capacity, offering new opportunities for the University and donors to support student success. During 2017-22, nearly \$85M in capital projects are planned to be completed. Oregon Tech broke ground late last year for the new Center for Excellence in Engineering and Technology (CEET), which is scheduled to be dedicated in 2021. This project has been made possible by securing \$40M from the State of Oregon, along with philanthropic investments exceeding \$2M. The new building will be physically and programmatically coordinated with the recently remodeled Cornett Hall to create a unique teaching and learning environment. Maker spaces and other collaborative and interdisciplinary zones in the CEET will align with the entrepreneurial and interdisciplinary ethos at Oregon Tech. Creating iconic spots, not just more space, is igniting new engagement in its programs by students, donors, alumni, industry partners, and other stakeholders. Other recent capital and site improvements have included a donor-supported renovation of the softball stadium, a synthetic soccer field, a revitalized student recreational center, and high-tech classrooms at the Klamath Falls campus, and a new engineering lab annex at the Portland-Metro location. To learn more about Oregon Tech, see www.oit.edu.



Diverse Locations, Statewide Access

Oregon Tech has multiple campuses and teaching sites that serve the Pacific Northwest region and beyond.

- **Klamath Falls Campus** is the University's original and largest campus. Nestled on the eastern slope of the Cascade Mountains on Klamath Lake, this more than 300-acre campus offers students a comprehensive, residential experience and a full array of Oregon Tech's signature degrees. Programs and student activities often engage in the beautiful environment around Klamath Falls, with outdoor activities like skiing, hiking, biking, water sports, and all that nature offers. Renewable energy produced on campus from solar and geothermal sources provides a unique, sustainable environment, and a perfect complement to Oregon Tech's renewable energy engineering, environmental science, and other related degree programs. More than 2,200 students were enrolled in this residential campus for the fall 2019 academic term.
- **Portland-Metro Campus** is Oregon Tech's urban campus and is located about 15 miles south of downtown Portland in Wilsonville. In the heart of the Silicon Forest industry cluster, with more than 800 students, the Portland-Metro campus is designed to be a commuter campus. High-demand BS and MS degrees in engineering, business, technology, and health are accessible to full- and part-time students, and especially convenient for community college transfer students, working professionals, and busy adults through day, evening, weekend, and online courses.
- **Online Campus** enables students to earn a certificate, associate, bachelor, or master's degree without leaving their home or office. The Online campus offers 18 degree completion and full degree programs, and several certifications and specializations. Online student credit hours have grown by 130 percent during the last decade.
- **Seattle Campus** offers BS and MS degrees, and certificate programs, in mechanical and manufacturing engineering to Boeing employees at their Seattle area manufacturing facilities.
- **Chemeketa Community College** (Salem, OR) is a teaching site for Oregon Tech's BS degree in dental hygiene through a unique dual enrollment partnership between Oregon Tech and Chemeketa Community College.
- **Scappoose Oregon Manufacturing Innovation Center Research & Development (OMIC R&D)** is located 21 miles northeast of Portland. OMIC R&D is a multi-national industry R&D enterprise and Oregon Tech is proud to serve as its host university. This site provides a great opportunity for our students to work as interns on real-world manufacturing problem sets provided by industry members alongside industry professionals and faculty researchers from Oregon Tech and other universities.



Industry Partnerships Prepare Students While Stimulating Economic Growth - Oregon Tech believes that quality professional degrees are built around seamless industry partnerships. Partnerships are many and varied, and address state and regional workforce and economic needs. Some significant industry partnerships include creation of applied “outside-in” research projects; internships, externships, co-operative work experiences, and other placements for students; development of centers of excellence such as the Oregon Renewable Energy Center and the Behavioral Improvement Group clinic that tackle critical societal issues; and opportunities for students and faculty to integrate sophisticated machines in education and research in allied healthcare fields (such as medical imaging) and engineering (such as cybersecurity and manufacturing). All of these help Oregon Tech ensure students are prepared to be distinctive professionals in ways that align with industry needs.

Scholar Athletes Excel at Oregon Tech - Oregon Tech has fifteen competitive NAIA sports teams for both men and women in Klamath Falls, and many exciting newly constructed or renovated facilities recently completed or underway. Student-athletes boast high average GPAs, frequently receiving recognition by the Cascade Collegiate Conference (CCC) as the top achievers in this category. The Oregon Tech Athletic department is dedicated to preparing its student-athletes for professional and personal success in the real world by practicing the values of integrity and excellence on the court, field, and in the classroom.

ABOUT INSTITUTIONAL ADVANCEMENT

Institutional Advancement and the Oregon Tech Foundation play a critical role in Oregon Tech's future and the success of its students, faculty, staff, the region, and beyond. Institutional Advancement is comprised of the Oregon Tech Foundation (which is responsible for development and alumni relations) and the Department of Marketing, Communications, and Public Affairs.

The Oregon Tech Foundation (Development and Alumni Relations)

The mission of the Oregon Tech Foundation is to further the educational, cultural, charitable, and service functions of Oregon Tech; to acquire financial support for these activities through gifts, grants, bequests, development campaigns or other types of transactions designed to create funds for the benefit of the University; and to promote the public relations aspect of the University in order to improve the understanding of its programs among students, alumni, potential employers of graduates, friends of Oregon Tech and other individuals, groups, organizations or publics. The Foundation Board is made up of alumni, community members, and friends of Oregon Tech. It is a charitable organization under Section 501(c)(3) of the Internal Revenue Code.

The Oregon Tech Foundation is entering its fifth decade as a Foundation in support of Oregon Tech's unique educational mission. The endowment for the Foundation grew to more than \$18M at the end of fiscal year 2020. The *Campaign for the Future*, a foundational campaign launched in 2018, exceeded its initial \$2M goal and reached \$4.2M in June of 2019. Included in this was a \$2M match for the \$42M for the expanded engineering complex to include the new Center for Excellence in Engineering and Technology building. Funds from the campaign also helped to acquire more than \$1M in new equipment to support Oregon Tech's unique project-based, professional-practice teaching and learning approach for use in the Martha Anne Dow Center for Health Professions and in the newly renovated Cornett Hall. The Campaign also funded the *OwlsWorth Student Fiscal Literacy Program*, inspired student and faculty innovation, and supported a rural community with investments by the Foundation in the Behavioral Improvement Group Applied Behavior Analysis (BIG ABA) Clinic and seed funds for a new Doctor of Physical Therapy (DPT) program.

Oregon Tech has over 20,000 proud alumni who are employed throughout the state of Oregon, the Pacific Northwest, and beyond. A new report out from the Georgetown University Center on Education and the Workforce (CEW) places Oregon Tech alumni as the highest earning graduates of any four-year Oregon university, and in the top 4% in the nation. Oregon Tech ranks 179th in the nation out of 4,500 colleges and universities for 40-year return on investment. The Alumni Relations Manager, together with the Alumni Board, the Alumni Association and volunteers, have expanded alumni giving participation -- spurred by a record number of alumni events and an alumni giving challenge. Some recent events included Celebrating 50 years of Philanthropy; the Annual Scholarship Banquet; participation in the global #GivingTuesday initiative; and a successful first Give A Hoot Day—Oregon Tech's annual day of giving. The Oregon Tech Foundation also provided nearly \$1M in scholarships to over 325 students last year.

Marketing/Communications/Public Affairs Department

Oregon Tech has made progress in the last few years in extending its reputation and name recognition. The Marketing, Communications and Public Affairs Department (MarCoPa) efforts are guided by a robust strategic plan that focuses the work of the six (6) department members including AVP for Communications & Public Affairs, Director of Marketing, Website Specialist, Graphic Designer, Public Relations Representative, and Marketing Assistant. The general content areas which MarCoPa works on include earned and social media and support for strategic enrollment management division; advertising, branding, and design; executive communications including the President's Office; websites; student affairs support; academic affairs support; administrative departments/auxiliaries support, including helping Advancement; internal communications; emergency/crisis communications; and support for designated and limited special events. The refocus of the academic program web pages over the last 18 months emphasizes market differentiation, the quality and ROI of Oregon Tech's degrees, and redesign of many of the admissions collateral pieces. Additionally, a completely redesigned website launched during summer 2020.



THE OPPORTUNITY

The Vice President for Institutional Advancement

The Vice President for Institutional Advancement (VPIA) is responsible for overall leadership and management of all development as well as marketing and communication activities for Oregon Tech. Reporting to the president, the VPIA is the primary liaison to the Foundation Board of Directors and serves as the Executive Director of the Oregon Tech Foundation. The departments of Development and Marketing, Communications, and Public Affairs (MarCoPa), and the Office of Alumni Relations report to this vice president.

While responsible for overall strategy development for Institutional Advancement, the VPIA also plays a hands-on role in each area of the portfolio. The VPIA will build on the current fundraising momentum, help shape fundraising priorities, and bring new ideas and processes to Oregon Tech's fundraising efforts. In this capacity, the VPIA can take a lead role in working with the University president, campus leaders, faculty, staff, the foundation board, and alumni to increase major support for the University and to broaden the University's donor base. The VPIA is charged to build and enhance positive relationships between students, faculty, staff, alumni, and friends of the University. Through initiatives and activities that embody institutional values, the VPIA and the development team aim to advance Oregon Tech's role as one of the nation's leading polytechnic universities.

To be effective, the VPIA will need to be actively engaged and have a visible presence in Klamath Falls (the main campus) and the Portland-Metro campus in Wilsonville. The individual's residence can be in either location, but the position will require significant travel and time spent in both locations to allow the VPIA to be present to provide leadership for staff that are distributed between these two locations. The VPIA is expected to work closely with the president and other campus leaders, engage in both communities, and attend appropriate events.

The VPIA oversees the strategy and output of the institutional marketing, communications, and public affairs team and is responsible for a strong and vibrant public and internal profile for Oregon Tech. This area will be led by an Executive Director who will report to the VPIA, who will also maintain a dotted reporting line to the President. The scope of responsibility includes oversight of the department's work in development and implementation of all messaging; presidential, executive and Board of Directors level communications; high level internal and external communications; media and public relations; strategic marketing and communications plans at the departmental and programmatic levels; messaging and material support of legislative relations; crisis and issues management; marketing, advertising and branding related to strategic enrollment management; and institutional branding. VPIA will be also responsible to plan and execute significant university and college dedication and recognition events at Oregon Tech. Oregon Tech has so much to be proud of, and the new VPIA will help shape that message, make the University more visible while continuing to build its reputation.

Oregon Tech's programs are industry-relevant, with a distinct focus on engineering and health sciences. As such, it is expected that the VPIA will work closely with the University president and senior leadership and actively engage deans, faculty, staff, students and other stakeholders to develop, cultivate, and sustain business and industry partnerships that can lead to support of Oregon Tech's academic programs, faculty, and students. Additionally, the VPIA will strengthen the University's alumni network.

Key Responsibilities:

Vision and Strategic Direction

- Plans and implements programs and strategies to assist the University in achieving its goals through fundraising, marketing, and other outreach efforts designed to elevate the University's brand, profile, and vision to be a globally prominent polytechnic university and to be viewed as "Industry's University."
- Sets the vision and strategic direction for programs that seek to involve alumni and friends in advancing and supporting the fundraising priorities of the University.
- Work with the president and executive leadership to develop strategic and tactical business partnerships.
- Assesses and defines the strategic direction of the development function.
- Provides leadership to the University's donor recognition strategy.
- Develops and implements annual fundraising budgets.
- Creates, directs, administers, and evaluates comprehensive capital and/or programmatic fundraising campaigns to advance the strategic direction of the University.
- Provides quarterly revenue updates to the Foundation Board of Directors.

- Establishes annual goals and objectives and is accountable for ensuring that set goals and objectives are met.
- Ensures vibrant, relevant strategic marketing and communication plans which align with the overall University's long-term and short-term strategic plans; and with overall strategy and initiatives.

Relationship Cultivation and Management

- Creates, implements, manages, and assesses a comprehensive donor relations plan including responding to donor concerns and/or requests, gift acknowledgments, program information, and stewardship.
- Fosters a positive ongoing relationship with donors and ensures a long-term relationship is fostered.
- Designs and implements growth and retention strategies with existing donors.
- Oversees and manages development of donor and fundraising events.
- Creates engagement opportunities that engender donor loyalty and additional action.
- Takes a leadership role in the identification, cultivation, and solicitation of major gift prospects.
- Maintains strong, mutually reinforcing relationships with internal and external constituencies, particularly the alumni, deans, corporate, and philanthropic communities.
- Works closely with the Foundation's Board of Directors in planning and implementing programs to advance the University.
- Determines optimal areas for relationship development that will help build the messaging platform for leadership and the University in general, to extend reputational capital and reinforce branding.

Revenue Development

- Supports the mission of the University through securing major philanthropic gifts from alumni, corporations, foundations, friends, and organizations.
- Designs and pursues growth strategies for existing fundraising channels.
- Identifies new opportunities to expand organizational funding from charitable or earned sources.
- Designs, plans, and leads successful new fundraising channel initiatives based on a well-crafted strategy.
- Leads and coordinates fundraising activities throughout the University, engaging academic affairs, student affairs, enrollment management, administrative departments, and athletics to prioritize needs.
- Develops initiatives that allow for corporate participation beyond the traditional corporate campaign. This may include cost coverage or sharing on University advertising support for special campaigns, working with MarCoPa, and sponsorship support for University initiatives such as a variety of convenings that extend name, program, and mission recognition.

Branding and Marketing

- Builds upon a branding strategy that supports all fundraising, admissions, academic, and program efforts.
- Understands, communicates, and enforces the organization's values, policies, guidelines, and practices comprehensively across all University departments, with internal and external initiatives, and deploys strategies through MarCoPa.
- Oversees and updates organizational brand standards and communicates and enforces the execution of the brand.
- Partners with public relations efforts to ensure brand representation and adherence across in-house advertising, graphic design, social media, direct mail, website and in other communications; and engages internal stakeholders as well as the University Board of Trustees, the Foundation's Board of Directors, alumni and other internal parties to consistently represent and support the established University branding.

Leadership and Team Development

- Builds and motivates an enthusiastic and effective team that works in cooperation and independently.
- Leads departmental staff through setting goals, communicating clear performance expectations, evaluating progress, and conducting periodic reviews and professional goals.
- Motivates employees to excel in the pursuit of private support.
- Conducts a comprehensive fundraising program for the University well within the boundaries of ethical practice and superior stewardship.

Qualifications:

- Bachelor's degree in a related field. A master's degree is strongly preferred.
- A minimum of five years supervising individuals and leading multiple teams to drive strategic goals.
- A minimum of five years of progressively responsible professional work experience in the advancement field. Ten years or more preferred.
- Broad background in fundraising and use of best practices, including demonstrated success and a solid record of accomplishments in the personal solicitation of major gifts and planned gifts; planning and implementing fundraising programs; board development; campaign planning and management; annual giving; grants development; and individual, corporate, and foundation gifts.
- Understanding of and commitment to Oregon Tech's mission to serve rural and urban communities.
- Experience in working with a board.
- Commitment to and experience with a strong alumni relations program.
- Demonstrated experience in implementing a strategic plan.
- High level of energy and the capacity to partner effectively with the president and University leaders to advance University priorities.
- Experience building and managing an effective team dedicated to organizational goals and high performance with a commitment to principles of transparency in decision-making and management.
- Strong organizational skills and the ability to manage multiple highly visible projects and competing priorities simultaneously.
- Integrity and sound judgment.
- Strong communication skills, both oral and written, including public speaking and presentations.
- Interpersonal skills, and the patience and ability to listen effectively to various constituents and interests.
- Commitment to diversity and ability to establish and maintain productive and effective inclusive working relationships, partnerships, and coalitions amongst diverse populations including staff, faculty, administration, students, alumni, donors, and other internal and external University and community stakeholders.
- Ability to provide leadership in the use of technology and information systems to support all related development and marketing activities, including donor research and administration. Raiser's Edge experience highly preferred.
- Demonstrable understanding and experience implementing successful integrated marketing communications and brand strategy.
- Commitment to working with campus leadership to build partnerships with community leaders, business and industry and the energy and perseverance to nurture and maintain relationships.



PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled; parties who apply by **October 3, 2020**, will be given first consideration. Please submit your resume and cover letter outlining your interest in and suitability for this position. To apply online, go to <https://theapplicantmanager.com/jobs?pos=su185>

For more information or to offer recommendations or nominations:

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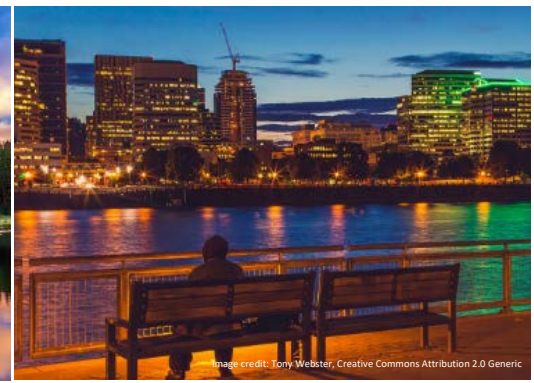
Oregon Tech is an Affirmative Action/Equal Opportunity Educator and Employer. The University does not discriminate in access to its educational programs and activities, or with respect to hiring, or the terms and conditions of employment, on the basis of age, color, disability, marital status, national origin, race, religion or creed, sex or gender, gender identity or gender expression, sexual orientation, veteran status, or any other basis in law.

Oregon Tech is committed to providing access and reasonable accommodation in its services, programs, activities, education, and employment for individuals with disabilities. To request disability accommodation in the application process, contact the Office of Human Resource at 541-885-1028 or oithr@oit.edu.



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KLAMATH FALLS & PORTLAND METRO REGION

The City of Klamath Falls, located in beautiful Southern Oregon, is a community of about 40,000 residents and is located about 20 miles from the California border. Known as Oregon's "City of Sunshine," Klamath Falls enjoys about 300 days of blue skies each year. Cool-to-warm springs, hot and dry summers, and temperate, sunny autumns provide ample opportunity to be outdoors enjoying the many parks, hiking trails, rivers, and lakes surrounding Klamath. It is a great place to work and live because as a city, Klamath Falls has a small-town feel. Shop owners can often greet visitors by name, neighbors are friendly, and most any in-town destination can be reached in a 10-15 minute car ride. Whether you are a non-driver or simply want to save on gas, Klamath Falls Basin Transit Service runs throughout the Basin. In addition, there are designated bike lanes on many of the main roads, as well as paved jogging and biking paths throughout the city. Residents are able to make day trips to see great ecological diversity; ranging from vast twisted lava landscapes to giant redwood forests; from the mighty Pacific Ocean to the looming Mt. Shasta; from sand-dune deserts to old-growth rainforests, and everything in-between. Stunning Crater Lake National Park is only a one-hour drive north of Klamath Falls. Klamath Falls has one of the best county museums, performance space for local arts and culture, and historic buildings. The Klamath Falls Oregon Tech campus sits on 300 acres and offers spectacular views of Upper Klamath Lake, pine-studded knolls and snow-capped peaks from nearly every building while being nestled on the eastern slope of the Cascade Mountains.

Oregon Tech's Portland-Metro campus is located in **Wilsonville**—15 miles south of Portland along the I-5 corridor and the Willamette River. Once a small farming community, Wilsonville is now a fast-growing city of almost 24,000. The city serves as a gateway between the urbanized Portland metro area to the north and the rich agricultural lands and vineyards of the Willamette Valley to the south. Oregon Tech, which opened its Portland-Metro campus in Wilsonville in fall 2012, is located right off the I-5 freeway and thus is easily accessible for students, faculty, and staff across the metro area.

Wilsonville has a diverse economy strengthened by leading firms in the high-tech industry and numerous warehousing and distribution facilities, including Xerox, Mentor Graphics, FLIR Systems, Sysco, OrePac, and many others. Wilsonville is also a carefully planned city, with high-development standards and excellent schools that draw residents, families, and businesses seeking an attractive, environmentally sensitive community.

And of course, **Portland**, a big city that feels like a small town, is a cool place to live. Located on the banks of the Willamette River, near the Columbia River Gorge, and only 90 minutes from snow-capped peaks and the Pacific Ocean. Twelve bridges span a wide elbow of the Willamette River, connecting the east and west sides of town. Throughout the metro area are thriving neighborhoods filled with restaurants, record shops, bars, funky clothing stores, antique malls, and art galleries. Portland also has an abundance of movie theaters, new and used bookstores (including Powell's, the largest bookstore west of the Mississippi), coffee shops, and clubs. Art lovers can enjoy the Portland Art Museum, the Oregon Historical Society, a performing art complex and a concert hall. For the sports-minded, the Portland area has its own NBA team (the Trail Blazers) and a major league soccer team (the Timbers) as well as an American professional women's soccer team (the Thorns), and minor-league baseball and hockey teams. Outdoorsy types love Forest Park, the largest city park in the nation, with 5,000 acres of hiking and biking trails, a zoo, public gardens, and beautiful old-growth woods. And all of this is connected by one of the world's leading public transportation systems, a combination of buses, streetcars, and light-rail trains, making the entire metro area only a couple stops away.

If you like day trips, a short drive in any direction from any of the locations listed above will lead you to some of the most breathtaking scenery in the world.

For more information on Klamath Falls and the Portland Metro region:

Life in Klamath: <https://lifeinklamath.com/>

City of Portland: <https://www.portlandoregon.gov/25782>

Wilsonville Chamber of Commerce: <https://www.wilsonvillechamber.com/relocation/welcome-message/>