



**EASTERN OREGON**  
**UNIVERSITY**



**POSITION PROFILE**  
**EXECUTIVE DIRECTOR OF DEVELOPMENT**  
**AND ALUMNI ENGAGEMENT**  
**(Flexible/Hybrid Options)**  
**2024**

*This search is managed in partnership with Summit Search Solutions, Inc.*





## **DISCOVER THE EASTERN EDGE**

### ***Eastern Oregon University invites nominations and applications for the Executive Director of Development and Alumni Engagement***

Eastern Oregon University (EOU) seeks an energetic and creative Executive Director of Development and Alumni Engagement. The Executive Director provides leadership for the University's fundraising and alumni programs. The position provides an exciting opportunity to collaborate with administrators, faculty, and volunteer leaders to plan and executive a comprehensive philanthropic effort, including EOU's Centennial Campaign which will highlight the celebration of the 100<sup>th</sup> anniversary of the University's founding.

Designated by the state as Oregon's Rural University, EOU has pioneered online instruction and satellite student services centers to bring educational and career opportunities to the entire eastern Oregon, Idaho, Montana, and southeast Washington region.



# ABOUT EASTERN OREGON UNIVERSITY



## OREGON'S RURAL UNIVERSITY

Founded in 1929 and nestled in the Grande Ronde Valley at the base of the picturesque Blue Mountains, [Eastern Oregon University](#) is one of the seven state-supported four-year institutions in Oregon, and the only institution on the [eastern side of the state](#).

EOU serves a diverse community of students drawn principally from the intermountain northwest, but with a decades-long tradition of serving students from Micronesia. In addition, EOU was a national pioneer in distance education starting in the 1980s and now provides extensive online learning opportunities for students around the world. The University partners with communities and community colleges throughout the state to provide service access points for students in both urban and rural areas.

EOU's intimate academic learning environments rank high in several national publications as "Best" – best in value, best in quality, and best for students. EOU's faculty and staff are passionate about higher education and excel in understanding and addressing the educational needs of students.

## MISSION STATEMENT

Eastern Oregon University guides student inquiry through integrated, high-quality liberal arts and professional programs that lead to responsible and reflective action in a diverse and interconnected world.

As an educational, cultural, and scholarly center, EOU connects the rural regions of Oregon to a wider world. Its beautiful setting and small size enhance the personal attention its students receive, while partnerships with colleges, universities, agencies, and communities add to the educational possibilities of the region and state.

## LEADERSHIP

Following her unanimous election by the EOU Board of Trustees in May 2023, **Dr. Kelly A. Ryan** began her service as President of the University on July 1, 2023.

Accomplished in the practice and teaching of history, she is the author of two scholarly books: *Regulating Passions* and *Everyday Crimes*. Dr. Ryan's career in higher education administration and leadership spans roles as department coordinator, dean, executive vice chancellor for academic affairs, and Interim Chancellor, all at Indiana University Southeast in New Albany, Indiana.



Dr. Ryan is passionate about the power of higher education to transform lives. Her leadership vision places student success and community engagement at the center of her work.





# **EASTERN OREGON UNIVERSITY**

## **IN BRIEF**

### **STUDENTS (Fall 2023)**

- Total headcount enrollment: 2,798; 1,582 are enrolled as full-time students; 1,216 are enrolled as part-time students, many of whom are studying online; 39% are from Eastern Oregon
- 267 new first-year students enrolled at EOU in fall 2023; 43% of new first-year students are from Eastern Oregon
- 380 new transfer students enrolled at EOU in fall 2023. 20% of new transfer students are from Eastern Oregon
- 30% are first-generation college students
- 31% are Pell-eligible students
- 28% are racially or ethnically diverse
- 7% are under the age of 18; 24% are 18-21 years old; 26% are 21-24 years old; 21% are 25-34 years old; 22% are over 35 years old
- 69% are Oregon residents; 31% are non-residents

### **ACADEMIC PROGRAMS**

The University's liberal arts and professional programs are of high quality. Programs offered by the College of Education; College of Business; College of Arts, Humanities, and Social Sciences; and College of Science, Technology, Mathematics, and Health Science include undergraduate degrees offered on-campus and online, and graduate programs offered in online and in hybrid modes. Additional graduate offerings are being developed. In addition, the University offers certificate programs, pre-professional programs, and partnership programs with Oregon State University (agricultural sciences, rangeland science) and Oregon Health Sciences University (nursing).

### **ACCREDITATION**

EOU is accredited by the Northwest Commission on Colleges and Universities (NWCCU). The next NWCCU evaluation will be in the fall of 2025. Teacher preparation programs in the College of Education are accredited by the Association for Advancing Quality in Educator Preparation. Programs in the College of Business are accredited by the International Assembly for Collegiate Business Education.

## ACCOLADES

EOU regularly receives state, regional, and national recognition for the quality, value, and accessibility of its academic programs. It has recently been named a College of Distinction (2023-24) for Career Development, Affordability, Business Education and Teacher Education, as well as a Military Friendly Top 10 School (2023-24).

See a fuller listing of EOU distinctions here: <https://www.eou.edu/beta-trophy/>.

## CAMPUS LIFE

**Student Organizations.** Students at EOU are active in organizations focused on academic majors, career objectives, leadership development, social and political issues, and outdoor recreation. The Associated Students of Eastern Oregon University provides a voice for students and an avenue for student participation in important decisions.

**Residence Life and Dining Services.** Many full-time students at EOU reside in residence halls. First year students and international students in their first year in the United States are required to live in residence halls. A food service company provides food service for students, faculty, and staff.

**Student Well-Being.** EOU's Student Health and Counseling Center provides services to support the physical and mental health of EOU students.

**Athletics.** EOU offers 15 varsity sports for men (baseball, basketball, cross country, football, soccer, track and field, wrestling) and women (basketball, cross country, lacrosse, soccer, softball, track and field, volleyball, wrestling). EOU is a member of the [Cascade Collegiate Conference](#) and the [Frontier Conference](#) (football). The athletics program regularly earns recognition and accolades from the Champions of Character program of the National Association of Intercollegiate Athletics (NAIA).







# THE LEADERSHIP OPPORTUNITY

## THE ROLE: THE EXECUTIVE DIRECTOR OF DEVELOPMENT & ALUMNI ENGAGEMENT

The Executive Director of Development & Alumni Engagement (Executive Director) is responsible for the overall leadership, management, and oversight of the University's fundraising and alumni programs, campaigns, and related operations to drive engagement with and support for EOU. The Executive Director will plan and provide leadership for execution of EOU's Centennial Campaign, a comprehensive philanthropic effort. Reporting to the Vice President for University Advancement (VPUA), the Executive Director builds and maintains organizational infrastructure to enable effective and successful fundraising and is charged with the strategic and day-to-day management of donor relationships and alumni engagement with the University.

The Executive Director serves as the senior fundraiser and alumni engagement professional at EOU and actively manages all fundraising and alumni-related operations. The position works with senior leadership, including the President, members of the Board of Trustees, the EOU Foundation Board, and the Alumni Association Board, on fundraising, alumni engagement, and donor relationship efforts to support attainment of the University's goals. The position manages donor stewardship and alumni engagement efforts, carries an active portfolio of donors and prospects, and engages with both individuals and organizations that can provide support for EOU. The Executive Director also trains University leadership, deans, faculty, and staff in the best practices and fosters a culture of philanthropic giving. The Executive Director directs and supervises the efforts of the fundraising staff, acts as a backup to the Vice President as designated, and is a coach, mentor, bridge builder, and advocate for the division.

## RESPONSIBILITIES

- Plan and direct EOU's Centennial Campaign with a public phase in 2029;
- Identify, develop, solicit, and steward major gift donors;
- Manage the President's Circle and other donor recognition programs;
- Work with the President, Vice Presidents, college Deans, department Chairs, and individual faculty and staff to increase philanthropic support for identified academic programs;
- Review and evaluate the needs, timing, and potential impact of proposed fundraising efforts;
- Work closely with the Athletic Director, coaches, and athletic association to coordinate and/or lead fundraising efforts;
- Manage an active portfolio of donors and prospects and oversee the performance of staff with their portfolios;
- Travel to engage with donors and alumni on behalf of the University;

- Coordinate current and planned future fundraising activities across the University;
- Professionally represent EOU to alumni and donors at all levels;
- Recommend, plan, and manage events and opportunities to build engagement with EOU and philanthropic support;
- Ensure that annual fund drives are conducted each year;
- Establish and maintain a donor-prospect rating and cultivation system to research, identify, cultivate, solicit, and steward donors;
- Provide leadership and guidance to members of the fundraising staff by providing a strategic framework and regular supervision and feedback on their roles and responsibilities;
- Serve as the primary liaison and lead staff for the EOU Alumni Association board of directors and members;
- Oversee the operations of the EOU Alumni Association and related staff;
- Ensure the Alumni Association Board and its committees meet regularly and per their bylaws;
- Review, evaluate, update, and recommend policies on fundraising;
- Regularly update the VPUA, President, Board of Trustees, Foundation Board, and Alumni Board on fundraising activities and results;
- Ensure that all laws, policies, and procedures related to fundraising at EOU and with the EOU Foundation are followed and integrity in the process is maintained;
- Represent the University to external entities and with outside agencies in matters relating to the University's mission and goals;
- Develop major campaign strategies and plans;
- Establish an environment that promotes respect for students, faculty, and staff and recognizes initiative and excellence;
- Attend and participate in University activities and special events;
- Serve as acting vice president in the absence of the VPUA and by delegated authority.

## **QUALIFICATIONS**

- Bachelor's degree in any related field required. Master's degree preferred.
- Requirements include effective communication, interpersonal relationship, and observation skills; problem solving and critical thinking; speaking, organizational and presentation skills; research and team skills; multi-tasking ability.
- Five (5) to eight (8) years of experience creating, leading and implementing successful fundraising efforts (campaign management, alumni engagement, major gifts, gift documentation and management).
- Five (5) to eight (8) years of experience working in a lead and liaison role to organizations, communities, customers, volunteer boards, advisory groups, alumni, and committees.
- Two (2) to four (4) years of experience with donor acquisition and engagement techniques, individual gift proposal development and presentation, campaign planning, organization and leadership.
- Five (5) years supervisory experience of multiple professionals and program areas.



## CORE COMPETENCIES

- Leadership and motivational skills and abilities.
- Supervisory practices and techniques.
- Promoting diversity and cultural awareness.
- Identifying problems, analyzing data, and making recommendations.
- Acquiring, allocating, and managing resources (budgets as well as human resources).
- Developing strategic goals and objectives.
- Establishing and maintaining collaborative working relationships with all segments of the University.
- Communicating effectively in presenting ideas and concepts orally and in writing.
- Developing opportunities for collaboration between and among diverse groups.
- Ability to think outside of currently normative practices and to lead and manage change.
- Being generous, creative, innovative, and willing to take risks to accomplish the goals of the University.
- Working effectively with ethnically, culturally, and socially diverse student populations.







# HOW TO APPLY

Acceptance of inquiries, nominations, and applications will begin immediately and continue until the completion of the search. Interested parties are encouraged to apply by November 12, 2024.

To apply online, go to:

<https://theapplicantmanager.com/jobs?pos=su431>

All applications and nominations will be held in confidence.

**The Summit team managing this search includes:**



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*EOU is an EEO Employer and welcomes applications from women, members of historically underrepresented minority groups, US Veterans, and persons with disabilities. EOU is committed to providing equal opportunity in its recruitment, admissions, educational programs, activities, and employment without illegal discrimination on the basis of age, color, disability, national origin, race, marital status, religion, sex, sexual orientation, gender identity, gender expression or any status as protected by state or federal law.*



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# DISCOVER LA GRANDE, OREGON



La Grande, Oregon: Where modern amenities meet grand landscapes and exciting adventures to satisfy all the needs of the contemporary explorer. La Grande and Northeastern Oregon offer a way of life few communities can surpass. From superior healthcare systems and an excellent K-12 school system, to unique cultural experiences, La Grande is a basecamp for unforgettable experiences and unsurpassable community.

Nestled in the Grande Ronde Valley, the breathtaking views of the Blue and Wallowa Mountain ranges and the tranquil patchwork of farmland and park-like landscapes of La Grande's natural beauty never cease to dazzle the senses. EOU is four hours east of Portland and three hours west of Boise, Idaho, with close access to a regional airport in Pendleton, only forty minutes away.

Stemming from a deep agricultural history, La Grande boasts a thriving farmers market and a farm trail offering fresh goods all year long. La Grande is on an arts trail with plenty of artisan shops and visual and performing arts opportunities with multiple theaters and museums offering concerts, plays, exhibits, festivals and more.

Step out your backdoor and world-class outdoor recreation is accessible within minutes in any direction. The Mt. Emily Recreation Area offers nearly 100 miles of motorized and non-motorized trails. Across the valley, Anthony Lakes Mountain Resort offers a base elevation of 7,100 feet and some of the best (non-crowded) powder in the Northwest. If you are looking for Class III rapids, rock climbing, or just want to relax in hot springs, opportunities abound.

*To learn more about this beautiful region:*

City of LaGrande, Oregon:  
<https://www.cityoflagrande.org/>

Travel Oregon:  
<https://traveloregon.com/places-to-go/cities/la-grande/>







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