

JOSHUA KNUDSON

EXPERIENCE

UNIVERSITY OF WASHINGTON ADVANCEMENT

Office of the VP Advancement & President, UW Foundation
Seattle, WA 98195

Senior Philanthropic Counsel

September 2021- Current

- Serve as member of campaign visioning team.
- Coach and onboard new chief advancement leadership.
- Provide regular counsel and support to the VP/Foundation President on matters of organizational development and planning.

UNIVERSITY OF WASHINGTON TACOMA

1900 Commerce Street
Tacoma, WA 98402-3100

Vice Chancellor for Advancement

January 2009-September 2021

- Served as member of Chancellor's Executive Team.
- Managed campus-wide advancement efforts, which include: development, public relations, strategic communications, alumni relations, special events, and community relations.
- Led as Chief Advancement Officer for UW Tacoma in the current \$6 Billion Comprehensive UW *Be Boundless* Campaign
- Executed *Be Boundless* capital campaign for UW Tacoma (2010-2020):
 - \$45M goal, \$55.78M total raised
 - Current Campaign Highlights:
 - Largest campaign gift by a family - \$8M
 - Over-doubled the number of \$1M donors from the prior campaign 9→21
 - Real estate gifts valued at over \$11M
 - 6,143 donors a 105% Increase in donors over prior UW Tacoma capital campaign
- Collaborated and partner with campaign leadership team of volunteers around strategies and solicitations
- Managed integrated advancement team (21 staff), including directly: Assistant Vice Chancellor of External Relations, Assistant Vice Chancellor for Marketing/Communications, Senior Director of Events and Operations, Associate Vice Chancellor for Development.
- Created management strategies, systems and metrics to better serve campus priorities and drive outcomes.

- Created professional development opportunities for advancement staff and campus that enhance capacity in conflict management, empathetic listening, dismantling racism, and enhancing cultural curiosity.
- Served as advisor to the chancellor in all matters related to external communication, public relations goals and strategies.
- Led creation of executive team shared messaging and crisis communications response.
- Engaged directly in multiple community partnerships geared towards mutual organizational capacity building.
- Served on key non-profit boards in the community.
- Served as advisor to chancellor and other campus leadership in how best to manage their respective boards and volunteers.
- Coordinated with capital projects and Chancellor on real estate development strategies for campus; serve on related committees
- Engineered and evaluate all external communication functions strategies.
- Managed centralized events unit to produce a season of high-quality campus events in partnership with campus academic units and to generate engagement and sponsorship revenue through a diverse set of offerings.
- Represented UW Tacoma on UW Public Art Commission.
- Served as member of UW Advancement Extended Leadership Team.

COLLEGE OF SANTA FE
 1600 St. Michael's Drive
 Santa Fe, NM 87505
 (505) 473-6272

Vice President, Development & Alumni Relations
May 2008-January 2009

- Member of President's Cabinet and Leadership Team
 - Assisted in strategic transition of college and ultimate acquisition by Laureate Education Inc.
- Managed Development staff (Senior Director of Development, Director of Annual Giving & Alumni Relations, Director of Prospect Management, Stewardship Coordinator, Office Administrator)
 - Recreated Development infrastructure and strategically allocate funds for new positions: Donor Relations & Stewardship, expand Prospect Research and Annual Giving responsibilities
 - Evaluated development personnel
- Cultivated and solicit \$100,000 and above prospects
- Provided leadership and counsel to Board Committees (Development Committee, Leadership Gifts Committee, Events Committee)
- Served as Development consultant to the Board of Trustees
- Created separate 501(c)(3) organization to manage the philanthropic assets of the institution in the transition to a for-profit institution
- Developed broad communication strategy for roll-out of new organization
- Public spokesperson for institution on for-profit transition issues
- Designed and ratified a new Investment Policy, Endowment Minimums Policy, and Gift Acceptance Procedure
- Created comprehensive Gift Use Agreements and implement related procedures

- Executed new and more aggressive annual appeal focused on access and merit based scholarships
- Created Board of Trustee appeal and coordinate face-to-face solicitations with the Chair of the Board
- Liaised with State Department of Higher Education regarding College/community programs
- Oversaw and approve Development and Alumni budget
- Designed and execute FY 2009 College Operations Plan
- Developed metrics and prospect management system
- Instituted culture of service to Departments and Units through meetings and regular communication

WASHINGTON STATE UNIVERSITY COLLEGE OF LIBERAL ARTS

PO Box 642632

Pullman, WA 99164-2632

(509) 335-3765

Senior Director of Development & Alumni Relations—Washington State University/College of Liberal Arts (CLA)

June 2004-April 2008

- Managed CLA Development Office personnel (Associate Director, Assistant Director, Development Coordinator, Administrative Assistant):
 - Mentor and Instruct
 - Realign current job responsibilities/descriptions
 - Evaluate development personnel
- Strategized/Coordinated/Implemented \$40,000,000 Campaign Plan for the CLA
- Developed/Implemented Annual CLA Development Work Plan
- Developed/Implemented metrics and prospect management system
- Developed, in conjunction with the CLA Senior PR/Communications Coordinator and College designer, materials related to the advancement of the College (case for support, proposal templates, departmental communications and solicitations)
- Oversaw logistics of Dean/ Associate Dean trips to Washington D.C. as they relate to College to state and federal government relations
- Hired quality new members of CLA development staff.
- Managed CLA development budget
- Cultivated relationships with CLA Top 10 prospect list/ implement and advance strategies
- Coordinated Institutional 100 donor strategy between CLA, WSU Foundation and WSU President's Office
- Served as member of WSU Foundation Senior Management Team
- Served as member of WSU Foundation Campaign Team
- Chaired Development Caucus
- Liaised between CLA, WSU Foundation, and Institutional Advancement
- Managed CLA Dean's development activities
- Engaged CLA volunteer leadership in development activities and strategic planning
- Tested and establish focused development events in key markets, and around highly visible WSU/CLA events

- Gift Highlights:
 - First Endowed Chair in CLA and largest in University's history (\$3,000,000)
 - Communication Endowments (\$2,000,000 bequest)
 - Music Scholarships (\$1,500,000 CRT)
 - Communication Endowment (\$5,000,000 bequest)
 - Social Entrepreneurship Fund (\$1,000,000)
 - Dean's Unrestricted Endowment (\$150,000 and \$6,000,000 trust beneficiary)
 - Exceeded Fiscal Year 2006 & 2007 combined goals

OREGON STATE UNIVERSITY FOUNDATION

850 SW 35th Street
 Corvallis, OR 97333
 (541) 737-4218

Director of Development – Oregon State University Foundation/College of Liberal Arts

July 2000-June 2004

- Developed broad based marketing strategy for the College of Liberal Arts
- Created regional Liberal Arts donor networks in Seattle, Portland and San Francisco.
- Supervised and mentored Assistant Director of Development
- Managed Library, International Programs, Graduate School, Liberal Arts, and OSU Press development programs
- Supervised administrative support staff
- Presented exclusive donor cultivation activities in Seattle, Portland and San Francisco
- Developed several new volunteer councils
- Designed and implemented prospect management system for football skybox, including prospect evaluation and clearance
- Cultivated and solicited corporations and foundations in Seattle, Portland and San Francisco
- Gift Highlights:
 - Endowed Political Science Department (\$2,500,000 bequest)
 - Religious Studies (\$300,000)
 - Choir, Transportation Economics, Education, Entrepreneurship (\$250,000)
 - Endowed Ave Pauling Peace Lecture (\$100,000 cash, \$150,000 CRT)
 - Endowed first Theatre Department Scholarship (\$10,000 cash, \$100,000 CRT)
 - Dean's Unrestricted/Faculty Development (\$100,000)

ARIZONA STATE UNIVERSITY COLLEGE OF BUSINESS

PO Box 873506
 Tempe, AZ 85287
 (480) 965-5516

***Director of Annual Programs – Arizona State University/College of Business
June 1999-July 2000***

- Raised major gift scholarship donations
 - Raised \$1.6 Million during FY 2000.
- Cultivated and solicited prospects of \$1000 and up
- Devised and implemented scholarship stewardship program
- Restructured and organized prestigious Honors and Scholarship Awards Convocation
 - Increased attendance by over 100%
- Managed the Annual Fund for the College of Business and the Center for the Advancement of Small Business

ARIZONA STATE UNIVERSITY FOUNDATION

707 S. College Ave.
Tempe, AZ 85287-5005
(602) 965-3759

Assistant Development Officer – Central Office, ASU Campaign for Leadership

January 1999-June 1999

- Cultivated \$10,000-\$75,000 prospects.
- Wrote internal and external communications for the Campaign Director and Foundation President
- Strategized Faculty & Staff Campaign
- Served as member of Campaign for Leadership Management Team
- Implemented and managed orientation for new staff members

Program Coordinator to the Chief Operating Officer & Campaign Director – ASU Campaign for Leadership,

July 1996-December 1998

- Coordinated prospect management system, including management of development activity tracking
- Coordinated selected Campaign related events, including National Campaign Cabinets, cultivation opportunities, announcement events and similar
- Coordinated internal development events, including the Development Staff Retreat and New Staff Orientation
- Coordinated gift-processing system, including oversight of proper procedure in depositing and counting new pledges and gifts
- Oversaw proper affirmative action procedure in the hiring of new staff within development
- Supervised office couriers' schedules, payroll and daily responsibilities
- Coordinated special events surrounding ASU and Cardinals football games
- Supervised all functions supporting skybox utilization including: tickets, security, hosting, catering, decoration, and parking for University guests
- Established ongoing contact with University donors, for purposes of inviting them to football games, ensuring delivery of tickets, arranging parking passes, and communicating necessary pregame event information

U.S. CONCEPTS MARKETING FIRM

16 W. 22nd St.
New York, NY 10010
(212) 353-0594

Phoenix, AZ Marketing Manager, September 1996-June 1997

- Coordinated activities surrounding Salon Selectives Personal Style Tour
- Hired 10 local staff to work at the Arizona State University promotion
- Supervised staff on the day of the promotion; encouraged their use of suggestive selling techniques
- Promoted the Personal Style Tour through a broad-based marketing campaign
- Organized efforts between the tour staff, the ASU campus organization, and U.S. Concepts
- Secured and oversaw inventory of promotional products
- Established contact with management of possible promotional sites
- Budgeted business related expenses and payroll of promotional staff
- Implemented planning for daily promotional events

ACTOR – NEW YORK CITY

MEMBER, ACTOR’S EQUITY ASSOCIATION

AGENT – BOB WATERS, PRESIDENT, WATERS & NICOLSI

JANUARY 1994-JULY 1996

- Resume Available Upon Request.

EDUCATION

Bachelor of Fine Arts, Theatre, Arizona State University, August 1993

Master of Arts, Theatre, Arizona State University, August 2003

American Leadership Forum Pierce County Chapter, Senior Fellow 2017

PUBLICATION

*The Oregon Shakespeare Festival:
A History and an Analysis of a Growth Oriented Model for Institutional Advancement*

LAP: Lambert Academic Publishing – 2010

BOARD INVOLVEMENT

Tacoma Pierce Count Chamber Board (Current)

Foundation for Tacoma Students/Graduate Tacoma Board Executive Committee (Current)

South Sound Together (Current)

Tacoma Urban League (Past)