

Associate Vice President and Chief Development Officer for University Advancement

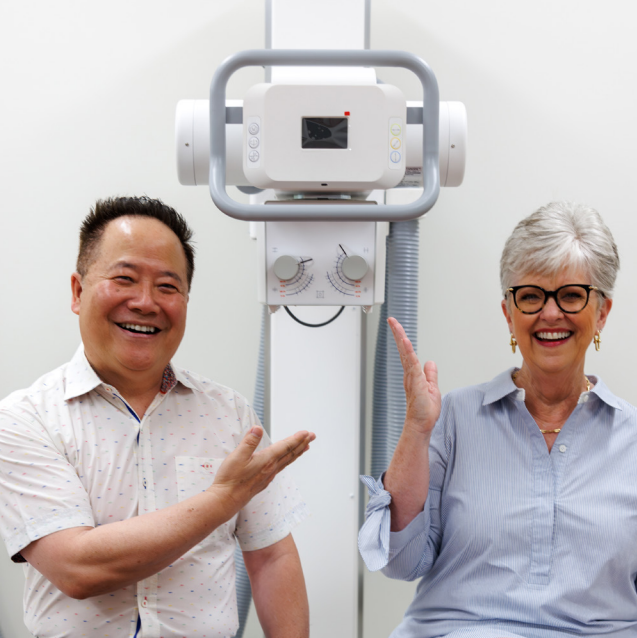
Candidate Packet

MARSHALL B. KETCHUM UNIVERSITY

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ketchum.edu



**Marshall B.
KETCHUM UNIVERSITY**



Welcome

WELCOME TO MARSHALL B. KETCHUM UNIVERSITY

Marshall B. Ketchum University is proud to announce a significant opportunity for an individual who is passionate about educating and transforming lives through health care as the Associate Vice President and Chief Development Officer for University Advancement.

Come be a part of our history in preparing tomorrow's leaders in the future of health care.

SEE YOURSELF HERE

Located on a beautiful, seven-acre campus in Fullerton, California, MBKU is an independent, private, non-profit, accredited educational institution. MBKU is home to the Southern California College of Optometry, the School of PA Studies, College of Pharmacy, and the Doctor of Medical Science program (DMSc). MBKU operates three healthcare facilities that serve as clinical teaching centers: Ketchum Health, which includes the University Eye Center and Ketchum Health Medical Clinic; and a second vision center, UECLA, located in Los Angeles.

A TRADITION OF EXCELLENCE SINCE 1904

In 1904, Marshall B. Ketchum, MD, opened the Los Angeles School of Ophthalmology and Optometry in Los Angeles. Dr. Ketchum was a visionary entrepreneur and prominent leader in the optometric profession. He made very significant and long-standing contributions in his field of care, in California and throughout the nation.

In the early '70s the College moved to its current home in Fullerton, CA and was renamed Southern California College of Optometry. But even the pioneering Dr. Ketchum could not have envisioned his school would grow to become Marshall B. Ketchum University, an independent, private, non-profit, accredited educational institution encompassing multiple disciplines.

BE AT THE FOREFRONT OF REIMAGINING HEALTH CARE EDUCATION

Marshall B. Ketchum University offers career opportunities that will put you at the forefront of health care education. You will be provided with learning and advancement opportunities, as well as a culture that recognizes the importance of fun, employee appreciation and a work-life balance.

Our mission is to educate caring, inspired health care professionals who are prepared to deliver collaborative, patient-centric health care in an interprofessional environment. By joining our family, you can help us reimagine the future and inspire future health care leaders.

INTERPROFESSIONAL HEALTHCARE LEADERS

At Marshall B. Ketchum University, we have led the way in interprofessional healthcare, building on a century of experience as an optometry school. In 2012, the first Physician Assistant program in Orange County was added, followed by the College of Pharmacy program in 2014. Most recently, in 2024, we expanded our offerings with the addition of the fully-online Doctor of Medical Science (DMSc) program. Side-by-side in group discussions, community service, and clinical experience, our OD, PA, PharmD, and DMSc students learn what it means to deliver patient-centered health care as a collaborative team of professionals.

At MBKU we don't just talk about working alongside other medical professionals, we do it.

MBKU is leading a momentous change in health care education – a change that breaks down the traditional silos between different professional programs so students understand, on a comprehensive level, how to deliver excellent patient care in a team environment.

The future of healthcare is based on the ability of differently trained specialists to effectively communicate and work together to ensure positive clinical outcomes and satisfying patient experiences to meet this fast-emerging shift in medicine, MBKU has moved to reimagine both health care education and quality and scope of individualized patient care.

By bringing multiple disciplines together in both educational and clinical settings, MBKU is preparing future health care practitioners to lead and succeed, regardless of their chosen field or specialty.

VALUES DRIVEN

Incorporating our core values of accountability, caring, excellence, innovation and respect happens every day at MBKU and we have evolved to offer unbeatable academic training, a caring, professional community where lifelong friendships are born, a beautiful campus near Southern California's beaches and cultural attractions and a solid foundation to base your career upon.

About Southern California

ORANGE COUNTY, CALIFORNIA

Beyond its epic theme parks and perfect weather, Orange County is celebrated for outdoor dining, entertainment and beach-bound adventure. Treat yourself at South Coast Plaza for the finest in luxury shopping and superlative restaurants. Spend an afternoon aboard a whale watching cruise in Newport Harbor, or cast a reel from the Huntington Beach Pier. Stop to smell the flowers at the Sherman Library and Gardens, or explore Laguna's vast variety of boutique shops along the Pacific Coast Highway. Orange County features excellence in education, many businesses and unlimited recreational opportunities. Quality of life is one of Orange County's greatest offerings, from the best golf courses, and miles of hiking, biking and equestrian trails.

LOS ANGELES, CALIFORNIA

The City of Los Angeles holds many distinctions. L.A. is the entertainment capital of the world, a cultural mecca boasting more than 100 museums, and a paradise of idyllic weather. From tourist attractions like the Walk of Fame's collection of stars, to career opportunities like those presented in the expanding tech industry, Los Angeles is the place to be. It is the only city in North America to have hosted the Summer Olympics twice. Downtown L.A. is the largest government center outside of Washington, D.C. Los Angeles is on the leading edge of several growth industries. The L.A. five-county area also has more than 700,000 people at work in health services/biomedical activities and 190,000 people in aerospace/technology.



Job Description

SUMMARY

The Associate Vice President & Chief Development Officer for University Advancement (AVP/CDO) will serve as a trusted thought partner to the Vice President for University Advancement, leading the next level of development of a maintainable philanthropic infrastructure with long-term impact. The AVP/CDO will guide a team of development staff and work collaboratively with senior leadership to build a unified philanthropic vision that reflects the university's deep commitment to its mission.

The AVP/CDO serves as a strategic partner to the Vice President for University Advancement and a key architect of MBKU's philanthropic future. As the university enters a pivotal chapter of growth and possibility, the AVP/CDO will lead, manage, and inspire a team of fundraising professionals in central development (corporate and foundation relations, planned giving and annual giving), cultivating a culture of collaboration, accountability, and bold vision. This leader will shape and execute strategic fundraising plans that elevate private support, with oversight spanning major gifts, corporate and foundation relations, annual and planned giving, donor relations, and prospect development. Beyond oversight of development staff and a portfolio of top prospects, the AVP/CDO will act as a chief collaborator, bringing together academic leadership, advancement staff, and university partners to align philanthropic investment with institutional priorities.

The department of University Advancement at MBKU plays a vital role in strengthening the university's reputation and securing private support. Through meaningful engagement with alumni, friends, corporations, foundations, and the broader community, the division cultivates partnerships that advance the university's mission and long-term success.

University Advancement encompasses several key functions:

- **Development:** Includes annual giving, corporate/foundation relations, and planned giving.
- **Alumni and External Relations:** Engages alumni, students, and the community through philanthropic opportunities and campus-wide events and celebrations.
- **Advancement Services:** Oversees alumni and donor records, prospect research, gift processing, and data analytics.

STRATEGIC LEADERSHIP AND TEAM DEVELOPMENT

- Serve as a strategic leader to strengthen the culture of philanthropy at MBKU, and advance a culture of performance excellence within University Advancement.
- Leverage strong communication skills and storytelling to articulate MBKU's mission, vision, and values in ways that resonate with all constituents and inspire philanthropic engagement from alumni, corporations, foundations, patients and community members.
- Oversee University Advancement development staff, development consultants, including foundation and corporate relations, planning and annual giving efforts.
- Coach and develop the UA team through strategic mentorship, clear goal alignment, and impactful performance management.
- Drive cohesive strategy development and execution across the campus ensuring alignment with the university's top fundraising priorities and long-term vision.
- Champion best practices in gift administration and prospect management and ensure organizational accountability through the consistent application of Advancement policies and procedures.

STRATEGY & MAJOR GIFT DEVELOPMENT

- Lead the development and implementation of comprehensive fundraising strategies.
- Personally manage a portfolio of high-level prospects and work in close partnership with university leadership (VP for Advancement, President, Deans) to cultivate and solicit transformational gifts.
- Serve as strategist and thought partner on six-figure+ prospects.

FOUNDATION & BOARD ENGAGEMENT

- Serve as one of the staff liaisons to the MBKU Board of Trustees, with primary responsibility for the Advancement Committee.
- Assist in fostering an inclusive and high-performing board culture that advances university fundraising goals and aspirations.

ADMINISTRATIVE LEADERSHIP & PLANNING

- Serve as a senior member of the Advancement leadership team.
- Contribute to divisional strategic planning and operational excellence.
- Collaborate with Database Consultants to ensure adherence to prospect management protocols, stewardship processes, and systems optimization.
- Serve as a senior advisor to the Vice President for Advancement.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree from an accredited university.
- Five (5) years of professional experience as a seasoned performance-driven senior development officer of a higher education or nonprofit institution which may include major gifts, planned giving, and capital campaigns.
- Five (5) years of management or supervisory experience.

PREFERRED

- Master's degree from an accredited university.
- 5-8 years of management or supervisory experience with major gift program with performance-driven metrics and accountability.
- Demonstrated knowledge, skills, and experiences needed to build a philanthropic community that reflects MBKU's values.

DESIRED QUALITIES

- Demonstrated ability to be an effective team builder with a strong commitment to collaboration, inclusion, and partnership with the internal and external community.
- Proven ability to cultivate positive working relationships across cultural, functional, and organizational lines.
- Proven success in major gift fundraising, including donor cultivation, solicitation, and stewardship.
- Demonstrated ability to oversee major gift programs and stewardship efforts with creativity and accountability.

APPLICATION PROCESS

All applications will be held in the strictest of confidence. Review of application materials will begin immediately and continue until the position is filled. Nominations, inquiries, and applications, including letter of interest, and curriculum vitae, should be submitted through the job posting found on the MBKU Employment Website page, ketchum.edu/about-us/employment. Letter of interest should address the categories in the job description. All documents should be submitted electronically in a PDF format. In accordance with MBKU policy, the University is required to run a background check on the final candidate upon acceptance of a contingent offer.

Additional information about MBKU and Ketchum Health can be found at ketchum.edu and ketchumhealth.org.

Marshall B. Ketchum University and Ketchum Health is an equal opportunity/affirmative action employer dedicated to excellence through diversity.

— Thank You

Thank you for your consideration for the Associate Vice President for University Advancement and Chief Development Officer at Marshall B. Ketchum University. MBKU has a unique and exceptional culture of collaboration, innovation and care and we look forward to reviewing your interest in joining our growing, interprofessional health care University.

