

MARK H. ARSTEIN

FUNDRAISING - HIGHER EDUCATION - LEADERSHIP - STRATEGIC VISION

Communication | Campaign Management | Public Policy

A dynamic leader passionate about building relationships, team building, and facilitating philanthropy. Accomplished history of closing major gifts, leading staff, and managing comprehensive fundraising campaigns that successfully engage donors and stakeholders. Effective communicator, proficient in articulating an organizational vision and forging productive relationships. Valuable hiring manager, skilled recruiter, and trainer, and integrating departments to ensure peak performance and collaborative solutions. Finely honed political acumen and effective negotiator.

Leadership Strengths

- Strategic vision
 - Collaboration and team building
 - Writing, public speaking, and communication
 - Analytical and critical thinking
 - Compelling presentations & proposals
 - Volunteer board development & relations
 - Coaching, mentoring, organizational culture
 - Budget administration/expense control
 - Planned Giving
 - Listening, patience, and persistence
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PROFESSIONAL EXPERIENCE

COLLEGE OF WESTERN IDAHO (CWI) NAMPA, IDAHO

6/23 to present

Vice President of Institutional Advancement and Chief Development Officer, CWI Foundation

Responsible for establishing a robust Advancement Division and an influential and effective CWI Foundation board to develop a constituency of donors, engaged alumni, and advocates for CWI. Charged with planning and launching CWI's inaugural comprehensive campaign.

- ◆ Achieved the highest fundraising year in the College's history in FY 24, more than doubling the record
- ◆ Completed the initial planning phase of Power the Treasure Valley Campaign
- ◆ Achieved gifts and pledged to exceed 50% of the campaign goal
- ◆ Reorganized the Advancement Division and Foundation Board
- ◆ Established operational and budget processes to effectively steward donor gifts and endowment funds
- ◆ Built campaign infrastructure and staffing to launch the campaign in September 2024
- ◆ Recruited an influential and generous Campaign Cabinet
- ◆ Created donor recognition societies based on loyalty

EAGLEROCK CONSULTING FIRM – BOISE, IDAHO

11/2022 to present

Principal Owner

Provide consulting services, expertise, and advice to development professionals, education institutions, nonprofit organizations, and the healthcare industry to improve performance and outcomes

- ◆ Elevate donor relations, engagement, and retention
- ◆ Campaign Management, specializing in major gift and principal gift development and solicitation
- ◆ Volunteer board management and development and strategic planning

UTAH VALLEY UNIVERSITY (UVU) – OREM, Utah

2/2021 to 1/2023

Vice President of Institutional Advancement and CEO of the UVU Foundation

Reporting directly to the President and Foundation Board, led the Institutional Advancement Division for UVU, an open-enrollment dual-mission university with 43,000 students and 200,000 plus constituents in the database

- ◆ Secured a \$25 M lead gift to name the Scott M. Smith College of Engineering and Technology
- ◆ Achieved the \$120 M funding goal for the engineering building by raising \$40 M in private gifts and an \$80 M appropriation from the Utah Legislature; the goal was achieved in 2 years
- ◆ Led UVU to a record-giving year of \$51 M for FY 22 and is on pace to exceed that in FY 23
- ◆ Provided leadership and direction to launch UVU's inaugural \$350 M Evergreen Campaign successfully

- ◆ Supervised Institutional Advancement Division with 64 staff members and a \$2.7 M budget: development: marketing and communications: alumni, and donor relations: advancement services:
- ◆ Facilitated a culture of trust, collaboration, work-life balance, unity, inclusion, and achievement
- ◆ Reorganized Institutional Advancement structure to establish optimal performance and function to launch a successful campaign; elevated professionalism, collaboration, and productivity
- ◆ Managed the operations of UVU Foundation, establishing the Investment Committee; and best practices for investing; professionalized the oversight and management of the endowment
- ◆ Member of President's Cabinet: develop policies; academics; promotion & tenure; student relations; budget

UNIVERSITY OF UTAH HOSPITAL AND MEDICAL SCHOOL – Salt Lake City, Utah 4/2019 to 2/2021

Senior Executive Director of Advancement U Health / Huntsman Mental Health Institute

Supervise advancement staff and provided strategic direction for developing gifts, including eight divisions for the Medical School, Hospitals, and Clinics, and charged with stewarding the Huntsman Family effort to create the Huntsman Mental Health Institute (HMHI)

- ◆ Led the development strategy and the campaign planning process across clinical and academic units
- ◆ Launched a grateful patient-giving program in hospitals and clinics
- ◆ Secured a \$1 M Corporate Gift to help with Covid 19 Crisis
- ◆ Steward the Huntsman Family and the administration of their \$150 M gift to establish HMHI
- ◆ Carry a portfolio for prospects with a capacity of giving \$1 M
- ◆ Responded to the COVID-19 crisis with compassion and empathy, yet we exceeded donor activity metrics, setting the stage for future gifts

IDAHO STATE UNIVERSITY – Boise and Pocatello, Idaho 7/2012 to 4/2019

Senior Director of Development College of Business (COB) and Strategic Initiatives

Coordinate and lead philanthropic initiatives for the College of Business and for the Institutional Advancement Department (IAD), managing a portfolio of principal-giving prospects

- ◆ Managed a donor portfolio for COB and facilitated a significant increase in average annual contributions to the College over the previous six years
- ◆ The first-ever endowed chair for ISU – Nelson Endowed Professorship
- ◆ Partnered with the Dean to create the COB leadership board, led by Bruce Nelson
- ◆ Increased total annual contributions by nearly 50 percent
- ◆ Collaborated to establish the Wells Fargo Speaker Series, which raised the brand of the college and created strong ties to the business community and students and faculty

BOISE STATE UNIVERSITY – Boise, Idaho

6/2004 to 7/2012

Executive Director Alumni Relations and Development - (8/2006 to 7/2012)

As a member of the Campaign Leadership Team (CLT), I helped execute and manage BSU's first-ever comprehensive campaign from the initial inception of the campaign to the closing celebration (2004 to 2011). Directed a team of alumni and development staff, Alumni board members, and volunteers to expand the reach and relevancy of Alumni Relations.

- ◆ Secured the lead gift for the Alumni Center Campaign
- ◆ Raised alumni membership and revenues
- ◆ Originated the Bronco Advocacy Network to advocate for BSU and build relationships with legislators
- ◆ January 2012 received "Silver Medal Award" from CASE membership acquisition video best practices
- ◆ Established an active network of volunteers throughout Idaho and the nation
- ◆ Responded to the economic recession that reduced endowment earnings in 2008-2010 and necessitated a 40% reduction in staffing and funding, yet fundraising, membership, and chapter/network programs goals were achieved

Director of Development College of Business and Economics (COBE)/Selland College (6/2004 to 10/2006)

Managed the campaign for a \$37 M business building. Cultivated a portfolio of 125 donor prospects while building new strategic alliances between key Idaho business executives, local business leaders, and corporations

- ◆ Developed and secured a \$12.5 M lead gift for the College of Business Building
- ◆ Developed a \$1.2 M lead gift for the Selland College/Community College Initiative

EDUCATION AND CREDENTIALS

Ph.D. Public Policy and Administration ABD • BOISE STATE UNIVERSITY – Boise, ID

- ◆ Fall of 2025 projected dissertation completion – research emphasis:
 - Philanthropy in Higher Education
 - Volunteer Board Development
 - Network Theory and Social Network Analysis

Master of Public Administration • IDAHO STATE UNIVERSITY – Pocatello, ID

Bachelor of Science in Political Science • BOISE STATE UNIVERSITY – Boise, ID

Professional Development & Certification

- ◆ Graduate of Johns Hopkins Philanthropy Institute
- ◆ Plus Delta Partners Frontline Fundraising Certificate
- ◆ Plus Delta Partners Management of Frontline Fundraising Certificate