

# Stephanie J. Smith



## Higher Education Administrator Profile

An inspiring, accessible, consultative, resilient, and transformational leader, with extensive experience in organizational leadership, change management, philanthropic relationships, advancement operations, and community engagement in higher education and public organizations. Expertise spans leadership and administration, comprehensive campaigns, strategic planning, communications, development, fiscal control, board governance, inclusive excellence, and community engagement. Leverage vision, cross-campus collaboration, active listening, and strong communication, and an entrepreneurial mindset to identify opportunities to improve educational access and attainment, advance philanthropic relationships, and elevate community-building through engagement and communications. Harness training and mentoring with commitment to creating inclusive, opportunistic, and positive working environments, empowering motivated, healthy, and high-performing teams.

### Areas of Expertise

- Transformational Leadership
- Advancement Administration
- Strategy and Policy Development
- Alumni and Donor Engagement
- Fundraising Strategy and Leadership
- Campaign Leadership
- Community Partnerships
- Marketing and Communications
- Inclusive Excellence
- Board Governance
- Facilitation
- Budgeting Management and Fiscal Control
- Data Governance
- Organizational Change and Development
- Presidential Engagement

### Accomplishments

- Served in a senior role in the planning of \$300m comprehensive campaign, including feasibility study, organizational readiness, case for support, constituent engagement, and lead gift cultivation.
- Created and implemented university-wide strategy for community engagement of more than 200,000 alumni constituents.
- Led with intention and strategy to advance an engaged and high-caliber Foundation Board and Alumni Association Board.
- Served in executive leadership role for NAU Foundation team that secured \$53.6 m in FY23, the largest fundraising year on record.
- Established sustainable, collaborative, and innovative relationships with academic, campus, and community partners.

### Career Experience

**Associate Vice President**, Northern Arizona University, Flagstaff, AZ

**Jan 2017 – Present**

Oversee engagement, alumni association, foundation board, strategic initiatives fundraising program, and presidential engagement for university advancement division and foundation. Leading departments and overseeing two national boards, define strategy, empower teams, lead accountability and organizational change initiatives, and solicit major and principal gifts. Humbled to serve in a senior leadership role for alma mater, a HSI of nearly 30,000, by advancing philanthropy in support of delivering equitable postsecondary value.

- **Advancement Division and Campaign Leadership:** Serve on executive leadership team to drive organizational and team development, campaign planning, fundraising strategy, alumni engagement, advancement services, and communications.
- **Presidential Engagement:** Lead the coordination of all presidential engagement with alumni and donors, ensuring a cohesive and impactful approach to donor relationships. Served 125-year anniversary campaign and Presidential Transition Commission.
- **Community Engagement:** Serve as the chair for university's community engagement under the university's strategic planning advisory board. Advance access to excellence through fundraising and promoting positive relationships with alumni networks, the business community, organizations, academic leadership, and governmental agencies.
- **Development Leadership:** Oversee staff and strategy for the university's strategic initiatives fundraising, including major and principal gifts. Develop policies and practices that drive fundraising progress, accountability, and strategic moves management. Personally responsible for securing \$3m annually in private support for presidential initiatives. Ensure organizational alignment and strategic leadership for multi-year, \$300 million+ campaign plan.
- **World Class Organization:** Lead organizational development, recruitment, retention, and performance management initiatives, fostering values-based planning and inclusion throughout workplace culture and change initiatives.
- **Board Administration:** Serve as the administrator for the NAU Foundation Board and NAU Alumni Association Board, leading governance and engagement strategy, strategic goal setting, campaign training, and retreat facilitation.
- **Alumni Association and Communications Leadership:** Provide direct oversight of the NAU Alumni Association, managing operations, engagement strategy including regional outreach, volunteer management, alumni awards, career services, and mentorship programming, communications, integration with development, and event leadership. Doubled reach and enhanced engagement with nearly 200,000 constituents in four years.

- **Interim Leadership:** Served in a long-term interim capacity over the IT and data team, including CRM transition to Cloud, and ensuring the effective utilization of data in prospect management, fundraiser performance management, and database hygiene.
- **Operational Excellence and Employee Engagement:** Manage operating budget, overseeing revenue-generation and fund accounting. Deliver extensive classification, compensation, and organizational effectiveness efforts and employee recognition and appreciation initiatives. Lead organizational goal-setting, change management, and performance management systems.

**Assistant to the City Manager, City of Flagstaff, Flagstaff, AZ**

**Dec 2012 – Jan 2017**

Oversaw the City's strategic planning processes, prioritizing alignment, employee engagement, and accountability. Oversaw the intergovernmental relations program, building robust relationships with federal, county, transit, tribal, and state partners. Coordinated numerous projects ranging from policy and organizational development, municipal budget leadership, capital planning, community outreach, and employee engagement. Collaborated with divisional leadership to resolve critical issues. Bridged gap between executive leadership and local community, enhancing communications with the public. Represented City at public forums, events, conferences, and meetings with government agencies. Staffed citizen committees. Delivered verbal and written updates to community and City Council. Addressed complex issues, managed neighborhood liaison FTEs, and customer service program staff, and facilitated politically sensitive topics diplomatically with partners and public. Provided absence cover as acting deputy city manager.

- As member of executive and Emergency Operations Center crisis communications teams, during winter storm, fire, and floods.
- Member of budget leadership team tasked with allocation of \$250 million+ budget.
- Enhanced communication between city leaders, legislators, and lobbyists by overseeing intergovernmental relations program.
- Lead a successful \$100 million+ sales tax, secondary property tax and GO Bond initiatives.
- Served as city liaison to Indigenous Circle of Flagstaff and oversaw annual Mayor's Bordertown Summit.
- Coordinated planning and facilitated City Council budget and strategic planning retreats.

**Sustainability Specialist, City of Flagstaff, Flagstaff, AZ**

**Nov 2008 – Dec 2012**

Developed and introduced sustainability policy and performance-based initiatives that aligned with wider organizational objectives. Served as the city's energy manager and communicated policy changes and technical information to leadership, City Council, and varied community audiences. Built and led high-performing team of staff, volunteers, and contractors and relationships with partners, neighborhoods, and the public. Drafted budgets, ensured grant federal compliance, and delivered outreach campaigns.

- Advanced ARRA funding and ensured adherence to federal labor regulations and grants.
- Cut energy consumption and saved residents an estimated \$2 million by overseeing efficiency and rebate programming.
- Headed climate preparedness and resiliency policy including execution of a municipal vulnerability and risk assessment.

**Code Enforcement Manager, City of Flagstaff, Flagstaff, AZ**

**Dec 2006 – Nov 2008**

**Various Non Profits and Americorps, American Conservation Experience and Coconino County**

**2002 - 2005**

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## Education

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**Master of Public Administration (MPA), Northern Arizona University, Flagstaff, AZ**

**Bachelor of Science in Political Science (BS) (Cum Laude), Northern Arizona University, Flagstaff, AZ**

**Bachelor of Science in Geography (BS) (Cum Laude), Northern Arizona University, Flagstaff, AZ**

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## Awards

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**President's Achievement Award, Northern Arizona University, 2021**

**Athena Young Professional Award, Greater Flagstaff Chamber of Commerce, 2017**

**ACMA Rachel Hut Brenen Leadership Excellence Award, Arizona City/County Management Association, 2016**

**City Manager Excellence Award, City of Flagstaff, 2016**

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## Affiliations

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Prosci Change Management Practitioner, Arizona Court Appointed Special Advocate, Association of Governing Boards, International City/County Management Association, University Leadership Program Fellow, Flagstaff Leadership Program, University Strategic Planning Advisory Board, University Sustainability Advisory Board, United Way of Northern Arizona, NAU Alumni Association Board, Flagstaff Citizen's Police Academy, United Cerebral Palsy, Grand Canyon Youth, Arizona City/County Management Association, NAU MPA Advisory Board