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# THE GEORGE WASHINGTON UNIVERSITY

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WASHINGTON, DC

Assistant Vice President of Development and Constituent Engagement,  
Law School

The George Washington University  
Washington, D.C.

## THE SEARCH

The George Washington University Law School (GW Law, Law School) seeks an experienced, strategic, and aspirational fundraising leader to serve as the assistant vice president of development and constituent engagement (AVP). A critical partner to the dean of GW Law, [Dayna Bowen Matthew](#), the AVP will lead and oversee the fundraising and engagement efforts for GW Law and develop and implement a strategic advancement program positioning the Law School for continued and future fundraising success. This is an exceptional opportunity for an experienced individual with a proven track record to partner with a dynamic, ambitious, and inspiring dean to build and strengthen the systems, strategies, and practices to support a best-in-class development and constituent engagement program at one of the top law schools in the United States.

The AVP will join The George Washington University (GW) at a transformative moment with an upcoming comprehensive campaign that will be the most ambitious in GW history. These efforts and aspirations build upon the exciting arrival of GW's new president, [Dr. Ellen Granberg](#), in 2023. The Law School is one of the largest schools at The George Washington University, with a robust and highly dedicated alumni and volunteer constituency.

Reporting to the associate vice president, schools and academic units, the AVP will manage a team of 12, including three direct reports, across major gifts, leadership and annual giving, affinity, and reunion giving, stewardship, and alumni relations. Through strategic program development, the AVP will build upon successive years of growth to broaden the base of philanthropic support, increasing the total number of donors, engaged alumni, contributions for faculty research, specialty programs and centers, student scholarships, and other top priorities that align with the Law School's strategic plan. Action-oriented and data-driven, the AVP will guide and support the dean in her role as chief spokesperson and fundraiser for the Law School and serve as a thought partner, co-strategist, mentor, and coach. As a critical member of

the GW Law senior leadership team and liaison to the central development and alumni relations program, the AVP will collaborate with peers and leaders across the Law School and university to advance unit and institutional priorities, creating a culture of philanthropy and repeat giving.

The ideal candidate will demonstrate excellent strategic vision and at least 7 to 10 years of relevant professional experience, preferably in a campaign setting in a complex research university and/or professional school. The AVP must have the ability to build and enhance a comprehensive advancement program, fully leveraging key constituencies in philanthropic efforts and guiding the strategy to create a lasting impact for GW law. The ideal candidate will possess a keen understanding of fundraising best practices and will be data-oriented in their approach to program and staff management, and developing vision, goals, and buy-in. The AVP must have the demonstrated experience to motivate, mentor, and leverage a team's existing capacity to strengthen performance and achieve new levels of success. The ideal candidate will possess the credibility, maturity, and sophistication to effectively engage with senior leaders and diverse groups of internal and external constituents, including advisory councils and volunteers. Exceptional communication and negotiation skills, political savvy, flexibility, and cultural agility to navigate a complex academic community will be essential. In addition, candidates must demonstrate a deep appreciation for and an ability to articulate the educational mission and aspirations of GW and GW Law. A bachelor's degree is required; an advanced degree in a related field is preferred.

The George Washington University has retained the services of Jack Gorman of Isaacson, Miller, the national executive search firm, to conduct the search. Inquiries, nominations, and applications may be directed to the search firm as indicated at the end of this document.

## THE GEORGE WASHINGTON UNIVERSITY

The George Washington University is a dynamic, diverse, and student-centered research university committed to educating the next generation of citizen leaders. Chartered by Congress in 1821, the university is the largest private institution located in the nation's capital. Nationally ranked and competing with some of the finest research universities in the nation, GW's commitment to academic excellence, forefront research and scholarship, and cultural and intellectual diversity is built upon its founding values of integrity, creativity, and openness to the exploration of new ideas. For over two centuries, the university has produced well-informed, ethically grounded citizens, an extraordinary number of whom have gone on to seek and find creative solutions to society's most complex problems.

GW's undergraduate programs offer over 136 majors across eight schools and colleges. The university offers more than 240 master's, doctoral, and certificate programs and enrolls a diverse graduate student body across 14 graduate and professional schools and colleges. The university's enrollment totals approximately 26,000 students, of which about 10,800 are undergraduate students, 14,400 are graduate and professional students, and 800 are non-degree students. GW has 1,376 regular full-time faculty, 163 specialized research and teaching staff, and 75 visiting faculty members.

Advancing GW's research agenda has been one of the university's top priorities. The university has made great strides in federally funded research and the quality and impact of scholarship. Total research expenditures from federal sources for fiscal year 2020 were approximately \$157.5 million, an increase of 72 percent since 2009. GW attributes its rise among premier research institutions to its emphasis on cross-disciplinary collaboration, recruitment of top talent across all disciplines, and investment in research administration. In 2023, GW received membership in the Association of American Universities (AAU), joining the top tier of preeminent universities in North America and signaling the university's significant achievements in research. For more information on GW and its leaders, please visit [www.gwu.edu](http://www.gwu.edu) and the addendum of this document.

## Law School

Established in 1865, the [George Washington University Law School](#) is the oldest law school in Washington, DC. The school is accredited by the American Bar Association and is a charter member of the Association of American Law Schools.

The George Washington University Law School is a global law school that exists to make an impact on the law through the leadership of diverse faculty and staff, the extraordinary influence of an extensive alumni network, and its location in the heart of downtown Washington, D.C. GW Law students emerge from a D.C.-infused education that is guided by an engaged faculty, where renowned scholarship and classroom teaching are intertwined with outstanding experiential opportunities to prepare students to shape solutions to the pressing challenges of our times.

The Law School has a total enrollment of about 1,700. Approximately 1,400 students are in the full-time division for the JD degree, and 125 are enrolled in the part-time division. 175 students, many from abroad, are enrolled in graduate law degree programs. The George Washington University Law School boasts more than 32,000 living alumni, of whom some 150 are judges serving on local, state, and federal benches, including 10 justices on State Supreme Courts. Alumni and accomplished legal professionals serve on several [advisory councils](#), including the dean's advisory council, offering various perspectives on the legal profession to advance the quality and standing of the Law School.

## Development and Alumni Relations

Through a combination of focused and broad-based fundraising, engagement, and communication strategies that are both metrics-driven and aligned, DAR builds and strengthens relationships with the GW community to encourage investment, advocacy, and support of the university's mission and priorities. DAR's 170- staff is led by the vice president for advancement and a ten-person [executive leadership council](#). The division's five-year annual fundraising average is \$114 million. In Fiscal Year 2023, GW DAR raised \$132M. The institution's last comprehensive campaign, Making History, closed in June 2017, surpassing its \$1 billion goal one year ahead of schedule.

In 2021, GW launched [\*Open Doors: The Centuries Initiative for Scholarships & Fellowships\*](#), a university-wide effort to raise funds for undergraduate scholarships and graduate student fellowships and to spark conversations across the GW community about the pressing need for greater financial support to attract and retain talented students. Open Doors is the fundraising priority for DAR and the start of an ambitious new chapter for GW. Looking ahead to the university's third century, GW is preparing for the next comprehensive campaign.

## Finances

GW's operating budget for Fiscal Year 2023 was approximately \$1.2 billion. The university's endowment net assets as of June 30, 2022 (unaudited) totaled \$2.3 billion and generated \$99 million in support of university activities in Fiscal Year 2022.

## ASSISTANT VICE PRESIDENT OF DEVELOPMENT AND CONSTITUENT ENGAGEMENT

Reporting to the associate vice president, schools and academic units, with a dotted reporting line to the dean of the Law School, the AVP will lead and oversee the advancement strategy and efforts for the Law School and its development and constituent engagement team. The AVP will work collaboratively with Law School leadership volunteers, key faculty, staff, and DAR staff across the division to create and execute an annual development and constituent engagement program that will broaden the base of philanthropic support for GW and GW Law's top priorities.

The AVP is responsible for developing and managing annual and long-term development plans, including ambitious goal-setting for fundraising, constituent engagement, and donor base expansion. The AVP will personally identify, cultivate, solicit, and steward major and principal gift prospects in close collaboration with the associate vice president of principal and legacy gifts. The AVP will oversee a 12-person staff and will partner with the dean to manage team performance, make hiring decisions, determine future staffing needs, and provide coaching, training, and mentorship.

## Duties and Responsibilities

- In collaboration with the dean and senior school and DAR leadership, establish a comprehensive metrics-driven development and engagement strategy for GW Law, leading to increased connectivity and philanthropic support of top priorities from alumni, families, and friends.
- Assess the current development and engagement program and create and implement a strategy to strengthen and enhance the systems, policies, and practices to support a best-in-class operation, maximizing the fundraising potential of GW Law.
- Serve as the primary philanthropic advisor and strategic partner to the dean; guide and support the dean in her role as chief spokesperson and fundraiser; serve as a coach, mentor, and co-strategist, cultivating and soliciting transformative gifts.
- Personally cultivate, solicit, and steward a portfolio of high-level major and principal gift prospects.

- Provide strategic leadership for the development and constituent engagement programs and a staff of 12 to achieve the Law School's annual and long-term philanthropic goals.
- Oversee the performance management of the GW Law team responsible for major gifts, annual giving donor retention, and constituent engagement. In these efforts, leverage the use of DAR performance metrics tools, including prospect moves management reports, strategy development reports, individual metric reports, and other Power BI performance analytics.
- Organize, inspire, and empower the GW Law advancement team; maximize success through clearly defined goals, celebration of achievements, and consistent, supportive coaching and mentoring.
- Oversee the effective management of subject-matter alumni advisory boards, and the Dean's Advisory Committee to support engagement and philanthropy from alumni leaders.
- Partner with the dean of the Law School, associate vice president for schools and academic units, and GW Law faculty, staff, and key volunteers, effectively utilizing their time and talents in campaign, development, and constituent engagement activities.
- Collaborate with the dean and DAR leadership to establish a comprehensive travel plan supporting GW Law development and constituent engagement strategies.
- In partnership with the dean, GW Law marketing and communications, central communications, and DAR, build brand identity and awareness and ensure alignment of key messaging that leverages the uniqueness, strengths, and aspirations of GW Law and its leadership in a way that results in philanthropic support for funding priorities.
- Work collaboratively with school and centrally-based colleagues, including those in principal and legacy gifts, planned giving, alumni relations, annual giving, donor relations and stewardship, family philanthropy, central initiatives, and corporate and foundation relations. Maximize these partnerships to identify, cultivate, solicit, and steward donors with Law School interests and build capacity for the execution of a comprehensive fundraising and engagement strategy for constituents of GW Law.
- Demonstrate a strong sense of teamwork and a commitment to an environment of mentoring and support within the University and with Law School administration and faculty.
- Participate in team planning and solicitation strategy efforts within DAR.

## Qualifications And Experience

- Must demonstrate a record of excellence as a strategic thinker, persuasive communicator, and experienced team manager and mentor.
- Proven experience in building, enhancing, and elevating best-in-class development and alumni relations programs for a professional school with a large alumni base and inspiring mission.
- The credibility, maturity, sound judgment, and data-savvy required to effectively engage and leverage the dean, senior leadership, volunteers, and other key constituents in the cultivation, solicitation, and stewardship of key prospects and donors.

- Strong leadership and decision-making skills; the instinct and ability to develop recommendations and strategies for fundraising success consistent with the overall development strategic plan and fundraising priorities for GW and GW Law.
- A proven track record of success in personally cultivating, soliciting, and stewarding major and principal gifts from individual and institutional donors; a high level of comfort and effectiveness working with high-net-worth individuals and organizational leaders.
- Demonstrated experience engaging advisory council members and volunteers in philanthropy.
- Strong knowledge and experience in managing a team of professionals, and the ability to establish a team- and goal-oriented environment through the use of data, best practice methodologies, strategic guidance, and mentorship.
- Demonstrated experience utilizing data and metrics to inform strategy and as a foundation for development programs; impeccable attention to detail and superb follow-through.
- Superior written and oral communication skills with the ability to eloquently and succinctly communicate a vision and process to senior leaders and other key audiences and constituents.
- A diplomatic and collaborative demeanor; the political savvy to navigate a highly complex institution; the desire and ability to gain trust and build strong collaborative relationships with all members across an organization.
- Experience in higher education or the non-profit sector is preferred, as is prior professional school/unit management experience, particularly in a complex organizational environment.
- Comprehensive campaign experience preferred.
- Deep appreciation for the educational mission and aspirations of GW and GW Law.
- Bachelor's degree is required; advanced degree in a related field is preferred.

## COMPENSATION

The annual salary range for this position is \$159,858 - \$268,505. The salary of the finalist selected for this role will be set based on a variety of factors, including but not limited to departmental budgets, qualifications, expertise, education, licenses, specialty, and training. The stated hiring range represents GW's good faith and reasonable estimate of the range of possible compensation at the time of posting.

## WASHINGTON D.C.

As a comprehensive, research university, GW has the special advantage of location in the nation's capital and a storied history of influencing public policy. GW's main campus is located on 43 acres in the historic Foggy Bottom section of Washington, D.C. The university's remarkable setting is just blocks from the White House, the U.S. State Department, the World Bank, the International Monetary Fund, embassies, and the National Mall. Also nearby are the John F. Kennedy Center for the Performing Arts, the U.S. Institute of Peace as well as other prominent national and international organizations.

In addition to the Foggy Bottom campus, the university has two other campuses. Its Mount Vernon campus is located on Foxhall Road in Northwest D.C. and includes residential housing, a library, and

academic and athletic space. Spanning 122 acres in Ashburn, Va., the Virginia Science and Technology Campus serves as GW's hub for discovery through research and academic programs.

The Washington, D.C., campuses serve as a "learning laboratory" and afford students and faculty extraordinary opportunities to engage with the vast number of government agencies, elected officials, nonprofits, advocacy groups, foreign diplomats, and leading medical/scientific laboratories and hospitals located within and around the beltway.

This position is based on-site at the Foggy Bottom campus in Washington, D.C. Development and Alumni Relations works in a hybrid schedule.

## APPLICATIONS, INQUIRIES, AND NOMINATIONS

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and CVs with cover letters should be sent via the Isaacson, Miller website: <https://www.imsearch.com/open-searches/george-washington-university-law-school/assistant-vice-president-development-and->. Electronic submission of materials is strongly encouraged.

Jack Gorman is leading this search with Bryce Ervin, Maureen Perry, and Ryan Cheung.  
Isaacson, Miller

The George Washington University is an Equal Employment Opportunity/Affirmative Action employer that does not unlawfully discriminate in any of its programs or activities on the basis of race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity or expression, or on any other basis prohibited by applicable law.

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## ADDENDUM

### Leadership

#### **Dayna Bowen Matthew**

##### **Dean and Harold H. Greene Professor of Law**

Dayna Bowen Matthew is the Dean and Harold H. Greene Professor of Law at the George Washington University Law School. A leader in public health and civil rights law Dean Matthew is the author of three books and numerous articles. She is an elected member of the National Academy of Medicine and the American Law Institute.

Dean Matthew previously served on the faculty of the University of Virginia School of Law, where she was co-founder and inaugural director of The Equity Center, a transdisciplinary research center that seeks to build better relationships between UVA and the Charlottesville community through community-engaged scholarship that tangibly redresses inequality. Earlier in her career, Dean Matthew served at the University of Colorado Law School as vice dean and associate dean of academic affairs. There she co-founded the Colorado Health Equity Project, a medical-legal partnership incubator that removed legal barriers to good health for low-income clients.

Dean Matthew has held several public policy roles. She was the senior adviser to the director of the Office of Civil Rights for the U.S. Environmental Protection Agency and a member of the health policy team for the Senator from Michigan. Dean Matthew has also been a Non-resident Senior Fellow at the Brookings Institution.

Dean Matthew graduated with an AB in economics from Harvard-Radcliffe, a JD from the University of Virginia, and a Ph.D. in health and behavioral sciences from the University of Colorado at Denver.

#### **Erin Hodge**

##### **Associate Vice President for Schools and Units**

Erin Hodge joined GW in 2023 as the associate vice president for schools and units, providing fundraising management oversight of seven schools, The George Washington University Museum, and The Textile Museum.

Erin comes to GW from the University of Florida's Warrington College of Business, where she served as senior director of development & advancement. She joined Warrington in 2013 after serving as senior director of development for University of Florida's College of Engineering. Erin participated in two comprehensive campaigns at University of Florida, most recently the \$4B Go Greater campaign. Erin was previously assistant vice president of development at Rollins College, where she worked for 11 years, and began her fundraising career at United Way in Daytona Beach. With more than 25 years of fundraising experience, Erin's strengths include setting and driving progress toward goals, developing talent, and



building culture. A Florida native, Erin earned her BBA from Stetson University and MBA from the University of Central Florida.

**Ellen M. Granberg**  
**President**

Ellen M. Granberg is the 19th President of the George Washington University. She is an accomplished academic leader who has a record of strengthening teaching and research excellence across disciplines, supporting a diverse and inclusive community of students, faculty, and staff, and collaborating with all stakeholders to drive transformative change and increase institutional prominence. President Granberg became the first woman to serve as GW's President on July 1, 2023.

Previously, President Granberg served as Provost and Senior Vice President for Academic Affairs at Rochester Institute of Technology (RIT) and was a professor and senior leader at Clemson University.

As RIT's chief academic officer, President Granberg oversaw nine colleges, two degree-granting units, and international campuses in Croatia, Dubai, Kosovo, and China. In this role, she oversaw key initiatives, including increasing undergraduate student success, expanding doctoral education, improving facilities for instruction and research, and leveraging RIT's strengths in innovation, creativity, and cross-disciplinary collaboration to advance the university's academic mission.

At Clemson, President Granberg was the Senior Associate Provost and Associate Provost for Faculty Affairs. She chaired the development and implementation of the institution's strategic plan, which spurred growth in research, graduate studies, and inclusive excellence. In addition, President Granberg developed a university-wide strategy for faculty recruitment, retention, compensation, and development.

A nationally recognized scholar in the sociology of self, identity, and mental health, President Granberg began her career in academia as a Professor of Sociology.

Prior to pursuing graduate studies, she spent eleven years in the telecommunications industry, leading large integrated software development teams that replaced aging billing and customer service systems.

President Granberg holds a B.A. in history from the University of California at Davis and an M.A. and Ph.D. in sociology from Vanderbilt University.