



Search for the Vice President for University Relations and Marketing  
Oregon State University  
Corvallis, Oregon

Oregon State University (OSU), Oregon's land grant university, seeks a visionary, strategic, innovative, and inspiring leader to serve as the next vice president for University Relations and Marketing (VP for URM). The vice president will join OSU's new president, Jayathi Y. Murthy, as a key member of her leadership team as she and the OSU community embark upon an ambitious agenda to further enhance their position as one of the nation's leading land grant universities.

Oregon State has a steadfast commitment to exceptional 21st-century teaching, scholarship, research, discovery, innovation, inclusion, and engagement. OSU integrates its research and engagement mission by providing a high-quality, globally relevant and affordable education for the people of the state and beyond. OSU is committed to the ideal that higher education is a public good, enables social mobility, and should be accessible to all learners. OSU serves more than 35,000 students, with more than 5,000 faculty and staff, and a \$1.53 billion annual budget. OSU's research enterprise drives discovery. The university is distinguished by several very highly ranked programs and colleges, such as forestry, oceanography, agricultural sciences, human development and family sciences, and robotics.

OSU is known by leaders across Oregon — within state and local governments, health care organizations, community-based nonprofits, industry, community colleges, and tribal governments, among others — as a collaborative and inclusive institution, one that values its partnerships, seeks input, and works constructively to advance solutions that address important issues in Oregon and beyond. These issues include promoting economic prosperity and social progress for all people of Oregon, improving the sustainability of Earth ecosystems and advancing health and wellness. OSU is an inclusive, and caring community that values diversity, strives for equity and equal opportunity, offers a welcoming environment and enables success for people from all walks of life. The university community shares common, fundamental values grounded in justice, civility, and respect.

It is an exciting time to join the OSU community. In addition to welcoming President Murthy in 2022, the OSU Foundation recently launched the university's second university-wide fundraising campaign, Believe it: [The Campaign for Oregon State University](#). Donors have already committed more than \$1 billion to the campaign, which seeks to raise \$1.75 billion to support priority initiatives including student access and success, faculty positions, academic programs, research, statewide community engagements programs, OSU athletics, and facilities on each of OSU's two campuses. The VP for URM will be essential in assisting

the university and OSU Foundation in promoting donor stewardship and growing philanthropy. The university has also set an ambitious goal to double research funding over the next few years, increasing its impact on the State of Oregon and the world. The University Relations and Marketing (URM) team is integral to strengthening and extending OSU's brand, reach, and impact across the state and beyond.

Reporting to President Murthy and serving in her cabinet, the VP for URM will work with the leadership team, community partners, and marketing, public affairs and communications staff throughout the university community to support the growth and impact of OSU's strategic priorities. In doing so, the next VP for URM will address the following opportunities and challenges:

- **Create and deliver a comprehensive and modern strategic communication and marketing vision that better positions OSU as a premier land grant university locally, nationally, and globally.**
- **Anticipate emerging issues, respond to crises, and develop strategies and messages that effectively communicate with the full range of constituents with diverse perspectives.**
- **Leverage, harness, and align the power of marketing and communications across OSU.**
- **Act as a key advisor to the president and her leadership team.**
- **Strengthen diversity, equity, and inclusion efforts internally and externally to support and bolster the reputation of OSU's vibrant university community.**
- **Inspire and mentor the URM staff through visionary leadership to promote a culture of responsiveness, innovation, excellence, and collaboration.**

A list of the desired qualifications and characteristics of the position are provided at the conclusion of this document along with contact information for inquiries, nominations, and confidential applications.

### **About Oregon State University**

Founded in 1868 and one of only three land, sea, space and sun grant universities in the U.S., Oregon State is an internationally recognized public research university that draws students from all 50 states and more than 100 countries. OSU is Oregon's statewide university, with its main campus in Corvallis, OSU-Cascades in Bend, the Hatfield Marine Science Center in Newport, the OSU Portland Center and nationally ranked online degree programs via Ecampus. Oregon State has a presence in all 36 Oregon counties, including agricultural research centers, Extension offices, and research forests. OSU is the state's only institution to hold both a Carnegie R1 (very high research activity) designation and Carnegie Community Engagement classification. OSU's Board of Trustees, a 15-member board appointed by the governor and confirmed by the Oregon Legislature, governs the university and helps guide OSU's mission to serve the state, the nation and the world.

OSU offers more than 200 undergraduate and more than 100 graduate and doctoral degree programs through its 11 academic colleges, its Honors College, and the Graduate School. The university's academic colleges are Agricultural Sciences; Business; Earth, Ocean, and Atmospheric Sciences; Education;

Engineering; Forestry; Liberal Arts; Pharmacy; Public Health and Human Sciences; Science; and the Carlson College of Veterinary Medicine. In addition, OSU offers more than 100 undergraduate and graduate degree programs through its online education division, Ecampus, which has been ranked in the Top 10 in the nation for best online bachelor's program for the last nine years by *U.S. News and World Report*. OSU is the largest university in the state with more than 35,000 students and more majors, minors and special programs than any other university or college in Oregon. Oregon State has awarded more than 272,000 degrees since its founding.

Oregon State enjoys a long history of strategic planning, building one plan upon the next as the university seeks to increase its impact and achieve its goals. While the university has embarked on the development of its next strategic plan, the university's current strategic plan ([Strategic Plan 4.0 or SP4.0: Transformation, Excellence, and Impact](#)) continues to set measurable targets in all areas, including for growth and diversification of the student body, expansion of the research enterprise, the attraction of an excellent and diverse faculty, and the creation of a more inclusive and welcoming community. A modified responsibility-centered management (RCM) approach to allocating state education and general (E&G) funds to academic and administrative units is in its fourth year of use at OSU. OSU's schools, colleges, and campuses operate in largely autonomous fashion allowing for creativity and innovation and are therefore responsible for marketing and communication to their internal and external stakeholders.

OSU enjoys a relatively strong market position in Oregon, throughout the Pacific Northwest, across the nation and around the world but more could be done to elevate the university and gain recognition for its many accomplishments. A 2017 rebranding effort focused on the images used by the university and OSU's logo was modified and the university's colors were updated and institutionalized. The University Marketing division promotes the Oregon State University brand through strategic marketing communications and creative services. It also manages university-level web content and social media networks and serves as a resource for college, department, program and events on how to create clear, consistent, engaging and brand-aligned communications. There are more than 100 people engaged in marketing, public affairs, and communications efforts throughout the university. OSU has recently engaged in a study to review and better understand its marketing and communications efforts, and the results of the study will be available for the next vice president.

Oregon State's talented faculty produce top scholarship across many academic disciplines. Year after year, OSU receives more external research funding than any other comprehensive university in Oregon. In the fiscal year 2022, faculty engaged in \$471 million in grant-funded research, the sixth consecutive year that OSU-funded research exceeded \$380 million. In line with the university's current strategic plan, OSU's shared research agenda guides faculty inquiry in three signature areas: advancing the science of sustainable earth ecosystems, improving human health and wellness, and promoting economic growth and social progress.

The mission of Oregon State, faculty scholarship, and OSU's commitment to student success and access are supported by the philanthropic and engagement efforts of the OSU Foundation.

## **About President Murthy**

Jayathi Y. Murthy, a national leader in higher education engineering teaching, research and service, began her service as Oregon State University's 16th president on September 9, 2022.

As OSU's president, Murthy is committed to improving access to college for all learners; advancing student success, undergraduate graduation rates and inclusive excellence throughout the university; expanding OSU's strong research portfolio by investing in research infrastructure; and supporting faculty excellence in teaching, scholarship, research, and Extension and engagement programs.

Prior to joining Oregon State, Murthy served as the first woman dean of the UCLA Henry Samueli School of Engineering and Applied Science since January 2016. Murthy has held academic appointments at a number of leading US universities. From 1988 to 1998, Murthy worked at New Hampshire-based Fluent, Inc., a developer and vendor of the world's most widely used computational fluid dynamics software. President Murthy is a recipient of numerous awards and recognitions and is a member of the National Academy of Engineering.

## **Role of the Vice President for University Relations and Marketing**

The VP for URM plays a lead role in OSU's progress toward its goals and achievements as a leading international land grant research university. Reporting to the president, the vice president for University Relations and Marketing leads the development and implementation of OSU's comprehensive communications, marketing, and public affairs strategies in direct support of the university's mission and strategic plan. The vice president is charged with elevating and distinguishing OSU among diverse regional, national and international audiences, including the general public; the media; higher education, government and non-profit leaders; prospective students and their families; alumni, donors and OSU stakeholders; and business and industry. Moreover, as Oregon's land grant institution, Oregon State University's presence in every Oregon county requires that the VP for URM leads and supports communications across Oregon's diverse communities in both rural and urban areas. The vice president for University Relations and Marketing leads internal university communications strategies and serves as chief communications counsel and strategist to the president and university leadership.

The VP for URM is also responsible for ensuring that OSU's branding, communications, and messaging are consistent and aligned. Working closely with OSU's executive, administrative, and academic leadership, the vice president will set a clear vision for articulating OSU's areas of distinction and establish and assess goals and outcomes, target audiences, and strategies for OSU's communications, marketing, and public affairs efforts. The VP for URM supports university leaders, marketing, communications, and public affairs professionals, faculty, staff, volunteers, and other external constituencies in telling OSU's story and contributing to its aspirational growth and success.

This individual will oversee a staff of about 70 people. Central units reporting to the VP for URM include University Marketing; Web Communications; News and Research Communications; Executive and Internal Communications; Trademark Licensing; University Events; OSU Productions; the Public Records Office; the LaSells Stewart Center; Conference Services; and Printing and Mailing Services. The VP for URM supports the OSU Board of Trustees, serves as a member of the university's Immediate Response Group (IRG) and Cabinet, serves as chair of the Architectural Naming Committee and Outdoor Art Committee, and as a member of other university committees, as appointed by the president or provost and executive vice president.

### **Key Opportunities and Challenges for the Vice President for University Relations and Marketing**

***Create and deliver a comprehensive and modern strategic communication and marketing vision that better positions OSU as a premier land-grant university locally, nationally, and globally***

The VP for URM will be expected to collaborate closely with their team to further develop OSU's compelling story as a premier land grant institution and create a vision for what it hopes to achieve in the future. The VP will work in collaboration with university leadership to develop and implement an integrated and contemporary marketing and communication strategy that addresses marketing, branding, public relations, media relations, social media, the OSU website, and event management to advance the reputation of the university, achieve the goals of the strategic plan, add value to students' education, and drive enrollment and giving. The VP for URM will be charged with amplifying other university-wide initiatives such as major fundraising campaigns and its endeavor to double research expenditures.

The strategy and associated plans will reflect the institution as a whole and highlight the strengths of the individual schools, campuses, divisions, departments, and centers. Part of the plan will include development of a cohesive institutional narrative and brand that more effectively tells the story of OSU. The narrative will highlight the university's world-class research and scholarly activities as well as its deep commitment to students, its commitment to diversity and inclusion, and its enduring commitment to its foundation as a land grant university.

***Anticipate emerging issues, respond to crises, and formulate messages that effectively communicate with the full range of constituents with diverse perspectives***

The VP for URM will create an environment where positive public relations opportunities are aggressively pursued and negative attention and crisis situations are handled swiftly and responsibly. The VP for URM will also ensure that OSU leadership stays abreast of issues in higher education and in the world that may impact OSU in the near or far term and is prepared to address these issues with the various stakeholders and advise university leadership on effective communication strategies. The VP for URM must be able to assess risk and balance the need to protect the reputation of the university with the opportunity to be a leader in addressing issues of critical importance to its stakeholders.

The VP for URM must also advance the use of a marketing and communications framework and guidelines that embody inclusive excellence and advance diversity, equity and inclusion within the university.

***Leverage, harness, and align the power of marketing and communication across OSU***

OSU has many talented and capable marketing and communication professionals throughout the university community who promote the positive public image of their academic programs, projects, and initiatives to audiences internally and externally. The VP for URM must effectively collaborate with these professionals to work to sustain a cohesive and shared message for the university in this decentralized environment.

To help all units tell the OSU story more effectively and cohesively, the VP for URM will assess results of a forthcoming study examining existing communications and marketing organizational structures to fully leverage the power of the team while ensuring alignment, productivity, and efficiency. They will continue providing guidance while encouraging autonomy in marketing and branding efforts across units, colleges, and campuses. This will ensure that the strategy of university initiatives, branding guidelines, and marketing best practices are successfully communicated among internal stakeholders.

***Act as a key advisor to the president and her leadership team***

As a group, the senior leadership team is responsible for leading a community of scholars and professionals deeply committed to and engaged in education, research, and student success. The VP for URM will be a visionary, strategic, and equity-minded member of this team and a key partner of the president. The VP for URM will have a keen grasp of the different priorities and motivations and create effective working partnerships with entities including Athletics, Enrollment Management, OSU-Cascades, Ecampus, OSU Extension, administrative divisions and colleges, the OSU Foundation, and other key partners. The VP for URM will also work with the OSU Foundation, elected officials, and other key stakeholders to grow university resources and seek external funding to support faculty and student research, academic endeavors, and student success.

The president also has key relationships that must be nurtured and maintained. The president plays a vital leadership role among the state's institutions of higher education, and the VP for URM must be able to advise the president on statewide issues as they affect OSU and the higher education landscape in Oregon, particularly in making a compelling case for support of higher education to the Oregon Legislature.

***Strengthen diversity, equity, and inclusion efforts internally and externally to support and bolster the reputation of OSU's vibrant university community***

Oregon State University has a long-standing commitment to advancing equity and inclusion as evidenced by nationally recognized programs and initiatives. The VP for URM will be responsible for ensuring the

university's communication, marketing, and public affairs efforts continue to advance the university's inclusive excellence mission and are culturally responsive and relevant to diverse internal and external communities served by the university, including communities historically underrepresented in higher education, Tribal and Indigenous communities, and international communities. They will help support an inclusive and respectful culture that values active participation in decision-making and identifies meaningful ways to assess marketing and communication effectiveness from diverse perspectives.

***Inspire and mentor the URM staff to promote a culture of responsiveness, innovation, excellence, and collaboration***

The URM staff are indispensable to its mission. As OSU expands its reputation and reach globally, the VP for URM will establish priorities and policies to ensure the team is responsive to requests and provides consistency and excellence in the service and products it provides. This individual will recruit, encourage, and promote exceptional talent among all marketing and communication professionals across URM. They will establish goals and metrics in a collaborative manner to ensure staff have a sense of responsibility and ownership for the successful outcomes of OSU's communications and marketing efforts.

The VP for URM will foster a working environment that rewards bold ideas and risk-taking, builds confidence, and encourages team-based efforts. Through open communication and leadership, the VP for URM will inspire and motivate staff, placing staff members' work within the context of the brand marketing strategy as well as within OSU's overall strategic goals. This individual will actively mentor and train staff, providing frequent opportunities for professional learning and growth to ensure that URM maintains a culture where people want to work and stay. This individual will be committed to ensuring a healthy workplace environment for staff at all levels and will have experience managing conflict and recognizing outstanding talent.

**Qualifications and Characteristics**

The next VP for URM will possess many of the following qualifications:

**Minimum Qualifications:**

- Dynamic communicator with superior interpersonal skills.
- Bachelor's degree, plus five years of experience in fields related to the duties of this position.
- Visionary leader with the ability to direct comprehensive marketing, communications, and public relations strategies to advance university goals.
- Ability to lead organizational crisis and issue management communication.
- Demonstrable commitment to advancing diversity, equity and inclusion.
- Successful experience leading large-scale strategic efforts and large teams within a complex, decentralized organization.



#### Preferred Qualifications:

- Professional experience in higher education, particularly at an R1 land grant institution.
- Demonstrated understanding of current and emerging communications and marketing trends, practices and platforms.
- Experience related to governmental relations, public affairs and fundraising.

#### Location

OSU's main campus is in Corvallis, a community of 58,000 located in the heart of western Oregon's Willamette Valley. Corvallis is 90 miles south of Portland and 36 miles south of Salem, the state capital. The Pacific Coast and the Cascade Mountains are nearby. Corvallis is a vibrant college town; WalletHub recently ranked it as the fourth best overall college city in America. The [Corvallis Imagine 2040](#) campaign demonstrates Corvallis's commitment to making itself a livable, diverse community. Known for prioritizing environmental responsibility, Corvallis sits within easy access to Oregon's finest natural recreational and scenic areas: ocean beaches, lakes, rivers, forests, high desert, wine country, and the rugged Cascade Mountain and Coast ranges. The University's branch campus, OSU-Cascades, is located in Bend which is world-famous for both its outdoor pursuits and pristine beauty. Today, Bend and central Oregon represent Oregon's fastest growing region and one of its most dynamic economies.

#### Land Acknowledgement

Oregon State University recognizes the impact that its land grant history has had on Indigenous communities in Oregon. Through the Morrill Act of 1862, which established land grant universities in the United States, the federal government seized nearly 11 million acres of land from 250 sovereign tribal nations, with little or no compensation. In 1868, the Oregon Legislature designated Corvallis College as Oregon's land grant institution. Soon after, Oregon received 90,000 acres of federal lands — taken from the Klamath, Coos, Lower Umpqua, Siuslaw and Coquille people — to be sold to create an endowment supporting the new college, which would become Oregon State University. Oregon State University in Corvallis is located within the traditional homelands of the Marys River or Ampinefu Band of Kalapuya. Following the Willamette Valley Treaty of 1855, Kalapuya people were forcibly removed to reservations in Western Oregon. Today, living descendants of these people are part of the Confederated Tribes of Grand Ronde Community of Oregon and the Confederated Tribes of the Siletz Indians. Indigenous people are valued, contributing members of the Oregon State community and represent multiple sovereign tribes, including students, faculty, staff and alumni. Oregon State University accepts its responsibility for understanding the continuing impact of that history on these communities. Oregon State is committed — in the spirit of self-reflection, learning, reconciliation and partnership — to ensure that this institution of higher learning will be of enduring benefit, not only to the state of Oregon, but to the people on whose ancestral lands it is now located.



### **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 for the search: <https://www.imsearch.com/open-searches/oregon-state-university/vice-president-university-relations-and-marketing>. Electronic submission of materials is strongly encouraged.

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OSU commits to inclusive excellence by advancing equity and diversity in all that we do. We are an Affirmative Action/Equal Opportunity employer and particularly encourage applications from members of historically underrepresented racial/ethnic groups, women, individuals with disabilities, veterans, LGBTQ community members, and others who demonstrate the ability to help us achieve our vision of a diverse and inclusive community.