

David A. Wise

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Advancement, Enrollment, Marketing and Communications Leadership

Energetic, passionate, creative, and accomplished university advancement, student enrollment, marketing and communications executive with extensive communications, public relations, and government relations experience. Known for strong leadership, vision, and commitment-setting direction for achieving organizational goals. Experienced in all aspects of university advancement, enrollment, and marketing communications. Core competencies include:

Donor Development | Donor Stewardship | Campaign Development | Alumni Relations | Marketing | Communications | Public Relations | Public Speaking | Media Relations | Organizational Communication | Website Development | Team Building | Mentoring | Student Enrollment | Government Relations

PROFESSIONAL EXPERIENCE

HERITAGE UNIVERSITY | Toppenish, WA | June 2013 – Present

The Yakima Valley's highly regarded four-year private, nonprofit university is guided by a mission to empower underserved and underrepresented students to overcome social, cultural, and economic barriers to achieve a high-quality college education and the promotion of a more just society.

Vice President – Advancement, Marketing and Communications, Government Relations, Admissions

Chief advancement and marketing officer responsible for the development and direct execution of fundraising, marketing, and new student enrollment strategies to achieve the University's goals.

Advancement

- Eight consecutive years of annual fundraising growth and campaign goal achievement
- Cultivated and secured a \$2M gift to endow the chair of the nursing department in collaboration with Seattle Children's Hospital
- Cultivated and secured a \$6.3M University gift - the largest in the University's history – from the Moccasin Lake Foundation
- Cultivated and secured a \$1.4M personal gift from Jim Sinegal, co-founder of Costco Inc.
- Secured a \$650k grant from the Bill & Melinda Gates Foundation
- Secured a \$500k grant from the Johnson Scholarship Foundation
- Secured a \$500k grant from the M.J. Murdock Charitable Trust
- Achieved a \$1.4M capital construction grant from the Washington State Legislature
- Developed and executed a successful match campaign to achieve a \$1.5M endowed scholarship fund from the Johnson Scholarship Foundation for Native American Student Scholarships
- Created the Full Circle Scholarship which provides scholarship support for enrolled members of the Yakama Nation Indian Tribe to attend Heritage with no out-of-pocket cost for tuition

Marketing and Communications

- Marketing campaigns: Develop and implement targeted media campaigns designed to position the University favorably with its various target audiences, community, prospective students, and donors
- Branding: Complete redevelopment of the University's brand, instituting new University style guidelines and messaging. This work resulted in a more effective delivery of the University value proposition and a 15 percent increase in target audience reach.
- Website: Re-imagined and redeveloped the Heritage.edu website
- Social Media: Increased Facebook followers by 455 percent and created multi-channel outreach programs across other social media platforms
- Public Relations: Increased earned media placements locally and nationally by 207 percent
- Mission Statement: Revised the Heritage University mission statement; developed official University emblem, school colors, seal, alma mater, and mascot, successfully moving these important elements through several stakeholder decision-making processes
- Communications: Created and implemented a news delivery website and newsletter as an adjunct to Heritage.edu to communicate current news and information about Heritage University to its various audiences. Subscriptions have grown 15 percent YOY

Student Enrollment

- Created and developed a multimedia Native American student recruitment campaign. This was a significant first step for Heritage, with plans to grow Native American student enrollment twofold by 2023. We are currently on track to achieve this goal.
- Created the "Operation Best Life" student recruitment campaign which increased enrollment by eight percent after three consecutive years of enrollment declines prior to my being asked to take over management of the division
- Took from concept to implementation, the Heritage SOAR merit scholarship program, and continue to support it through annual awareness and recruitment campaigns. Applications and enrollment through SOAR as a result have grown 100 percent since its inception in 2013.

Government Affairs

- Manage relationships and communications between the University and the Yakama Nation, governmental leaders at all levels of state and federal government including: U.S. congressional delegation from WA state; WA state senators and representatives; Yakima County elected officials; and Yakama Nation Tribal Council members

MILWAUKEE JOURNAL SENTINEL | Milwaukee, WI | July 2006 – June 2013

Wisconsin's largest media outlet, providing quality news and information to more than 1 million readers across the state

Director of Marketing

- Developed and directed consumer and business-to-business marketing strategy and execution for all business units of the Journal Sentinel and its subsidiary companies. Supported lead generation activity for more than \$60M in annual advertising revenue and \$50M+ in annual subscription revenue
- Recruited and directed Spark Creative, an internal team of nine copywriters, designers and project managers charged with developing and creating winning promotional campaigns for

advertising clients of the Journal Sentinel. The team generated more than \$1M in new incremental revenue in just its first year.

- Developed and managed numerous sports marketing partnerships with Wisconsin professional sports teams. Multi-year partnerships negotiated included the Green Bay Packers, Milwaukee Bucks, Milwaukee Brewers, and Milwaukee Admirals.
- Led consumer events division to deliver high-quality consumer-based events that supported the Journal Sentinel brands and generated \$2M+ in annual event revenue
- Developed and launched Wine & Dine Wisconsin, the state's largest food and beverage event, featuring 200 exhibitors, drawing more than 7,000 attendees, and generating \$750,000 in new revenue for the Journal Sentinel
- Created, designed, developed, sold and implemented "Land the Big Gig," a nationwide music talent search competition in conjunction with Summerfest, the world's largest music festival. Generated more than \$500,000 in incremental revenue for the Journal Sentinel

Education

University of Washington 2003
Master of Business Administration

University of Washington 1991
BA – Speech Communications

Volunteer and Professional Activities

Junior Achievement - Yakima, WA
Chairman of the Board, 2017–2023
Board member, 2015–2017

Balletomane - Milwaukee
Chairman of the **Friends of the Milwaukee Ballet** board, 2010-2011
