

Katharine M. Kuznacic

Collaborative Leader, Relationship Builder, Fundraising Professional



EXPERIENCE

University of Wisconsin - Whitewater - *Interim Vice Chancellor for University Relations*

October 2021 - present

- **Division Head:** Provide oversight and management to the goals-oriented teams in the University Marketing and Communications (UMC), Philanthropy and Alumni Engagement (PAE), UW-Whitewater Foundation (UWWF) departments and their 25 staff and Board volunteers.
 - Lead the strategy, implementation and continuous improvement of annual and long-term plans that utilize best practices to create efficiencies and increase resources and visibility for the University.
 - Develop and manage the division's annual budget
 - GPR: \$1,337,877
 - Non-GPR: \$1,450,529
 - Provide leadership and oversight of the university-wide marketing and communications functions in support of enrollment management, growth of academic programs, and the overall reputation and visibility of the institution.
 - Ensure Division responds to inquiries and cooperates fully with all internal and external policies, including University of Wisconsin System and UPMIFA.
 - Member of the Chancellor's Cabinet: UW-W's eight administrators share and assess current issues and develop strategies for effective management and stewardship of the university.
- **Player-Coach Manager:** Serve as lead fundraiser with a diverse 100+ portfolio of alumni, corporations, and friends.
 - Major and principal gift work in partnership with the Chancellor and academic leaders.
 - Partner with academic deans, campus leaders, and the UW-Whitewater Foundation Board of Directors to align university priorities and execute meaningful, results-oriented strategies and tactics for alumni and philanthropic engagement.
 - FY22 42% growth in dollars committed over FY21.
 - FY23 filled vacancies to anticipate future fundraising capacity.
 - FY 23 established the Corporate Relations Council to build UW-Whitewater's culture of philanthropy, increase communication and collaboration, and raise funds from corporate partners.
- **Key Strategic Leader:** Establish fundraising strategy with leadership partners and orchestrate the institution's next fundraising campaign.
 - FY22 built future agile fundraising campaign from square one with PAE and UWWF team, including comprehensive priority identification, alignment of 40+ opportunities across six Colleges, case development, and financial model.
 - FY23 developed financial forecasting with Foundation President and FEG, initiated an active silent phase (~\$50M+ comprehensive campaign) awaiting UW-Whitewater Chancellor Dr. Corey A. King's feedback, edits, and alterations.
 - FY23 established the Foundation Leadership Committee to encourage greater transparency, collaboration, and involvement in Foundation-related direction and decisions.

- **Collaborative Leader and Member:** Ex-officio member of UW-Whitewater Foundation Board of Directors, 35-member Board with a mission to encourage, enable and celebrate philanthropy with those who care about the University and provide a perpetual source of support for the University.”
 - FY 22, FY 23 shared leadership structure with the President of the UW-Whitewater Foundation
 - Collaborative direction with the Chair of the Foundation Board of Directors, to lead organization, strategy, and goals of Foundation board meetings and activities.
 - Member: Executive Committee, Warhawk Real Estate Foundation, Strategic Plan Committee.
 - FY22 with Foundation President and Chair: established annual spring Traditions Day to steward previous Foundation Board members, established Warhawks Give Taskforce to align volunteer member focus with specific goals; established Strategic Plan Committee to refocus 2017 Strategic Plan to Agile 2022 Strategic Plan.
 - FY23 with Foundation President and Chair: developed financial model to support fundraising and endowment forecasting, transitioned from CFO to Director of Finance model, increased number of annual Foundation Board meetings.
 - Work closely with Foundation COO and CFO/Director of Finance to implement approved policies and develop processes and procedures for gift acceptance, alumni outreach, fundraising activities, and the identification of management strategies that improve the efficiency of the Foundation’s assets and investments.

University of Wisconsin - Whitewater - *Executive Director of Philanthropy and Alumni Engagement*

November 2020 - July 2022

- **Team Manager:** Division of University Relation’s Philanthropy and Alumni Engagement Department team of five, including 3 Major Gift Officers (1 vacancy), 1 Annual Giving Officer, and 1 Chief Alumni Relations Officer
 - Under the direction of the Vice Chancellor:
 - Mentored and collaborated with the fundraising team to set goals for development and private philanthropy to support the University and Foundation’s mission
 - Mentored and guided Alumni Engagement team to set goals for alumni activities to support the University and Foundation’s mission
- **Fundraiser:** Secured major gift support from alumni, corporations, and friends across the globe
 - 150+ diverse portfolio including regional and national organizations
 - Researched, developed and delivered 5-10 fundraising case statements/month
 - Averaged annual fundraising range of approximately \$1M
 - College of Business & Economics liaison, serving UW-W’s largest College
 - Led increased alumni participation and donor pipeline efforts with partnership from the Departments of: Finance & Business Law, Accounting, Doctorate of Business Administration and Annual Giving Manager.
 - College of Integrated Studies liaison (Rock County campus, ongoing liaison role as Interim Vice Chancellor)
 - New College with UW-System restructuring, additional Foundation merger completed Feb. 2021
 - Assisted Rock County campus Dean in building and establishing the first Dean’s Advisory Board

- With partnership from Dean and Annual Giving Manager, developed communication, engagement and fundraising appeals for related alumni and the Rock County region
- **Foundation Experience:** UW-W Foundation Board of Directors, Philanthropy and Alumni Engagement Committee Staff Chair
 - In concert with Committee Chair, worked to grow the culture of philanthropy among internal and external stakeholders to serve the mission of the Foundation

University of Wisconsin - Whitewater - *Director of Development/Director of Philanthropy*

October 2010 - November 2020

- Successfully managed 120+ portfolio with effective leadership partnerships
- Multiple territories (including international) with regular travel anchored within five, six, and seven-figure gift solicitations
- UW-W Foundation Board of Directors, Fund Development/Philanthropy and Alumni Engagement Staff Chair
- Secured major funding support for vital programs and scholarships across campus; from arts to athletics
- Increased inherited portfolio 77% in the first nine months with self-directed prospect identification

Wisconsin State Legislature, Madison - *District Director, Wisconsin State Assembly Speaker*

November 2008 - October 2010

- Main proxy to represent the Speaker of the Wisconsin State Assembly and the office at multiple events, functions, and speeches
- Research and development of district-related policy and budget work (2009 Wisconsin State Budget)
- Customer relations specialist: Personally connected over 2,000 individuals to needed services during the 2008 recession and the shuttering of a 90-year General Motors plant
- District relations contact, Rock County Labor Coalition member
- Collaborative Organizations Responding to Disaster (C.O.R.D.) state government liaison

Wisconsin State Legislature, Madison - *Legislative Aide*

January 2007 - November 2008

- Speechwriter, press secretary, Rock County Labor Coalition designate, district outreach lead
- Extensive policy work (Cochlear implants, Hmong heritage, Economic Development & Incentives, Organized Labor)
- **Assembly Democratic Campaign Committee:** Volunteer Campaign Fundraising Staff

Barbara Olson Center for Hope, Rockford - *Marketing Manager*

January 2006 - January 2007

- Main event planner and coordinator
- Directed and managed all fundraising efforts and events
- Board of Director liaison
- Promotional Director, frequent local media appearances

Badger Basement Systems, Fort Atkinson - *Marketing Manager*

May 2005 - January 2006

- Managed all marketing, advertising, and promotional efforts for a well-reputed family business
- Assisted with sales, developed creative content

EDUCATION

University of Wisconsin - Whitewater - *Master of Business Administration, Management*
2021

University of Wisconsin - Whitewater - *Graduate Certificate, Business Foundations*
2018

University of Wisconsin - Whitewater - *Bachelor of Arts, Speech and Public Relations*
2005

SELECT PROFESSIONAL DEVELOPMENT EXPERIENCES

Janesville Lions Club - *General member and Grant-writing Committee member, raised \$70,000+ in support of Lions Beach Pavillion, September 2021 - present*

United Way Blackhawk Region- *Community Impact Council member, August 2022 - present*

DeSoto Bluffs Owners Association - *Safety and Wellness Committee member, September 2022 - present*

Wisconsin Research Administrators Network Symposium - *Featured Panelist Speaker, Working with your Foundation, 2022*

Council for Advancement and Support of Education (CASE) - *Featured Panelist Speaker, International Advancement, 2020*

Robert M. LaFollette School of Public Affairs - *Wisconsin Women in Government Graduate Seminar Scholar, 2010*

Rock County Board of Supervisors- *Elected member, District 29, elected 2008, re-elected 2010. Rail Transit Commission, Land Conservation Committee, Health and Human Services Committee*

UW-W SEARCH AND SCREEN PARTICIPATION

Major Giving Officer (*Interim Hire; College of Business and Economics Liaison*),
UW-Whitewater *Partnership with Interim Chancellor, 2022*

Vice Chancellor for Advancement and Foundation President, UW-Whitewater - *Search and Screen Committee Member, Chancellor's selection, 2019*

Major Gift Officer (College of Letters and Sciences Liaison), UW-Whitewater - *Search and Screen Committee Chair, 2018*

Annual Giving Officer (Emergency Hire), UW-Whitewater - *Co-Chair (partnership with Interim Vice Chancellor) 2018*

Digital Philanthropy Manager, UW-Whitewater - *Search and Screen Committee Chair, 2018*

Legislative Liaison, UW-Whitewater - *Search and Screen Committee member, 2016*

Alumni Program Coordinator, UW-Whitewater - *Search and Screen Committee Chair, 2012*