

David Johnston

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SUMMARY OF QUALIFICATIONS

- 20+ years of experience in university advancement and constituent engagement
- Ethical leadership, vision and team-building experience in complex organizations
- Strong marketing, communication and brand management experience
- Experience in successful change management and process improvement
- Growth-minded; Process oriented, analytical and data-driven

WORK EXPERIENCE AND RESPONSIBILITIES

BOISE STATE UNIVERSITY

Associate Vice President, Alumni & Constituent Engagement, Boise, ID (Nov. '22 –)

- Recruited to a new role reporting to the Vice President for University Advancement with oversight for Alumni Relations and the Alumni Association, Advancement Marketing & Communications and Annual Giving, plus oversight for Donor Relations, added in 2024. Responsible for 36 staff members, including student employees.
- Serve as member of the University Advancement leadership team overseeing the 75-person division at Boise State University.
- Work in close alignment with university leadership, including the Office of the President, deans and administrators, and Boise State Athletics leadership, including the Athletic Director, senior staff and the Bronco Athletic Association and board of directors.
- ✓ Launched Boise State's largest and most comprehensive alumni engagement and philanthropic campaign in history, UNBRIDLED: *The Campaign for Boise State University*, with a goal of raising \$500 million, and leadership responsibility for naming, brand development, messaging platform, launch video and campaign microsite.
- ✓ Helped manage strategic roadmap for merging Boise State's division of University Advancement into the Boise State University Foundation, a separate 501(c)3, ensuring a smooth transition that achieved operational efficiencies and flexibility.
- ✓ Worked closely with Alumni Association Board of Directors and leadership to approve transition from a dues-based association model to an inclusive engagement/giving model.
- ✓ Restructured Marketing & Communications; hired Executive Director, invested in video, digital storytelling and content production while growing the team from 4 to 7 FTE.
- ✓ Organized and executed the largest Alumni Engagement Survey in Boise State's history working closely with board members and university leaders.
- ✓ Developed and implemented "Proud & Loyal Alumni & Friends: The Campus Wide Alumni & Donor Engagement Strategy" in collaboration with university stakeholders.
- ✓ Managed multiple vendor relationships with large and small international and regional firms providing support for campaign branding, message development, video editing and production, website development, audience research, etc.
- ✓ Contributed to 3-straight record-setting fundraising years, during which donor engagement and overall donor count increased, bucking industry trends.
- ✓ Oversaw the team that earned a national CASE Circle of Excellence award for Student-led Fundraising Initiatives recognizing our Student Philanthropy Board Grant Program.
- ✓ Helped develop centralized Corporate and Foundation Relations office embedded in University Advancement to solicit and steward corporate partners and sponsors benefiting all parts of Boise State University.

WORK EXPERIENCE AND RESPONSIBILITIES, CONT.

BOISE STATE UNIVERSITY

Invited Lecturer, Boise, ID (Jan. '23 –)

- Lectured to undergraduate students taking Sport and Corporate Social Responsibility in the Integrated Media and Strategic Communications track in the College of Arts and Sciences.
- Lectured to graduate students taking Educational Leadership in the Master of Education in Educational Leadership program in the College of Education.

KU ALUMNI ASSOCIATION

Senior Vice President of Strategic Communications, Lawrence, KS (June '19 – Oct. '22)

- Advised and worked closely with president and board as a member of senior leadership team.
- Oversaw brand, content, marketing and engagement strategies serving 350,000+ alumni.
- Part of leadership team that planned and constructed the new Jayhawk Welcome Center.

Vice President of Strategic Communications & Digital Media, Lawrence, KS (July '14 – 19)

- Managed Association's marketing and digital content strategy, website, mobile app, social media, broadcast e-mails—including university e-newsletters—and associated tools and teams.
 - ✓ Developed and implemented digital magazine roadmap, merging print and digital teams.
 - ✓ Led process to define mission, vision, core values and key messages in 2015 and 2018.
 - ✓ Helped author and update Emergency Response and Crisis Resource Management Plan.

Director of Marketing & Digital Media, Lawrence, KS (Aug. '07 – June '14)

- Developed successful integrated marketing campaigns to promote the value of membership.
 - ✓ Managed advertising, athletic sponsorship assets and database/CRM implementations.
 - ✓ Quadrupled use of targeted broadcast email while saving \$16,000+ in related vendor fees.

THE UNIVERSITY OF KANSAS

Director of Marketing, Lawrence, KS (July '04 – July '07)

- Authored and directed the university's first integrated marketing plan and visual identity system while overseeing a university-wide, multi-campus committee structure.
- Advised trademark licensing efforts to commercially market and manage the KU brand.
- Managed projects involving outreach, advertising, collateral, web, photography and video.
 - ✓ Oversaw creation of KU's first unifying logo and visual identity system (brand.ku.edu).
 - ✓ Negotiated institutional bulk advertising rates, saving the university thousands of dollars.
 - ✓ Conducted market research surveys and focus groups to inform and assess key marketing materials, such as KU's CASE gold medal-winning television spot, for the first time.
 - ✓ Contributed to successful outcomes: most talented and diverse freshman class in history, endowments exceeding billion-dollar mark, full support for KU's legislative agenda.

Adjunct Professor/Lecturer, Lawrence, KS (August '06 –)

- Taught J640, Strategic Campaigns (the capstone course) and J560, Message Development for the William Allen White School of Journalism & Mass Communications.
- Taught LDST202, Intro. to Leadership Applications (part of KU's minor in Leadership Studies) for the Leadership Studies Institute in KU's College of Liberal Arts & Sciences.

WORK EXPERIENCE AND RESPONSIBILITIES, CONT.

KU Memorial Unions, Marketing Coordinator, Lawrence, KS (January '00 – July '04)

- Established agency model, serving campus units and generating revenue from 40+ jobs/mo.
- Achieved five-year goals in four years, growing department from 1.5 FTE to staff of five.
- Selected to chair KU's university-wide visual identity committee.

Prime Media, Inc., Account Specialist, Overland Park, KS (August '98 – December '99)

- Specialized in marketing segmentation and CRM with clients including the Big 12 Conf.

Starcom Media Services, Media Buyer/Planner, Chicago, IL (June '97 – July '98)

- Planned and executed advertising media strategies for Northwestern Memorial Hospital.
- Negotiated and purchased ad time and space, while managing a budget in excess of \$2MM.
- Starcom is a division of Leo Burnett, USA, one of the world's top advertising agencies.

Staff Assistant to U.S. Representative Jan Meyers, Lawrence, KS (September '95 – Jan '97)

- Managed the Lawrence District Office overseeing all operations, including casework, media and constituent relations and district appearances in Kansas' most culturally diverse district.

Administrative Assistant for KU Athletics, Lawrence, KS (Spring/Summer '95)

- Assisted with NCAA compliance, fundraising and NCAA tournament ticket distribution.

BOARDS & MEMBERSHIPS

- KU Athletics Strategic Plan 'To the Stars' Planning Committee member (2021-2022)
- KU Athletics Diversity Leadership Council member (2020-2022)
- iModules Software (now Anthology), Advisory Board member (2019-2020)
- Council of Alumni Marketing & Membership Professionals (CAMMP) Board (2017-19)
- President (2010-12) K-Club association of former letterwinners, board member (2006-)
- Chair (2010-12), Lawrence Convention and Visitors Bureau advisory board (2005-14)
- Chancellor's Policy Group (2004-06) and Chancellor's Inauguration Committee (2010)
- Council for the Advancement and Support of Education (CASE), member and presenter
- Bert Nash Community Mental Health Center fundraising committee (2006, 2007)
- Hilltop Child Development Center board of directors (2004-05)
- Ex-officio member of Kansas University Athletic Corporation Board (1993-94)
- Co-chair, Student-Athlete Advisory Committee (SAAC), a prototype for NCAA (1993)

ACTIVITIES, VOLUNTEERISM & HONORS

- Training certifications in facilitation, project management and DEI through KU
- Cultivated major gifts endowing Black Leaders & Innovators program, mascot program
- Top-rated university keynote speaker by statewide Kansas Honors Program attendees
- TEAM USA Career Development Forum: The Business of Sport participant (2015)
- Graduate of Leadership Lawrence through the Lawrence Chamber of Commerce (2014)
- Volunteer for Big Brothers and Big Sisters and United Way of Douglas County
- Intern for U.S. Senator Nancy Landon Kassebaum's Press Secretary, Summer '94
- Student Ambassador, serving as campus tour guide for KU Office of Admissions
- Scholarship Student-Athlete, Team Captain, Jayhawk Scholar award winner
- NCAA All-American (XC 1994), 4:07 mile PR ('94), 2:46 marathon (Chicago, '98)

PROFESSIONAL PRESENTATIONS

Proud & Loyal: Understanding the correlation between alumni engagement and giving. Presentation made to the National Letterwinner Association (NLWA) conference, June 2023, Notre Dame, IN.

Celebrating Diversity. Presentation made to the National Letterwinner Association (NLWA) conference, June 2022, Lubbock, TX.

Recent Alumni Engagement: Using Survey Data to Inform Your Strategies. Presentation made to the Council for Advancement and Support of Education (CASE), April 2022, Webinar.

Strategic Communication & Marketing in Alumni Relations. Presentation made to the Council for Alumni Marketing & Membership Professionals (CAMMP), July 2019, Austin, TX.

Value Proposition & Brand Strategy. Presentation made to the Council for Alumni Marketing & Membership Professionals (CAMMP), July 2017, Boulder, CO.

Marketing Loyalty: Proud Member Campaign Case Study. Presentation made to the Council for Alumni Marketing & Membership Professionals (CAMMP), July 2015, Memphis, TN.

Complex University. One Solution. (Managing a centralized tool at a decentralized institution.) Presentation made to the iModules Sizzler conference, July 2011, Kansas City, MO.

Communicating Your Institution's Value: Staying on Message with a Wide Array of Audiences. Presentation made to the American Marketing Association (AMA) Symposium on the Marketing of Higher Education, November 2006, New Orleans, LA.

The University of Kansas: A Visual Identity Case Study. Presentation made to the AMA Symposium on the Marketing of Higher Education, November 2005, Chicago, IL.

Beyond the Jayhawk: Integrated Marketing at KU. Presentation made to the Council for Advancement and Support of Education (CASE) VI, January 2005, Kansas City, MO.

EDUCATION

M.S. in Higher Education Administration
The University of Kansas, December 2005

B.S in Journalism, Advertising
The University of Kansas, December 1994

HOBBIES & INTERESTS

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| <ul style="list-style-type: none">• Ethical leadership• Higher education• Branding and digital media | <ul style="list-style-type: none">• Running and the Olympic Movement• Travel (47 states, 6 countries)• Organizational development |
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PERSONAL

- Married with two daughters, Sydney (22) and Sophia (20), and a son, Austin (14)
- Wife, Sara Johnston is a physical therapist and professional organizer with Tidy Style