

SEARCH PROSPECTUS



**EXECUTIVE DIRECTOR
OF COMMUNICATIONS**



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



THE SEARCH

The University of Wisconsin-Madison invites applications and nominations for the next Executive Director of Communications in the Division of Diversity, Equity & Educational Achievement (the Division/DDEEA). The Executive Director of Communications will join an energetic and forward-thinking team committed to the mission of creating a diverse, inclusive, and excellent learning and working environment for all students, faculty, staff, alumni, and partners at the University of Wisconsin – Madison, one of America’s top-ranked public universities.

THE OPPORTUNITY

The University of Wisconsin–Madison, the flagship campus of the University of Wisconsin System, is recognized internationally for its rigorous academics, ground-breaking research, and steadfast commitment to public service. Since its founding as a land-grant university in 1848, UW–Madison has been at the forefront of education, innovation, and discovery.

The Executive Director of Communications will be a passionate and strategic thinker working creatively to champion the culture of belonging and advance the work of the Division in multiple platforms and media. This position has institution-wide influence, providing strategic communications leadership and consultation across campus. This position reports to the Senior Operations Officer and Chief of Staff to the Chief Diversity Officer (CDO) for the University and the Director of the Division.

UW-Madison is committed to creating an inclusive environment that enables all students, faculty, and staff to thrive. Since 2014, this work has been guided by the campus Diversity Framework and its 10-year implementation plan, R.E.E.L. Change. As the final two years of the plan are enacted, the campus reaffirms its commitment to this work, continuing to focus on the following four priorities:

- Build a culture of organizational learning that promotes the principles of equity, diversity, inclusion and belonging;
- Foster a culture of belonging to enhance the recruitment and retention of students, staff and faculty, especially those from underrepresented populations;
- Facilitate an effective model of distributed strategic diversity leadership for shared visioning and implementation;
- Utilize and maximize data to inform equity-minded policies, practices, and decision-making.

The Executive Director of Communications will provide strategic leadership in Equity, Diversity, Inclusion and Belonging (EDIB) to the DDEEA Communications unit and will function as a central campus communications resource by serving as a convener, catalyst, consultant, and passionate community builder. Central to the position is a proven ability to engage diverse audiences and move them to action through compelling storytelling and marketing across multiple platforms, including web, social media, podcasts and events.

RESPONSIBILITIES

The Executive Director of Communications will be expected to:

- Design and implement strategic divisional communication plans that interweave marketing, storytelling, messaging, and engagement to celebrate the mission, goals, and accomplishments of the Division and the institution to internal and external stakeholders.
- Provide leadership to the communications team, setting direction and priorities that align with the strategic directives of the CDO, and taking a collaborative approach to coaching and mentoring the team to improve effectiveness.
- Provide oversight and direction for the Division Events team, which develops, manages, and executes divisional and institutional-level events in support of learning, engagement, and community building related to EDIB.
- Provide strategic support and oversight of the research, production, and publication of articles, internal messages, news releases, speeches for the CDO, social media posts, and other media content.
- Develop protocols to enhance and maintain a divisional brand strategy for all divisional communications and events, promoting awareness across communication platforms, and working in collaboration with key partners in University Relations.
- Take a collaborative approach with campus partners to raise the profile of the Division by establishing award conventions, nomination processes, and organizational protocols for the recognition of excellence in EDIB across the university.
- Provide strategic allocation of human and financial resources and supervision of unit staff. Effectively oversee, manage, and evaluate staff in accordance with university policies and procedures. In addition, foster a culture of organizational learning, professional development, and continuous quality improvement among the communication and events teams.
- Foster a strong culture of inclusivity by identifying, establishing, and cultivating collaborative relationships and partnerships with colleagues in University Communications, University Marketing, external media stakeholders, and other relevant parties.
- Ensure that the most current technologies and effective communication platforms are utilized by Division staff.



- Take an active role in serving on campus-wide communication councils, committees, and task forces with a wide range of constituencies.
- Provide leadership of various university programs and committees, as needed, on EDIB communication issues. Collaborate with, and advise, other campus stakeholders on effective EDIB communication.
- Advise and prepare the CDO on critical communication issues, interviews, special projects, and compelling storytelling to celebrate the good work of the Division and the university.
- Develop a crisis communications plan, manage the crisis communications response for the Division, and assist central campus in relevant crisis communication efforts.
- Coordinate with University Relations and other campus stakeholders in working with local, state, and federal policymakers, as well as community and corporate partners.



QUALIFICATIONS

- Professional experience in strategic communications, marketing, public relations and/or media, preferably related to higher education.
- Knowledge and understanding of issues and communications relevant to equity, diversity, inclusion, and belonging, particularly within a large and complex organization.
- Awareness of current events, issues, and developments in higher education in general, and in large public institutions of higher education in particular, with a focus on equity, diversity, inclusion and belonging.
- Knowledge of and experience with news media operations and protocols, from the research process through effective dissemination.
- Proficiency in resource management.
- Demonstrated savvy with exercising discretion when handling sensitive or confidential material.
- Experience working collaboratively with people from diverse backgrounds, including senior campus leadership, faculty, staff, students, alumni, communications colleagues, community members, and news media.
- Ability to anticipate public events that can be used to advance institutional objectives, or that might spark a crisis, and address them accordingly.
- Expertise with organizing and managing multiple projects in fast-paced environments while balancing various priorities and a varying workload.
- Experience with leading, managing, and empowering teams toward a shared goal.



FAST FACTS

The Division of Diversity, Equity & Educational Achievement (DDEEA)

- #1** Directly serves over 1,600 students a year across scholarship and support programs
- #2** 64% of students in the Division are women; 88% are students of color
- #3** 84% of last year's Division graduates were students of color
- #4** 80 staff in the Division (67% women; 62% employees of color)

DIVISION OF DIVERSITY,

EQUITY & EDUCATIONAL

ACHIEVEMENT

Under the direction of the Deputy Vice Chancellor for Diversity & Inclusion, Vice Provost and Chief Diversity Officer (DVCDI/CDO), the Division of Diversity, Equity & Educational Achievement (The Division/DDEEA) supports the mission of the University of Wisconsin–Madison as it works to create a diverse, inclusive, and excellent learning and work environment for all students, faculty, staff, alumni, and partners at the university.

The DDEEA's priorities are to increase access for underrepresented minorities in STEM; eliminate the achievement gap between majority and underrepresented students; recruit and retain more diverse students, faculty and staff; prepare all of our students to thrive personally and professionally in a world that is diverse, global, and interconnected; and enhance the campus climate to ensure every member of the UW community knows they belong.

The DDEEA is comprised of administrative, education, scholarship, and service programs whose work overlaps with the core values of community, inclusion, organizational excellence, transparency, accountability, and social justice. The DDEEA collaborates, leads, and consults in efforts to seed new initiatives and coordinate numerous institutional efforts to support, guide, and promote these priorities.



THE UNIVERSITY OF

WISCONSIN-MADISON:

AN OVERVIEW

The University of Wisconsin–Madison is one of the premier public universities and research institutions in the United States. Created at the same time Wisconsin achieved statehood in 1848, the university became the state’s land grant university. It continues to be Wisconsin’s flagship teaching and research university with a state-wide, national, and international mission, offering programs at the undergraduate, graduate, and professional levels in a wide range of field, while engaging in extensive scholarly research, continuing adult education, and public service.

With a \$3.7 billion budget, UW–Madison educates more than 47,000 students and employs some 24,000 faculty and staff. Composed of 13 schools and colleges, the university offers 307 undergraduate majors and certificates, as well as more than 250 master’s, doctoral, and professional programs. UW–Madison’s research enterprise is one of the most robust in the nation, ranking among the top 10 universities in expenditures.

UW–Madison is guided by the Wisconsin Idea, a century-old principle and public-service charge that the university should influence people’s lives beyond the classroom. The university is a member of the Big Ten Conference, and the Wisconsin Badgers brand is recognized internationally with 23 NCAA Division 1 teams. In 2021, Washington Monthly named UW–Madison the top national public university, citing research excellence, social mobility, and community service.

CAMPUS

LEADERSHIP

Dr. Jennifer Mnookin became chancellor of Wisconsin’s flagship university in August 2022. As dean of the UCLA School of Law, she broke fundraising records, built the first new degree program in a generation, and created new institutes in areas ranging from immigration law to technology, law, and policy. She is one of the most cited scholars in the nation in the area of evidence law. Her leadership is reinforcing UW–Madison’s position as one of the world’s top universities — a center for education, discovery, and research, committed to sharing knowledge and innovation that improves lives in Wisconsin and around the globe.



UW-MADISON

RANKINGS

#1: National public university
(*Washington Monthly*, 2021)

#1: Peace Corps volunteers (2020)

#1: Best Hospitals in Wisconsin
(*U.S. News & World Report*, 2022)

#1 University for producing Fortune 500 CEOs (Kittleman & Associates, 2018)

#5: Most doctorates granted among U.S. universities (2019)

#8: Total research expenditures among U.S. universities (2021)

#10: America's Best Colleges among public universities (*U.S. News & World Report*, 2022)

#12: Patents among U.S. universities (2021)

#27: Best university worldwide
(Center for World University Rankings, 2022)

STRATEGIC FRAMEWORK

UW-Madison's 2020-2025 strategic framework charts the institution's path forward, building on the success of its past priorities and taking bold steps toward its vision of being a model public university in the 21st century. It preserves the institution's core legacy of research, teaching, and public service and promotes a campus environment where full potential can be met.

UW-Madison's strategic framework contains the following pillars:

- Excellence in teaching and educational achievement
- Excellence in research and scholarship
- Living the Wisconsin Idea
- A vibrant campus community
- A high-performing organization

For more information: strategicframework.wisc.edu

STATEMENT ON DIVERSITY,

EQUITY, AND INCLUSION

Diversity is a source of strength, creativity, and innovation for UW-Madison. We value the contributions of each person and respect the profound ways their identity, culture, background, experience, status, abilities, and opinions enrich the university community. We commit ourselves to the pursuit of excellence in teaching, research, outreach, and diversity as inextricably linked goals. The University of Wisconsin-Madison fulfills its public mission by creating a welcoming and inclusive community for people from every background — people who as students, faculty, and staff serve Wisconsin and the world.

1848

Founded

\$3.7B

Budget (2021-2022)

Campus: 938 acres (main campus)
Degrees awarded: 11,345 (2021-22)
Living alumni: 475,556
Faculty and staff: 25,297

Institution

32

Average class size

24%

Students of color (undergraduate)

49,866

Total students

Academics

13

Schools and colleges

307

Undergraduate majors and certificate

35,184

Undergraduates

14,702

Grad, professional,
& special

\$1.4B

Research expenditures (2021)

UW firsts:

- Poverty research center
- Genetics and wildlife management departments
- University dance program
- Bone marrow transplant conducted

UW discoveries:

- Vitamins A and B (1913 and 1916)
- Synthetic gene creation (1970)
- Embryonic stem cells cultivated in a lab (1998)
- Cosmic neutrino at South Pole (2013)
- *Homo naledi* human ancestor in South Africa (2013)

UW patents:

- Blood-thinner Warfarin
- Vitamin D-based treatments for osteoporosis and cancer
- MRI techniques
- "Wisconsin Solution" that prolongs use of transplant organs

Research

UW-MADISON

FAST FACTS

940

Student organizations

11

Residence learning communities

2,410

Study-abroad participants

116

Countries represented by students

Student life

23

NCAA Division 1 teams

33

Team NCAA National Championships

226

Individual NCAA Championships

800+

Student-athletes

Badgers Athletics

3,369

Peace Corps volunteers (alumni since 1961)

1,060

Badger Volunteers students (2019-20)

Public service

20

Nobel Prize winners (faculty and alumni)



CITY RANKINGS

- #1: Cities with Best Work–Life Balance (smartasset.com, 2020)
- #1: Best College Football Town in America (Sports Illustrated, 2019)
- #1: Best Places in the U.S. for Raising Children (diversitydatakids.com, 2020)
- #2: Best Cities for Bikes (peopleforbikes.org, 2020)
- #2: Happiest Cities in America (menshealth.com, 2020)
- #2: Best Places for Outdoor Enthusiasts to Live and Work (smartasset.com, 2020)
- #3: Top 100 Best Places to Live (livability.com, 2020)
- #4: Greenest Cities in the US (zippia.com, 2020)

MADISON, WISCONSIN:

A VIBRANT CAPITAL CITY

With a population of more than 260,000, Madison is Wisconsin's state capital and the hub of a large metropolitan area. Built on an isthmus and surrounded by lakes, UW–Madison and the city of Madison seamlessly blend together, creating opportunities and an atmosphere unlike any other campus.

As both a midsize city and college town, Madison has all the action and amenities of a major metro area without the inconveniences. Milwaukee and Chicago are short drives away, and the Dane County Regional Airport directly connects Madison to major cities around the country. With a robust arts and dining scene, thousands of acres of natural areas, top-rated health care and school systems, and a thriving economy and technology sector, Madison is routinely ranked one of the best cities to live and work.

For a virtual tour of Madison through the seasons: madison.wisc.edu

FAST FACTS

- Metro area population: 664,865 (2019)
- Average commute time: under 20 minutes
- Lakes: 5 (12 public beaches)
- Parks: 260 (6,000 acres, 15 dog parks)
- Off-road paths and trails: 200+ miles
- One of five platinum-level bike cities in the U.S.
- One of two major U.S. cities built on an isthmus



NOMINATION AND

APPLICATION

PROCESS

Dr. Concetta M. Stewart (concetta.stewart@agbsearch.com) and Dr. Tamara Jhashi (tamara.jhashi@agb.search.com) — representing AGB Search — will be assisting the Search and Screen Committee.

Prospective nominators or potential candidates are encouraged to contact Dr. Stewart or Dr. Jhashi directly by email prior to submitting materials.

Application materials should be submitted by the target date of June 5, 2023, although expressions of interest will be considered until an appointment is made. Applicants should provide: 1) a letter of interest that addresses specifically the leadership priorities described in the profile; 2) a current curriculum vitae or resume; 3) the names and contact information of five professional references and relationship to the candidate. References will not be contacted without prior authorization from the candidate. Application materials should be sent electronically (Word and PDF) to: UWMadisonDirCommunications@agbsearch.com.

