

M. LINDA WASTYN, Ph.D., CFRE, GPC

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EDUCATION

- Ph.D. Higher Education Administration, Illinois State University, Normal, IL, 2008
Dissertation: *Why Alumni Don't Give: A Qualitative Study of What Motivates Non-Donors to Higher Education*
- M.A. Speech Communication, University of Georgia, Athens, GA, 1990
Thesis: *Ronald Reagan's Rhetoric in Response to the Iran-Contra Affair: Considerations of Apologia*
- B.A. Speech Communication and Theatre Arts and Politics, Wake Forest University, Winston-Salem, NC, 1986

CERTIFICATIONS

- Certified Fundraising Executive (CFRE)
BoardSource Certificate in Nonprofit Board Consulting
Approved Trainer, Grant Professionals Association
Credentialed Grant Professional

FUNDRAISING EXPERIENCE

Owner and President, Wastyn & Associates, Inc., Davenport, IA 2011-present

- Independent consulting company that provides integrated organizational development and fundraising consulting and services to local and national clients
- Identify and provide grants development services including researching, editing and writing grant applications; provide other development writing including solicitation letters and case statements
- Plan and implement fundraising programs to help organizations fund their current and future needs
- Conduct fundraising feasibility studies for anticipated capital campaigns; manage capital campaigns
- Facilitate strategic planning processes to help organizations determine their future direction
- Develop, implement and analyze quantitative (e.g., surveys) and qualitative (e.g., focus groups, interviews) research programs to inform fundraising, strategic planning and branding initiatives
- Provide leadership and board development consulting, coaching, and presentations

Associate Vice President for Advancement, St. Ambrose University, Davenport, IA, 2008-2011

- Prioritize and develop corporate, foundation, and government proposals that raised \$17 million (average of \$1.2 million annually) for program development, scholarships, and capital improvements
- Work with lobbyist and Congressional representatives to secure federal appropriations of \$1.6 million
- Administer grant-funded programs and budgets including submitting all required reports
- Write or edit development communication: e.g., case statements, articles, scripts, programs, letters, board reports, and internal reports of advancement activities
- Assisted Vice President to plan and manage a comprehensive campaign that raised \$82 million
- Plan and implement annual giving programs that raised \$2.4 million in programmatic (annual) giving in FY10, a 21% increase over the previous year
- Director of Operations for an advancement team of 18 that raised an average of \$7 million/year

Director of Grants and Information Resources, St. Ambrose University, Advancement Office, Davenport, IA, 1997-2008

Identify and develop applications for funding from corporate, foundation and government sources; write or edit development communication including case statements, proposals to individuals, and solicitation letters; develop prospect research program including hiring and overseeing first full-time prospect researcher and secretary; oversee database management which included a database conversion; manage gift processing function and staff

Assistant Director of Development, Director of Foundation and Corporate Relations, Bridgewater College, Bridgewater, VA, 1995-1997

Identify funding priorities; research potential corporate, foundation and government funding sources; draft and edit grant applications that raised approximately \$500,000, the most in the College's history; present to potential funding agencies; follow-up on submitted applications; report on funding outcomes; liaison between faculty, administrators and funding sources; write articles for quarterly alumni magazine

Communication Specialist, Department of Medicine, Division of Medical Oncology, University of Pittsburgh School of Medicine and Pittsburgh Cancer Institute, Pittsburgh, PA, 1990-1992

Assist faculty in grant application development for basic research and clinical studies; compose reports regarding research activities; review all manuscripts; coordinate division volunteers; schedule visits for faculty, visiting professors and fellowship candidate; schedule speakers for two weekly conferences; maintain division library database; conduct literature searches and provide technical assistance on MedLine

Administrative Assistant, Alcoholism and Genetics Research Program, Western Psychiatric Institute and Clinic, Department of Psychiatry, University of Pittsburgh School of Medicine, Pittsburgh, PA, 1987-1990

Fully responsible for all administrative functions of a federally funded research project including editorial assistance for all grants, manuscripts, correspondence; creating and maintaining data for more than 500 subjects; and assisted with subject recruitment

OTHER HIGHER EDUCATION EXPERIENCE

Lecturer, School of Journalism and Mass Communication, University of Iowa, Iowa City, IA, 2013-2017

- Fundraising and Philanthropy Communication Program (2014-2016)
 - Teach *Communication and Public Relations and Philanthropy in the Digital World* classes
 - Develop and teach a new course in *Fundraising Fundamental*
 - Assist in planning the first Fundraising and Philanthropy Conference
 - Develop internship and alumni engagement programs
 - Manage Visiting Professionals Program
- Master of Strategic Communication Program (2013-2017): Teach *Strategic Planning for the Communication Professional* and *Fundamentals of Strategic Communication* via distance education platform (Adobe Connect)

Facilitator, University Strategic Planning Committee, St. Ambrose University, Davenport, IA, 2005-2011

Plan and facilitate university-wide strategic planning committee including a redesign of the process to broaden input; articulate a university vision; complete and implement a 5-year strategic plan

Adjunct Instructor, St. Ambrose University, Davenport, IA, 1999-2001, 2007-2017

Teach graduate organizational leadership classes (*Planning Strategically*, *Women in Leadership*, *Strategic Communication*, *Leadership Communication*, and *Organizational Theory*: 2007-2017) and undergraduate communication classes (*Public Speaking* and *Interpersonal Communication*: 1999-2001) on a part-time, as needed basis

Instructor and Assistant Director of Debate, School of Speech Communication, James Madison University, Harrisonburg, VA, 1992-1995

Plan and teach *Public Speaking*, *Interpersonal Communication*, *Argument*, and *First-Year Seminar* classes. Assist in administering and coaching a national, intercollegiate debate program; responsible for debate team public relations; assist in recruitment and special event planning

Editorial Assistant, *Current Cancer Therapeutics*, edited by John Kirkwood, M.D., Michael Lotze, M.D., and Joyce Yasko, R.N., Ph.D. (Freelance position), 1991-1993

Provide complete editorial assistance: schedule meetings; provide research material; liaison between book editors, publishers and section editors; edit manuscripts

Adjunct Instructor, Department of Communication and Rhetoric, College of General Studies, University of Pittsburgh, Pittsburgh, PA, 1987-1992

Planned and taught *Public Speaking* and *Argument* classes on a part-time, as needed basis

PUBLICATIONS

Wastyn, M.L., "Why Alumni Don't Give: A Qualitative Study of What Motivates Non-Donors to Higher Education," *International Journal of Educational Advancement*, 2009 9(2): 96-108.

Wastyn, R.O. & **Wastyn, M.L.**, "Argument within a Scientific Debate: The Case of the DRD2 Allele as a Gene for Alcoholism," *Argumentation and Advocacy*, Summer 1997 34(1): 13-27.