

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 an average of 25 local and national clients/year
- Identify and provide grants development services including editing and writing grant applications that raised an average of \$1 million per year; provide other development writing
- 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

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
- Administered 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)
 - o Teach *Communication and Public Relations* and *Philanthropy in the Digital World* classes
 - o Develop and teach a new course in *Fundraising Fundamental*
 - o Assist in planning the first Fundraising and Philanthropy Conference
 - o Develop internship and alumni engagement programs
 - o Manage Visiting Professionals Program
- Masters 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.

ACADEMIC AND PEER-REVIEWED PRESENTATIONS

"What to Expect for Federal Grant and Contract in 2020 and Beyond," (with Robert Bradner), Grant Professionals Association Annual Conference, Washington, DC, November 2019

"Congratulations - You've Become a Consultant! Now What?" (with Kim Joyce), Grant Professionals Association Annual Conference, Washington, DC, November 2019

"Secrets of Consultancy: Thoughtful Conversations with Four Consultants Who Make It Work," (with Andrea Crawford, Kim Joyce and Kerri Mollard), Grant Professionals Association Annual Conference, Chicago, IL, November 2018

"Writing More Compelling Grant Applications Using Stories and Arguments," Grant Professionals Association Annual Conference, San Diego, CA, November 2017

"Leadership in Uncertain Times: Lessons for Grant Professionals," (with Ronald O. Wastyn), Grant Professionals Association Annual Conference, Atlanta, GA, November 2016

"We Have a New President! What Does that Mean for Federal Grants?" (with Robert Bradner), Grant Professionals Association Annual Conference, Atlanta, GA, November 2016

"To Tweet or Not to Tweet: Using Social Media to Grow Your Consulting Business," Grant Professionals Association Annual Conference, St. Louis, MO, November 2015

"Creating a Federal Grants Program: Is your Organization Ready?" (with Mo Choidini), Grant Professionals Association Annual Conference, St. Louis, MO, November 2015

"Volunteers are Free, Programs are Not: Finding Grant Resources to Fund Your Programs," Northwest Illinois/MVDOVIA Volunteerism Conference, Moline, IL, October 2015

"Beyond Bake Sales and Golf Outings: Fundraising for Smaller Organizations," Northwest Illinois/MVDOVIA Volunteerism Conference, Moline, IL, October 2015

"Writing Powerful Case Statements to Support Grant Proposals," Grant Professionals Association Conference, Portland, OR, October 2014

“Strategically Planning Your Grant Projects and Workflow,” Grant Professionals Association Conference, Portland, OR, October 2014

“Presentation Skills for Grant Writers,” Grant Professionals Association Annual Conference, Baltimore, MD, November 2013

“Should We Apply for Federal Grants? Things to Consider,” (with Robert Bradner), Grant Professionals Association Annual Conference, Baltimore, MD, November 2013

“Why Alumni Don’t Give: A Qualitative Study of What Motivates Non-Donors to Higher Education,” Council for the Advancement and Support of Education (CASE) Region VI Conference, Denver, CO, January 2008

“The Impact of Full-time Employment on Academic Effort and Higher Order Thinking Skills” (with Jarod Trullinger, Darryl Taylor, Theresa Schlabach, and John Rugutt), Mid-Western Educational Research Association, Columbus, OH, October 2005

“Deliberative Arguments within a Scientific Debate: The Case of the DRD2 Allele as a Gene for Alcoholism” (with Ronald O. Wastyn), Speech Communication Association Annual Meeting, New Orleans, LA, November 1994

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

BoardSource (2019-present)

Grant Professionals Association (2013-present; 2002-2008); Iowa Chapter (2006-2008)

Association of Fundraising Professionals (2011-present; 1997-2009)

The Women’s Connection (2007-2016)

Administrators Club, Illinois State University (2003-2008)

Association of Professional Researchers for Advancement (1995-2009); Great Plains Chapter (2001-2009)

Council for Advancement and Support of Education (1995-2011)

National Federation Interscholastic Speech and Debate Association (1992-1995)

Speech Communication Association (1992-1995)

Delta Sigma Rho-Tau Kappa Alpha Forensics Honor Society (1985-1987)