

# Willie L. Jude II, M.Ed.

---

## EDUCATION

### Doctor of Education (December 2023)

Leadership and Professional Practice  
Trevecca Nazarene University, Nashville, TN

### Master of Education

Higher Education Administration  
Washington State University, Pullman WA

### Bachelor of Science

Major: Exercise Science | Minor: Business  
University of Wisconsin - Oshkosh, Oshkosh WI

### Certificate in Fundraising Management

The Fund-Raising School, Lily Family School of Philanthropy  
Indiana University - Purdue University Indianapolis, Indianapolis, IN

## LEADERSHIP EXPERIENCE

### University of Wisconsin - Parkside | Kenosha, Wisconsin

The University of Wisconsin - Parkside was founded in 1968 as a public university and one of 13 institutions within the University of Wisconsin System. UW-Parkside ranked #4 in the public Midwest regional colleges and universities for social mobility and #5 in diversity in the Midwest Regions, by US News and World Report in 2022.

### Vice Chancellor for University Advancement and Alumni Relations

March 2021 - Current

Served as Chief Philanthropic Officer for the university and a member of the Chancellor's Cabinet.

#### Accomplishments

- Led inaugural 25-million comprehensive campaign, currently secured 13.4 million in gifts and pledges.
- Executed a historic annual philanthropic giving effort of 5.1 million.
- Led a team that secured three of the most significant gifts in school history, 3.2 million, 1.5 million, and 1 million, respectively.
- Secured 1.6 million dollars for two customized, transformational healthcare partnerships.
- Led a team that secured six-figure partnerships with two international corporations.
- Inspired annual fundraising increase from \$790K in FY17 to more than 5.1 million in FY22.
- Secured a record number of annual donors in FY22 and FY23.
- Increased annual alumni donors by 69% since FY17.
- Increased annual giving by 102% from FY21 to FY22.
- Increased day of giving (Parkside Day) donors by 78% from 608 in FY21 to 1082 FY22.
- Increased day of giving (Parkside Day) donors in FY23 (1,139).
- Experienced a record number of Parkside Day gifts in FY21 and FY23 (\$218K & 220K).
- Exceeded donor retention goal of 50% from FY 21-23.
- Established new initiatives, including planned giving, homecoming, and alumni engagement
- UW-Parkside Foundation provided more than \$530,000 in direct support to 350 students in FY21.
- Provided more than \$770,000 in direct support to more than 382 students in FY22.

#### Administrative

- Supervised 18 full and part-time professionals with a budget of approximately 2 million dollars.
- Ex-Officio member of the UW- Parkside Foundation, Inc., with total assets valued at 19 million dollars.

**Willie L. Jude II, M.Ed.**  
**williejude2@gmail.com | 414-698-8914**

---

- Administered oversight for more than 115 endowment and scholarship accounts with the Foundation Board.
- Recruited new foundation leadership to a board of 35 members.
- Created and restructured the University Relations department.
- Established the first strategic plan for University Relations.
- Served as the university liaison to the UW-Parkside Alumni Association.
- Co-created value proposition for the UW-Parkside Foundation.
- Served as the first person of color to hold the position.

**Fisk University | Nashville, Tennessee**

Founded in 1866, Fisk University is a private institution located in an urban setting. It has a total undergraduate enrollment of 914 students. Fisk University's ranking in the 2022 US News and World Report edition of Best Colleges was #11 for Historically Black Colleges and Universities.

**Vice President for Student Affairs and Enrollment Management**

February 2018 - September 2020

Served as Senior Student Affairs and Enrollment Officer, reported directly to the President, and served as a member of the President's Cabinet.

**Enrollment Management Accomplishments**

- Transformed enrollment through a historical enrollment increase of 140% in the Fall of 2018.
- Secured the largest enrollment class in the Fall of 2019, an increase of 20%.
- Increased applications by 200% (2,000 to 6,000).
- Oversaw Enrollment Management Committee with financial aid, registrar, bursar, residence life, and academic excellence and support programs to strengthen retention efforts which is 78% for first to second-year students.
- Secured partnership with Royal / EAB.
- Managed the Fisk Alumni Recruitment Network.
- Delivered international recruitment presentations and fostered positive relationships in Lagos, Nigeria, Accra, Ghana, Nairobi, Kenya, and Nassau, Bahamas.

**Student Affairs Accomplishments**

- Launched and managed the Fisk Cares Project and Student Emergency Fund.
- Established the VP Engagement Series, SGA Townhalls, and Monday Motivation.
- Implemented the Dress for Success Initiative and Career Closet.
- Collaborated to establish the Fisk Food Pantry.
- Served as a strategic contributor to COVID-19 Task Force.
- Served on the Global Passport Initiative Partnership with the Council for International Committee.
- Secured 75 passports for deserving scholars.
- Served on the Home Depot "Retool Your School" grant project (\$50,000) that renovated the student union lounge, game room, campus closet, and select residence hall lounges.
- Facilitated beauty salon donation and renovation.
- Responded to student and campus crises while maintaining a safe campus environment.
- Launched a new athletics website.
- Launched athletics feasibility study for reclassification from NAIA to N.C.A.A. Division II.
- Increased bookstore revenue by 9% from 2018-2019
- Increased online bookstore sales by 42% between 2019 - 2020.
- Executed the "Votes for Women" Celebration of the 100th Anniversary of the 19th Amendment.

**Administrative**

- Led the Division of Student Affairs and Enrollment Management staff and operative areas, including admissions, athletics, bookstore, campus safety, counseling center, dining services, enrollment management committee, global initiatives, Greek life, international services, mail services, male student success initiative, new student

**Willie L. Jude II, M.Ed.**  
**williejude2@gmail.com | 414-698-8914**

---

orientation, recruitment, residential life, student conduct, student engagement, and activities, student leadership, and Title IX.

- Supervised ten areas on campus that included 60 full and part-time professionals.
- Managed fiscal resources totaling approximately 3.5 million dollars.
- Led the division through a comprehensive reorganization and budget allocation.
- Provided leadership through the transition by using data-driven decisions to transform the Division of Student Affairs and Enrollment Management.
- Created and implemented the operational plan for the Division of Student Affairs and Enrollment Management.
- Advised registered student organizations: Rotaract Club, K.Y.B. Leadership Academy, and the University Choir.

**Associate Vice President for Institutional Advancement & Emerging Initiatives** July 2017 - February 2018  
Member of the Institutional Advancement team, university senior leadership team, and university ambassador.

- Cultivated, solicited, secured, and stewarded donor giving, including annual funds, major gifts, endowments, foundations and corporations, and special events.
- Secured \$400K in gifts and in-kind contributions.
- Managed a major national gift portfolio.
- Led the Business Advisory Board comprised of local business leaders.
- Identified and researched new revenue opportunities.
- Identified, researched, organized, and executed new local and national collaborative opportunities.
- Established new community partnerships while sustaining current relationships.

**Lincoln University | Jefferson City, Missouri**

Founded in 1866, Lincoln University (MO) is a public, historically black, 1890 land-grant institution. Located in a small city setting, Lincoln University (MO) has a total undergraduate enrollment of 2,323.

**Executive Director of Philanthropy** August 2013 – June 2017  
**Executive Director of the Lincoln University Foundation, Inc.**

The Executive Director of Philanthropy reported directly to the President and served as a member of the President's Cabinet.

**Accomplishments**

- Managed the Lincoln University Foundation, Inc. Endowment valued at 9.1 million dollars.
- Cultivated, solicited, secured, and stewarded donor giving, including annual funds, major gifts, endowments, foundations and corporations, and special events.
- Raised 2.5 million dollars in total annual giving.
- Secured the largest gift of \$504,000.00.
- Awarded the Kresge Foundation and Association of Governing Board (AGB) Consulting Grant (value up to \$250,000 in services).
- Administered 88 endowment and scholarship accounts.
- Served on a special committee that embarked on a public-private partnership to build the new 11.5 million-dollar, 80,000-square-foot Wellness Center.
- Chaired the Annual President's Foundation Scholarship Gala Committee, which raised \$90,000.00 in FY14.
- Chaired the Mid-Missouri Scholarship Golf Tournament
- Served as an international ambassador to Chungju, South Korea, Seoul, South Korea, Beijing, China, Shanghai, China, and Chongqing, China.
- Directed and executed the first university Re-Branding effort (website, logos, position statements).
- Led the University's 150th Anniversary Celebration.

**Willie L. Jude II, M.Ed.**  
**williejude2@gmail.com | 414-698-8914**

---

**Administrative**

- Led the Division of Philanthropy, Lincoln University Foundation, and operative areas including advancement, alumni affairs, athletics, booster clubs, campus recreation, community engagement, corporate relations, foundation operations, government relations, marketing, and public relations, and special events.
- Supervised 50 full and part-time professionals with a budget of approximately 4.5 million dollars.
- Managed 24 volunteer Foundation Board Members.
- Completed the annual audit for Lincoln University Foundation, Inc.
- Restructured and rebranded the Blue Tiger Athletics Club (formerly the Blue Tiger Quarterback Club).

**North Carolina Central University | Durham, North Carolina**

North Carolina Central University is a public institution that was founded in 1910. Located in an urban setting, NC Central has a total undergraduate enrollment totaling 5,892. North Carolina Central University's ranking in the 2022 US News and World Report edition of Best Colleges Regional Universities was #14 for Historically Black Colleges and Universities.

**Associate Athletics Director for Development  
Executive Director, N.C.C.U Eagle Club**

April 2010 – July 2013

Reported directly to the Director of Athletics and was an integral member of the Athletics senior leadership team.

**Accomplishments**

- Led all fundraising efforts for the North Carolina Central University's Department of Athletics.
- Cultivated, solicited, secured, and stewarded annual fund, corporate, and major gift donors and managed an active portfolio.
- Raised 1.5 million dollars in total giving.
- Directed corporate sponsorships that yielded over \$400K in trade and cash gifts from 25 sponsors.
- Supervised the development internship program. More than 14 interns/graduate assistants in 3 years.
- Directed the N.C.C.U. Eagle Club donated more than \$600,000.00 to scholarships for student-athletes. The organization raised \$745,000.00 in the same time frame.
- Inspired and launched individual sports fundraising programs raised \$80,000.00 in FY 12-13.
- Coordinated all the N.C.C.U. Eagle Club member benefits and operations.
- Provided oversight of 17 endowed accounts for athletics.
- Led the Home Depot "Retool Your School" grant project (\$10,000).

**Administrative**

- Developed, implemented, and administered strategies to enhance the donor base and increased overall Eagle Club membership totals (memberships average or exceed 440 individual donors each year).
- Guided the first official audit of the N.C.C.U. Eagle Club.
- Executed strategic plan for the N.C.C.U. development programs and objectives.
- Oversaw the 25-member volunteer board of directors for the N.C.C.U. Eagle Club.
- Resolved matters related to administrative procedures and database function (Raiser's Edge).
- Served as Faculty / Staff Annual Giving Campaign Committee member.
- Led and reorganized priority parking and season tickets.
- Established local and national relationships to enhance Athletics alumni and community relations.
- Administered, supervised, and evaluated all Eagle Club, E-Varsity Club, and Athletics-sponsored social functions, reunions, and events.

**Washington State University | Pullman, Washington**

Washington State University is a public, rural, land-grant institution that was founded in 1890. It has a total undergraduate enrollment of 24,278. Washington State University's ranking in the 2022 edition of Best Colleges of National Universities was #212.

Led WSU Letterwinners’ Association in conjunction with the Cougar Athletic Fund.

**Accomplishments**

- Developed, implemented, and administered strategies to enhance the donor base and increase overall membership totals (memberships exceed 360 average).
- Developed and monitored all aspects of a self-sustaining budget that procured \$80,920.00 over three years.
- Managed and solicited donations for Gray “W” Varsity Club Endowment
- Advised the Student Gray “W” Club
- Coordinated all Gray “W” Varsity Club member benefits, collateral, marketing, and events.
- Provided support and input for Athletic Foundation fundraising events (FY09 -\$461,825.00 net).
- Assisted with new member identification, cultivation, and solicitation for the Athletic Foundation (FY09 - 5,919 members at a minimum \$100.00 annual gift).
- Co-organized the Lewis Alumni Center Athletic Room renovation.
- Provided support within a department whose fundraising efforts raised over \$3,000,000 towards scholarships annually between 2006 - 2010.
- Directed, advised, and executed the 2nd Annual International Christian University - Japan Study Tour

**Administrative**

- Provided leadership that actively cultivated, solicited, and secured annual memberships.
- Developed and executed a strategic plan for the Gray “W” Club’s programs, goals, and objectives.
- Represented the Gray “W” Varsity Club at university and athletics department-sponsored events.
- Developed, designed, published, and distributed a Gray “W” Club Directory for members.
- Maintained and updated database in conjunction with University Advancement services.
- Served on the Strength and Conditioning facility renovation fundraising team.
- Assisted with Phase III of the Stadium Renovation Campaign in various capacities (\$16 million raised in gifts and pledges).
- Served as a W.S.U. Alumni Association Board of Directors constituent representative.

**SELECTED ACADEMIC SERVICE & COMMITTEES**

**University of Wisconsin-Parkside**

- Chair, Inaugural Homecoming Committee 2022
- Host, Fall Convocation 2022
- Host, Academic Achievement Awards 2021 and 2022

**Fisk University**

- COVID-19 Task Force
- Chair, Homecoming Committee
- One Fisk Guarantee Committee
- Academic Calendar Committee
- University Re-Branding Committee

**Lincoln University of Missouri**

- Chair, Scholarship and Student Aid Committee
- Chair, Homecoming Committee
- Athletics Hall of Fame Committee
- Emergency Preparedness Committee
- Strategic Planning, Efficiency, and Budget Review
- Blue Tiger Day Recruitment Day

**North Carolina Central University**

- NCCU Advancement Council
- State Employees Combined Committee
- Member, Faculty / Staff Annual Giving Campaign Committee member.

**Washington State University**

- Faculty and Staff Annual Fund Drive Committee
- Student-Athlete Senior Recognition Luncheon Committee.
- Visionaries Inspiring Black Empowered Students (V.I.B.E.S) Conference.
- Student-Athletes of Color Mentor Program.

**SELECTED PRESENTATIONS**

Jude, W. (February 2023). Social Mobility, Economic Mobility, & Education. CUNA Mutual Insurance Foundation Retreat. Madison, WI.

Curtis, J., Hilperts, J., Jude, W. (January 2023). Building Presidential Partnerships. BWF: Leading in Philanthropy Conference. Tampa, FL.

Jude, W. & Morris, B. (October 2022). Inspire Leadership Conference. Hosted by the Kenosha Area Business Alliance. Kenosha, WI.

Jude, W., & Oatsvall, K. (September 2022). Building Relationships from the Ground Up. Development Professionals of Southeast Wisconsin. Webinar.

Jude, W. (October 2021). 18th Annual Multicultural Professional Day. UW-Parkside and Gateway Technical College. Kenosha, WI.

Jude, W. & Morris, B (October 2021). Inspire 2021 Leadership Conference. Hosted by the Kenosha Area Business Alliance. Kenosha, WI.

Jude, W. (June 2021). Milwaukee Times Newspaper Awards Luncheon. Milwaukee, WI.

Busby, J., Chanay, M., Jude, W., Williams, D. (September 2020). Survival of the Fittest: Coping with COVID-19 during the academic year. Higher Education discussion hosted by Phi Beta Sigma, Inc.

Cockrell, P., Jude, W., Mull, D., (March 2020). Summit for Black Student Affairs Professionals. American College Personnel Association National Convention (ACPA): Pan African Network. Nashville, TN.

Jude, W. (October 2019). Help a Brother Go to College. Young Scholars Program at the University of California-Berkley. Berkley, CA.

Jude, W. (May 2017). Lincoln University Army ROTC Commissioning Ceremony. Lincoln University. Jefferson City, MO.

Jude, W. (October 2016). I Sing the Body Electric: Celebrating the Me Yet to Come. Missouri Institute on Minority Aging. Jefferson City, MO.

Jude, W. (2016). All About Relationships and Personalities. Chamber of Commerce - Young Professionals. Jefferson City, MO.

Jude, W. (2008). One Body, One Life. International Christian University. Tokyo, Japan.

**COMMUNITY LEADERSHIP**

- United Way of Racine County – Board Member Current
- United Way of Kenosha County – Campaign Cabinet Current
- Bronzeville Cultural Arts Center (Milwaukee, WI) - Finance Committee Current
- Kenosha Area Business Alliance Current
- Kenosha Literacy Council Current
- Downtown Business Association, Inc. Jefferson City, MO 2013 - 2017
- Jefferson City Area Chamber of Commerce Ambassador 2015 - 2017
- Salvation Army, Jefferson City – Board Member 2015 - 2017
- Council for Drug-Free Youth (CDFY) - Board Member 2015 - 2017
- Capital Region Medical Center – Board of Governors 2015 – 2017

**PROFESSIONAL ORGANIZATIONS**

- Washington State University Alumni Association Lifetime
- University of Wisconsin - Oshkosh Alumni Association Current
- Council for Advancement and Support of Education (CASE) Current
- NAACP – Kenosha, WI Branch Current
- Phi Beta Sigma Fraternity, Incorporated, Delta Xi Sigma Chapter Current
- Nashville Rotary International Member 2017 - 2021
- Association for Fundraising Professionals (AFP) 2012 - 2017

**SELECTED HONORS & AWARDS**

- Voted One of Wisconsin’s 52 Most Influential Black Leaders 2022 by Madison 365
- Jefferson City Magazine (Missouri) - Ones to Watch, 2015
- Leadership Jefferson City (Missouri) - Class of 2014
- National Association of Athletic Development Directors -Diversity Award Recipient, 2009 & 2010
- University of Wisconsin – Oshkosh Most Outstanding Senior Academic Award, 2002
- University of Wisconsin – Oshkosh and W.I.A.C - Honor Roll Fall, 2000 & 2001
- University of Wisconsin – Oshkosh Football (Wide Receiver and Cornerback), 1999 - 2001
- N.C.A.A. Division III National Qualifier in the 4 x 100 Meter Relay, 2000 & 2001
- University of Wisconsin – Oshkosh, All-Conference Track and Field Sprinter, 2000 & 2001
- University of Wisconsin – Oshkosh School Record, 4 x 100 Meter Relay

**SELECTED PROFESSIONAL DEVELOPMENT**

- University of Wisconsin-System, CASE @ Campus Workshop 2023
- The Leading Edge in Philanthropy Symposium hosted by Benz Whaley & Flessner (BWF) 2023
- Council for Advancement and Support of Education (CASE) District Annual Conference 2021
- Leading Productive Conversations About Race, USC Racial Equity Center
- Confronting Explicit Acts of Racism and Racial Violence on Campus, USC Racial Equity Center
- Addressing Employee Encounters with Workplace Racism, USC Racial Equity Center
- Recovering from Racial Inequities Produced and Exacerbated by COVID-19, USC Racial Equity Center
- Recruiting and Strategically Diversifying Staff at All Levels, USC Racial Equity Center
- Leading Strategically, LinkedIn Learning
- Coaching and Developing Employees, LinkedIn Learning