

Paula Schwartz, EdD, IAP-L **ism**® Senior Consultant

Dr. Paula Schwartz joined ISM in 2002 after nearly 20 years working with various education institutions to plan and execute their development, communications, and research programs. She leads the ISM Advancement Team, providing services in the areas of annual, capital, endowment, and major gift fundraising. She has earned the Leader (IAP-L) designation through ISM's International Advancement Certification Program. As a Senior Consultant, she:



- Consults in development assessments, planning, feasibility studies, Case Statements, campaign coaching, prospect research, and database management and utilization
- Has advised and/or worked on-site with more than 120 schools across North America, more than twice with many of them
- Writes for ISM's publications, including *Ideas & Perspectives* Leads leadership and Board retreats, and coaches professional and volunteer leaders
- Conducts workshops and Webinars on annual giving, capital and endowment campaigns, major gift programs, advancement staffing, and performance evaluation
- Keynotes and speaks at education conferences: AMS, AISNE, CASE, FCIS, SAES, NCAIS, CAPS
- Co-convenes ISM's Advancement Academy for expert practitioners in the areas of admission and enrollment management, development, and marketing communications
- Served as co-architect of ISM's International Advancement Certification Program for professionals in independent private schools

Before joining ISM, Paula was a Vice President with Waters Pelton Ostroff & Associates, Inc., a fundraising consulting firm. In that capacity, Paula conducted numerous development assessments and capital and endowment campaign feasibility studies totaling more than \$65.5 million. Previously, Paula was Director of Development for the Delaware Symphony Orchestra; Director of Corporate Relations at the World Affairs Council of Philadelphia; and consultant to the Children's Television Workshop, WNYC-TV, and the New York City Office of the Mayor. She headed and taught at four international institutes established at Duke and Columbia Universities, and for the Council on International Educational Exchange.

Paula earned her EdD from Columbia University/Teachers College, NY. She also holds two MAs, one in TESOL and the other in education, also from Columbia University/Teachers College. She earned her BA from Grinnell College, IA.