

HOWARD HEEVNER

Co-Founder, National Alumni Survey Project

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With more than 30 years of experience in higher education fundraising, Howard currently serves as executive director of annual programs at the University of California, Berkeley. He has previously held advancement leadership roles at the University of California, Santa Cruz, Penn State University, DePaul University, the University of Michigan, and the University of Iowa, where Howard began his career. Howard also consults with Chris Marshall Advancement Consulting and with Washburn McGoldrick.

Howard is the co-founder of the National Alumni Survey; a project focused on serving as a conduit for alumni voices across the country to be heard on giving and engagement. It's the largest project of its kind with more than 155,000 alumni surveys collected across 65 institutions in the past three years.

A frequent speaker at Council for Advancement and Support of Education conferences, he served on the CASE Commission on Philanthropy and authored "Rethinking the Donor Pipeline" for CASE Currents (July 2025). Howard holds degrees from Iowa and Penn State, along with a certificate on diversity, equity, and inclusion from Cornell University.