



University Advancement

University Advancement at Pacific University supports and advances the mission of the university by engaging alumni, donors and friends in the rich community of the Boxer Nation.

We build relationships with nearly 25,000 alumni worldwide, enlist financial support for our facilities, students and programs, host academic and community events on our campuses, and share the story of Pacific with our internal community and with the wider world.

University Advancement consists of four offices that support our mission and collaborate with the Pacific community.

- ▶ Alumni Relations
- ▶ Marketing & Communications
- ▶ Conference & Event Support Services
- ▶ Development

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Alumni Relations

The Office of Alumni Relations is the primary contact point for all former students and graduates of Pacific University. Located in the Abbott Alumni Center, the Office of Alumni Relations maintains communications and relationships with our network of alumni and also hosts a number of events for alumni, including Homecoming. For internal stakeholders, Alumni Relations is the go-to office for communicating with alumni (including newsletters and alumni lists), managing the Alumni Association, as well as alumni boards and councils, and for alumni events, volunteers and awards.

Martha Calus-McLain '03 | Senior Director of Alumni & Community Engagement
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Conference & Event Support Services

The Office of Conference & Event Support Services manages the details of internal and external meetings, conferences and events on campus. Located in the Rogers Building, the office is the primary contact for external groups hosting events in Pacific University facilities, as well as for faculty, staff and students planning meetings and events. Conference and Event Support Services manage room scheduling (EMS), the Master Calendar, summer conferences and housing. The office also oversees guest housing and special university events, including Commencements, Convocation and Legends, hosted by Tommy Thayer.

Lois Hornberger | Senior Director Conference & Event Support Services
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Development

The Office of Development oversees all fundraising on behalf of the university, including gifts and private grants from alumni, parents, friends, companies, foundations and organizations. Located on the third floor of Marsh Hall, the Development staff works closely with the academic units and athletics to identify, cultivate, solicit and steward donors for gifts at all levels. The Advancement Services unit receipts and acknowledges all gifts to the university, maintains the donor database, and coordinates donor stewardship activities.

Jan Stricklin | Associate Vice President for University Advancement & Campaign Director
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Marketing & Communications

The Office of Marketing & Communications manages the Pacific University brand to increase visibility, awareness and brand name recognition as well as maintain a positive reputation. This office has a strategic focus on student recruitment and retention, as well as alumni and donor engagement. Located in Scott Hall, the office oversees the university website, social media, multichannel advertising and marketing, media relations, publications and multimedia storytelling. Internally, Marketing & Communications works with programs, schools, colleges, departments and units to develop annual marketing plans. Marketing & Communications is your go-to office for brand standards, Pacific University gear, print materials, social media setup, website management and media inquiries.

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