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Advancing the University

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The advancement division has realigned its staff to increase its fundraising capacity and alumni outreach efforts, according to Deborah A.W. Read, vice president for advancement.

The University of Dayton is currently in the leadership phase of a \$360 million campaign to raise funds for endowed scholarships and faculty as well as capital projects outlined in its master plan, including a proposed University Center for the Arts and an Alumni Leadership Center.

As part of a restructuring that takes effect this week, Todd Imwalle has been named interim assistant vice president for alumni outreach. Susan Sauer takes on a new role in this area as director of constituent strategies, focusing on outreach to the Golden Flyers and other special alumni groups. Bill Hunt moves from alumni relations to development, where he will serve as director of development, with a focus on raising funds for the Alumni Leadership Center, campus ministry and student development initiatives.

In other new development director roles, Father Eugene Contadino, S.M., will attract support for the proposed chapel renovation project and campus ministry initiatives. Regis Lekan adds the chapel renovation initiative and academic affairs to his responsibilities, which also include gift planning. Suzanne Kronke Rohlfis will also continue to attract planned gifts, but will serve as the development officer for the School of Education and Allied Professions.

In a new role, Valerie Mohr will serve as associate director of stewardship for scholarship and endowed funds in the office of donor relations and development communications. Cathy Johnson, assistant director of direct marketing, moves from the alumni office to the marketing area.

The University of Dayton is recruiting nationally for three fundraising positions — associate vice president for development and two vacant director of development positions responsible for attracting support for the School of Business Administration and the arts and libraries. Nancy Stork, currently serving in an interim capacity in the associate vice president's role, will return to her former job as assistant vice president for advancement. Joyce Dean will return to her previous role as executive director of constituent relations. Those changes will take place when the new associate vice president is named, according to Read.

"I believe we are positioned to build strategic partnerships with faculty and staff, increase alumni engagement and raise private funds that will make a real difference in the growth and reputation of the University of Dayton," Read said. "This is a staff poised for much success."

Read oversees an advancement division that includes professionals in development, alumni outreach, constituent relations and information services, University communications and marketing.

Under her leadership, the University raised \$40 million in 2008, a tripling over the previous year, and is on pace to secure more than \$32 million in private support this year during a down economy. To date, the University has raised \$86.5 million in the campaign. Reunion Weekend attendance has hit record levels two years running. In addition, the University initiated a branding strategy, introduced *University of Dayton Magazine* and won three national and six regional CASE (Council for the Advancement and Support of Education) awards for its communications and marketing work in the past two years.