

# Annual Fund Director Appointed

YSU – Cheryl Staib, former director of alumni relations at Heidelberg College in Tiffin has been named director of the Annual Fund at YSU.

At Heidelberg, where she served for seven years, she was involved in alumni fund-raising and special events. During that time she raised the percentage of alumni members contributing to Heidelberg from 35 percent to 47 percent.

Greater emphasis is being placed on fund raising at YSU under the leadership of President Leslie Cochran. Staib will oversee YSU's Annual Fund, the University's key fund-raising effort, under the direction of Vern Snyder, executive director of the University Development Office.

"The Annual Fund represents the [YSU] Foundation for all future fund-raising by YSU," Snyder said. "Cheryl will provide the creativity and leadership needed to build a strong Annual Fund as well as heighten the awareness for the needs of the University.

Staib also will work with members of YSU's Development Council, which include representatives from the Development Office, Athletics Office, the Alumni Associa-

**"Over two-thirds of our 48,000 alumni members are within 50 miles. So there's a lot of potential to increase our contact with them."**



**Cheryl Staib**

tion, the YSU Foundation, WYSU-FM and McDonough Museum of Art.

"The urban setting puts YSU in a unique position for fund raising. Our location allows greater interaction with businesses and the community," Staib said. "Also, over two-thirds of our 48,000 alumni members are within 50 miles. So there's a lot of potential to increase our contact with them and increase their involvement in

the support of YSU."

Staib joined Heidelberg in 1986. Before that, she was an English teacher at Springboro High School in Springboro from 1985 to 1986.

She graduated cum laude from Heidelberg in 1985 with a bachelor's degree in English. In 1990, she earned a master's degree in education at Heidelberg. Her thesis project was an in-depth survey of alumni members.