

YSU names new pro fundraiser

YSU — Vern Snyder of Waynesburg, Pa., a veteran in the field of fund raising, has been named executive director of university development at YSU.

Snyder, who has served as campaign director for Ketchum Inc. Fund-Raising Counsel of Pittsburgh since 1988, will head up the new development of the University and will report directly to YSU President Leslie Cochran. His appointment became effective Jan. 1.

The department was created under a re-organization plan by Cochran and approved by YSU's Board of Trustees. In the past,

University fund raising was overseen by Dr. Lawrence Looby, former vice president for institutional advancement. Looby retired from that position Dec. 31.

As executive director of development, Snyder will work closely with the YSU Foundation, Alumni Association, Penguin Club, private and public organizations, volunteers and others to raise funds for the University.

Cochran said he believes fund raising will be more essential to the University's operation in the future and is pleased to have someone with the wealth of

knowledge and experience of Snyder to direct that effort.

Cochran added: "We, as a University, need to let the community know who we are and what we do well, so that the community can support us in fund raising in a broader and more systematic way."

Cochran said part of YSU's challenge is to build an academic planning that generates goals and objectives. "We have started that process and our new Provost, Jim Scanlon, will lead our effort to have a plan in place for future academic development," he said.

With such a process in place, Cochran said, "The people in the community can say, 'Yes, I want to give to YSU because it knows where it is going; the University is pursuing some exciting, new directions.'"

Snyder said his job will give him an opportunity to tell the University's story to the community and encourage people to support it in doing so. "We will be sensitive to the economic realities, but we will also look at the fact that on the national level, giving has grown during these tough economic times," he said.

See Funds, page 3

Funds

Continued from page 1



—Vern Snyder—

Snyder said the development office has to become "pro-active" and go beyond efforts of the past seeking support from

national foundations and corporations. "These groups often have specific interests in what a university is doing," he said.

While serving with Ketchum Inc. Fund-Raising Counsel in Pittsburgh, Snyder was responsible for planning, designing and implementing capital fund-raising campaigns for educational, health care, religious and other non-profit community organizations. Prior to that, he served as a corporate specialist in the department of development and alumni affairs at the University of Pittsburgh.

His job at the University of Pittsburgh involved developing strategies and carrying out solicitations to major corporations and their chief executive officers for support of that university's scholarship fund.

A professional musician, Snyder plays the tuba and holds a bachelor's and master's degree from West Virginia University.