# POINT LOMA NAZARENE UNIVERSITY

## Administrative Structure

## EXTERNAL RELATIONS

**VICE PRESIDENT EXTERNAL RELATIONS**

### STAFF SECRETARY TO BOARD OF TRUSTEES

-Orientation
-Board Meeting Planning and Organization
-Resource for Trustee Council

### COMMUNITY RELATIONS

COMMUNITY OUTREACH
-Capacity Building
-Resource Development
-Strategic Alliances
EXTERNAL STRATEGIC INITIATIVES
-Building Community Awareness
-Community Outreach
-Community Sponsorship
-Expansion of Strategic Banking Relationship
-Strategic Program Opportunities
POLITICAL AND LEGAL ISSUES
-California Coastal Commission
-Conditional Use Permit
-Land Use Issues
-Liaison with Elected Officials
- Local
- State
- Federal
PRESIDENT'S COMMUNITY COUNCIL
-President's Community Day
-Raising Charitable Interest
UNIVERSITY SPOKESPERSON

### UNIVERSITY ADVANCEMENT

ALUMNI
-Alumni Auxiliaries
-Alumni House
-Alumni Relations
-Homecoming
-Regional Events
DEVELOPMENT OFFICE
-Capital Campaigns
-Corporations
-Donor Relations
-Foundations
-Giving Research & Reporting
-Major Gifts
-Special Events
-University Fund
PLANNED GIVING
-Annuities
-Endowments
-Life Income
-Wills

### ADMISSIONS

-Admissions
-Admissions Marketing
-Campus Visits
-Graduate Administrative Services
-Outreach
-Recruitment
-Special Events

### MARKETING & CREATIVE SERVICES

-Broadcast, Print & Web Media Contact
-Graphic Arts
-Institutional Marketing
-Publications Development
-Web Site