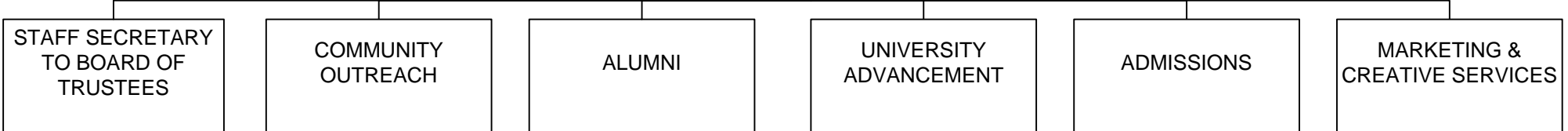


POINT LOMA NAZARENE UNIVERSITY

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
OUTREACH

- Capacity Building
- Resource Development
- Strategic Alliances
- EXTERNAL STRATEGIC INITIATIVES
 - Building Community Awareness
 - 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

ALUMNI

- Alumni Auxiliaries
- Alumni House
- Alumni Relations
- Homecoming
- Regional Events

UNIVERSITY
ADVANCEMENT

- Capital Campaigns
- Corporations
- Donor Relations
- Foundations
- Giving Research & Reporting
- Major Gifts
- Special Events
- University Fund
- 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