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For immediate release

Development and alumni director
named to head new Laurier office

Wilfrid Laurier University, with a campaign under way to raise \$6.2 million for campus development organized by Rowney Partners Inc. of Toronto, announces the formation of an office of university development and alumni affairs.

Named director is Marjorie Millar, a senior Laurier staff member since 1977 and currently director of placement and career services, a department that will report to her.

In making the announcement Dr. Neale H. Taylor, WLU president, said university development (or fund-raising as it's called in private industry) is assuming new importance in a time of increasing inflation and continuing university underfunding.

Millar will also assume directorship of all alumni activities, a growing activity at the university. For the past several years it has been handled on an overload basis by Barry Lyon, public relations director.

At one time Laurier had a full-time development officer and an alumni director but both positions were phased out more than 10 years ago.

Millar will be responsible for the continuing capital campaign, which already has raised more than \$1 million dollars, and now is moving into its national phase.

The \$6.2 million will be used for a library addition, construction of a new music building, upgrading of science and computing centre equipment, as well as expanding dining facilities, power plant consolidation, upgrading of athletic equipment, and installation of a new telephone system.

The president said Millar has shown great strengths in developing the placement and career services area, transforming it into one of the most progressive and efficient in the province.

"I am convinced, as is the board of governors, that she will show the same imagination and abilities as she approaches her heavier responsibilities," he said.

The new university development and alumni affairs director first served as admissions assistant to the faculty of social work when she joined the university in 1977. She moved to placement and career services two years later.

She holds a master of education degree from Oregon State University and a bachelor of arts degree with a major in journalism from Pacific University in Forest Grove, Ore.

She is a member of the University and College Placement Association and serves as national treasurer. She also is a member of the Canadian Management Association, the Council of Ontario Universities committee on graduate surveys, and the Waterloo Region Social Resources Association's planning group for women.

"I am enthusiastic about the work of Wilfrid Laurier University and am looking forward to communicating that enthusiasm to the alumni and to the public," Millar said.