

# Wilfrid Laurier University



**Contact: Barry Ries**  
**WLU Information Officer**  
**(519) 884-0710, Ext. 3070**

**December 7, 1995**  
**84-95**

## **Laurier appoints new director of development**

Pamela J. (Pam) Healey, currently director of development at the University of Guelph, has been appointed director of development at Wilfrid Laurier University effective January 2, 1996.

As director, Healey will assume overall responsibility for the organization and execution of Campaign Laurier, WLU's \$15 million capital fund-raising campaign. The campaign is currently at the 60 per cent mark.

Healey holds a Bachelor of Arts degree from the University of Guelph and a Master of Business Administration degree from Laurier. Her working life has included employment as a freelance researcher, writer and bibliographer, science writer, and public relations officer. She was manager of advancement research at Guelph from 1991 to 1993, when she was appointed director of development.

In announcing Healey's appointment, Laurier president Lorna Marsden said the need for private funding in universities has never been more critical.

"With declining government support, the need for private financial support from business, alumni, and other friends is increasingly vital to Laurier. Pam Healey's expertise, commitment to post-secondary education, and knowledge of this university will prove invaluable in the difficult years ahead."