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Laurier appoints Jason Coolman to role of Vice President: Advancement and External Relations

WATERLOO – Wilfrid Laurier University has appointed Jason Coolman as the university’s vice-president: advancement and external relations, effective August 6, 2019. As the vice-president: advancement and external relations at Laurier, Coolman will provide vision and support for Laurier’s overall donor and alumni relations, communications, marketing and government relations strategies.

Coolman currently serves as associate vice-president, development and alumni relations at the University of Waterloo where he is responsible for the strategic direction, leadership and priority setting for university development activity. During his time in this role, he has led successful fundraising teams in annual giving, leadership and major gifts and planned giving. Coolman has also served as associate vice-president alumni relations at the University of Waterloo, where he led the Department of Alumni Affairs and was responsible for the strategic development, implementation, maintenance and evaluation of all alumni programs.

As a member of the University of Waterloo’s senior leadership team, Coolman was involved with university-wide issues management and government relations strategies, as well as focused community relations activities. He brings experience in social media, web content, crisis communications and issues management through his work at the University of Waterloo and as MPP Liaison with the Ministry of Citizenship, Culture and Recreation. He also brings expertise in areas of importance to students as a past residence life coordinator and residence manager.

Coolman completed his master’s degree in leadership studies at the Gordon S. Lang School of Business and Economics at the University of Guelph. His major research project entitled, “The Science Behind the Art of Engaging Alumni: Linking Engagement and Impact” was selected for a Dean’s Honour List award and has been widely cited as groundbreaking work in the area of measuring alumni engagement. He holds a bachelor’s degree in political science from Brock University. He was also president of the Brock University students’ union.

“We are excited to welcome Jason to Laurier’s executive leadership team,” said Deborah MacLatchy, president and vice-chancellor. “As we prepare to launch Laurier’s five-year strategic plan, Jason’s exceptional track record in university advancement and external relations will be great assets as we build on the excellent work already occurring at Laurier.”

Coolman is an active member of the Council for Advancement and Support of Education (CASE), serving as treasurer for the District II Board of Directors, member of the alumni metrics task force, CASE reporting standards working group, and past member of the *Currents* magazine editorial advisory panel. In 2011, Coolman’s professional accomplishments earned him the Rising Star award from CASE District II and in 2016 he received the CASE Crystal Apple award for outstanding teaching.

Recently, he was awarded the University of Waterloo Athletics Community Service award, presented to a faculty or staff member who has made a significant impact on UWaterloo Athletics and Recreation.

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"Laurier is well known for building enduring relationships, making strong connections and elevating community engagement. I'm excited by the prospect of leading Wilfrid Laurier University's advancement and external relations team to deliver on our vision of a multi-campus university with deep community connections," said Coolman.

On August 6, Coolman will succeed Sandra Palmaro, who served as Laurier's interim vice-president: advancement and external relations until May 3, 2019.

"I am grateful to Sandra for her leadership and contributions during her term as interim vice-president: advancement and external relations," said MacLatchy. "Her work with our community to support Laurier's reputation while focusing on building community connections was very much appreciated."

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About Laurier

Wilfrid Laurier University excels at educating with purpose. Laurier's holistic approach to learning integrates innovative programming with hands-on experience outside the classroom to ensure Laurier graduates are not only ready for the real world but are inspired to leave their mark on the world. Community is at the heart of all we do. Laurier inspires students to engage in campus life and the broader community, leading to high levels of student satisfaction and engaged alumni who carry the Laurier legacy throughout the world. As a community of researchers, leaders and educators, Laurier builds knowledge that serves society and creates connections that have a lasting impact.

Learn more about Laurier's 19,000+ students in nine faculties and federated university college throughout Waterloo, Brantford, Kitchener and Toronto at wlu.ca.