



California State University
SAN MARCOS

OFFICE OF
THE PRESIDENT

Wednesday, May 24, 2017

I am pleased to announce the permanent appointment of Cathy Baur as the vice president for University Advancement. After a consultative process with various constituent groups as well as the Chancellor's Office, and upon receiving consistent positive feedback on her contributions while in the interim role, I am pleased to move forward with an appointment without a search.

As many will recall, Cathy has been a part of our campus community since 2008. She served as our associate vice president of communications until November 2016 when I asked her to step into the interim vice president of University Advancement role. She has over 25 years of experience in public relations, management and communications in both the public and private sectors.

This decision, as groups consulted with agreed, is good for the University; brings strong and consistent leadership to University Advancement; and is fiscally responsible, given the costs associated with a search and transitions. Cathy's appointment allows us to maintain a leader in the division with a historical perspective, knowledge of our campus and a solid understanding of development and communications operations. Furthermore, her leadership will provide a continuing strong trajectory during the last 18 months of our major philanthropic campaign.

I have every confidence in Cathy's ability to successfully lead University Advancement, and I am appreciative of her dedication to serving CSUSM in this role. I hope you will join me in congratulating Cathy on her appointment to the role of permanent vice president of University Advancement.

Karen S. Haynes, Ph.D.
President