



Sept. 22, 2011
FOR IMMEDIATE RELEASE

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Deborah Read Named New Vice President for University Advancement and CEO of the Cal Poly Foundation

Current University of Dayton Administrator Brings Strong Fundraising Experience

SAN LUIS OBISPO – Deborah Read, who brings nearly three decades of experience in higher education fundraising, has been named Cal Poly’s new vice president for university advancement and CEO of the Cal Poly Foundation, the university announced today.



Read currently serves as vice president for university advancement at the University of Dayton in Ohio.

In announcing Read’s appointment, Cal Poly President Jeffrey D. Armstrong cited her breadth and depth as a career fundraiser and administrator.

“Deborah has compiled a stellar career of achievement as a fundraiser and strategic planner of major capital campaigns on scales larger than Cal Poly has yet to undertake,” Armstrong said. “As I said to our faculty and staff at the beginning of the academic year, with the massive reductions in state funding, Cal Poly’s future depends in part on our ability to rapidly expand our fundraising prowess.

“In Deborah Read, I am confident that we are adding a proven leader with deep experience at a time when Cal Poly absolutely must develop more philanthropic support for our Learn by Doing programs.”

Read, whose appointment is effective Jan. 1, said, “This is a wonderful opportunity to join an institution that has such a rich tradition and a clear vision of where it wants to go.

“Cal Poly is highly regarded not only for its Learn by Doing programs but also for its tremendously loyal alumni and for the faculty and staff’s devotion to their students’ success,” Read said. “I look forward to helping the university achieve its mission to produce the resourceful professionals and innovative leaders vital to California’s success. And I look forward to helping the Cal Poly Foundation achieve its philanthropic goals in support of the university.”

The Cal Poly Foundation is an all-volunteer auxiliary whose mission is to help raise private funds in support of the university’s programs. University Advancement fundraisers, with help from the Cal Poly Foundation members, garnered \$25 million in philanthropic gifts to Cal Poly in fiscal 2010-11.

Read has led the University of Dayton's Advancement division since July 2007, including serving as the institution's chief development officer and designing, implementing and overseeing its \$360 million capital campaign.

Before joining Dayton, Read served as vice president for University Development at University at Albany, State University of New York from 2005 to 2007; as vice president for Advancement at Northern Kentucky University from 2000 to 2005; and as vice president for Advancement at Lebanon Valley College in Pennsylvania from 1997 to 2000. In addition, she held several fundraising positions at the University of Maryland.

Read is a graduate of the University of Maryland with a bachelor's degree in Government and Politics and has done graduate study in business and in education, policy, planning and administration.

At Cal Poly, Read succeeds Robert Koob, Cal Poly's provost who also has been serving as interim vice president for advancement and CEO of the Cal Poly Foundation since spring 2010, when Sandra Ogren retired from the posts amid health problems after six years.

[See Read's resume and curriculum vitae.](#)

[See Read's statement on "Higher Education and Philanthropy."](#)

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