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02-09

January 17, 2002

For Immediate Release:

EVANS NAMED EIU'S EXECUTIVE DIRECTOR OF DEVELOPMENT

CHARLESTON – A graduate and 13-year employee of Eastern Illinois University has been named the institution's executive director of development.

The appointment of Karla J. Evans, 36, of Charleston went into effect Jan. 1. As executive director of development, she will be responsible for managing all aspects of development with "significant concentration" on identifying, cultivating and soliciting major and planned gifts from existing and new donor bases.

"I am very pleased to welcome Karla Evans as the executive director of development," said Jill Nilsen, vice president for external relations. "Her professional experiences in fund-raising and her familiarity with Eastern are a winning combination for the University."

As executive director, Evans, who has served as director of development since July 1, 2001, plans to continue the work she has already started, including spearheading a three-year, \$1 million-plus campaign to raise money for Eastern's new Clinical Service Building.

Other priorities include the planning and execution of the annual year-end appeal to secure unrestricted dollars for general university use and participation in alumni and donor activities for

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purposes of relationship building, cultivation and stewardship.

While much of her time will be spent on the road, meeting with donors and potential donors face-to-face, she also will serve as Eastern's point-of-contact with alumni, university friends and community members at the central development office. Currently that location is the Brainard House, located at 1548 Fourth St.; it is anticipated, however, that Evans and the development staff will move into Eastern's Neal Welcome Center, currently under construction at the corner of Lincoln Avenue and Douglas Drive in Charleston.

"I am pleased to accept the appointment of executive director of development for Eastern Illinois University," Evans said. "I look forward to building upon the success of the past and to lead Eastern's development initiatives into the future. I am most enthusiastic about developing relationships with the alumni and friends of this great institution. Eastern is fortunate to hold a tradition of loyalty and support from these individuals. Together, we will continue to build on the quality Eastern is known for."

Evans, who graduated from Eastern with a bachelor of arts degree in speech communication (1993) and her master's of business administration (1998), first joined the university staff in 1989 as an administrative assistant to the vice president for institutional advancement. Thus began her many years of experience in working in the area of development, including the cultivation of donors and the coordination/implementation of giving programs.

In August 1993, after being named director of annual giving, Evans gained responsibility for Eastern's annual fund program. Duties included the identification and research of prospects for the annual fund program and the design/management of constituency-based annual giving programs.

Less than a year later – in July 1994 – she was named assistant director of development. During her tenure, Evans' successes included the raising of \$300,000-plus in annual funds for Eastern's academic departments and in increasing the average gift size.

She served as director of development and marketing for WEIU FM/TV, Eastern's public

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KARLA EVANS

broadcasting affiliate, from August 1997 through June 2001. Duties there included the securement of corporate underwriting and other non-federal financial support and responsibility for acquiring new and renewing/increasing existing memberships to WEIU FM/TV in support of equipment and programming.

Evans is the daughter of Joe and Bernadine Carroll of Brocton. She and her son, Jacob, reside in Charleston.