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## 07/19/1984 - Charles Ross Director Of Development

University Marketing and Communications

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EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

# news

July 19, 1984

L/A

HARRY READ, Director of Information and Publications (217) 581-2820

## FOR IMMEDIATE RELEASE

CHARLESTON, IL--Charles F. Ross, who has served in various developmental capacities since 1957, has been named Director of Development at Eastern Illinois University.

Ross, who will assume the position in mid-August, will be the first professional development officer in the University's history. In making the announcement, President Stanley Rives said:

"Mr. Ross will work under the direction of Dr. Dan Thornburgh, Acting Director of University Relations and Development. His primary responsibility will be augmenting appropriated funds from private sources for the general advancement of the University with special attention to enhancing support for Eastern's academic program."

Currently Vice President for Development at Cedarville (Ohio) College, Ross has been responsible for all areas of fund-raising, alumni relations and public relations at the private school.

Thornburgh said developing programs of estate planning and deferred giving will be among Ross' priorities. Thornburgh said Ross will also be involved in alumni giving campaigns and will be associated with the EIU Foundation.

"We are fortunate to have an individual of Mr. Ross' background and experience to launch this position at Eastern," Thornburgh said.

At Cedarville, Ross organized and completed the first successful Capital fund drive in the school's history and has initiated plans for a \$13 million centennial campaign.

-more-

Ross

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Other institutions with which Ross has held posts include Pennsylvania State University; University of Connecticut; Worcester Polytechnic Institute, Mass.; Trumbull Memorial Hospital, Warren, Ohio; Aurora (Ill.) College; and Liberty Baptist College in Virginia.

Ross, 48, holds the B.S. degree in economics and sociology from Pennsylvania State. Ross and Mrs. Ross are the parents of two children.