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12-2-1992

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#### Recommended Citation

University Marketing and Communications, "12/02/1992 - Nilsen Named Marketing Coordinator" (1992).  
1992. 761.

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92-380

December 2, 1992

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FOR IMMEDIATE RELEASE:

NILSEN NAMED MARKETING COORDINATOR

CHARLESTON, IL--Eastern Illinois University President David L. Jorns has appointed Jill Nilsen as the University's coordinator for the Board of Governors Universities marketing project. She will also continue with her regular duties as associate dean of the Graduate School and Research.

Stephen C. Falk, vice president for institutional advancement and executive officer of the EIU Foundation, was previously responsible for marketing.

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Nilsen, who holds a doctorate from the University of Illinois, joined the Eastern faculty in 1976 as associate professor in the Department of Speech Pathology and Audiology. In 1984, she became chair of the Department of Communication Disorders and Sciences (CDS) and currently is a professor in that department. She was named associate dean of the Graduate School and Research in 1990.

The Strategic Marketing Planning program, Project Outreach, was implemented in 1990 and permits the Board of Governors Universities system to better serve students and to fulfill its responsibility to taxpayers to keep citizens informed about the programs and services that are available to them.

Positive results of the on-going strategic marketing planning process include better organization of communications, achievement of cost-efficiencies, and development of a clearer message about the programs and services offered by the five universities, according to Michelle Brazell, BGU spokeswoman.