

CASSIE S M^cVEETY
VICE PRESIDENT FOR UNIVERSITY RELATIONS
PORTLAND STATE UNIVERSITY

Cassie McVeety serves as Vice President for University Relations at Portland State University where she leads the University's external efforts through the departments of Alumni Relations, University Communications and University Development.

Cassie orchestrated the University's successful *Building Our Future* campaign, the first comprehensive fund raising campaign for Portland State. The Campaign raised \$114 million, \$39 million over original projections, enriching research and teaching, ensuring student success and deepening Portland State's commitment to the community.

Cassie also leads the University's first integrated marketing and branding campaign to solidify the University's core identity, define key messages, strengthen the University's positioning and create and implement Portland State's new graphic identity.

Cassie has served on numerous boards and leadership committees including board member and officer of the Greater Vancouver Chamber of Commerce, Leadership Clark County and other area organizations. She is currently an elected Trustee of the Council for the Advancement and Support of Education (CASE), the largest worldwide educational professional organization.

Prior to joining the administration of Portland State in March 2004, Cassie held advancement positions at Washington State University's Vancouver campus, the University of Portland and Eastside Catholic High School in Bellevue, Washington.

Cassie holds a bachelor's degree in Political Science from the University of Oregon and a Master's degree in Public Administration from Washington State University.