

## **Daniel Rodriguez has been appointed director of alumni affairs**

**November 10, 1983**

Daniel Rodriguez, assistant executive director of Sigma Nu Fraternity with national headquarters in Lexington, Virginia, has been appointed director of alumni affairs at the University of California, San Diego. His duties at UCSD begin immediately.

Rodriguez served with the national fraternity for three years before being selected for the UCSD position. He replaces Jean Rodgers, head of the UCSD alumni office since 1981, who left the campus to work in Washington, D.C. The UCSD alumni association began in 1964 as the Honorary Alumni Association of UC San Diego. Since only a few graduate students had received degrees from the campus, alumni membership was made up mostly of graduates of other UC campuses who lived in the San Diego area and who volunteered to support the new UC campus. The organization was formalized in 1972 as The Alumni and Friends of UCSD. Today, some twenty years after the enrollment of undergraduate students, there are 22,000 UCSD alumni.

Rodriguez received a B.S. degree with a major in business administration in 1971 from Arizona State University. He has also taken graduate course work in business administration at Arizona. He served as a professional service representative for Geigy Pharmaceuticals in Summit, New Jersey, for two years and as a component buyer for the Automatic Measurement Division of Hewlett-Packard in Sunnyvale, California, for three years following graduation.

He returned to Arizona State University in 1976 to serve as director of the university annual funds with responsibilities for organizing the annual alumni fund and the coordination of the alumni letterman's club. He left the university in 1980 to join the national office of Sigma Nu Fraternity where his responsibilities included alumni, marketing, management and finance functions.

Rodriguez has been active in the Council for the Advancement and Support of Education (CASE) and has taken part in a number of special conferences and institutes on alumni affairs and educational fund raising. He is also a member of the National Society of Fund Raisers Executives.

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