

## **Bernadine Farrow named UCSD Alumni Director**

**February 21, 1990**

Contact: Alixandra Williams, University Communications, 534-3120

### UCSD ALUMNI DIRECTOR NAMED

Bernadine Farrow has been chosen director of Alumni Relations for the University of California, San Diego.

Farrow was acting director of UCSD Alumni Relations from June to December 1989. After a national search, she was named director in the latter part of December. Farrow's responsibilities include directing alumni activities and administering policies of the alumni board, developing alumni association membership and fostering the growth of alumni chapters in major cities throughout the United States.

Farrow came to UCSD from the University of Tennessee, Memphis, where she was assistant vice chancellor of alumni affairs.

Bruce Darling, associate vice chancellor for University Relations said when announcing the appointment, "In the past six months Ms. Farrow has established a dues-paying alumni membership program, improved communications with alumni, and updated the association's long-range plan.

"A characteristic of any great American university is a strong, committed alumni. It is the goal of the university and the alumni association to foster such a relationship between UCSD and its alumni," he said.

The UCSD Alumni Association offers a number of social and professional services, including health insurance, travel programs, and professional seminars.

Farrow also plans to develop a Student Alumni Association to offer students an opportunity to develop leadership skills while still at UCSD. The UCSD Alumni Association also maintains an alumni scholarship program which currently funds 10 full scholarships for academically qualified students.

"I am excited about the opportunities that exist in the association for building the membership program, strengthening our funding base and increasing participation of alumni in diverse programs," Farrow said.

"This is an important time in the history of the alumni association, and the staff and I are looking forward to building a stronger association through hard work and thoughtful use of our resources."

In addition to Farrow's experience at the University of Tennessee, she was the program coordinator for continuing education at Memphis State University, and taught in public and private schools for 10 years. She received a Master's degree in Educational Administration from Ohio State University. Farrow is a resident of Carlsbad, California.

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