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## **FOR IMMEDIATE RELEASE**

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### **Oregon Community College Association hires Communications Director**

SALEM, Ore. – The Oregon Community College Association (OCCA) is excited to announce it has hired Casey White-Zollman as new Communications Director. White-Zollman, who begins in the role on Oct. 19, will take on management of the OCCA’s strategic communications, website, social media and statewide marketing efforts.

White-Zollman has an extensive background in strategic communications, public relations and marketing in education. She comes to the OCCA from Blue Mountain Community College in Pendleton, where she served as the Vice President of Public Relations for more than five years. Prior to that, White-Zollman was the Communications Director for the InterMountain Education Service District in Pendleton, where she provided communications to 18 K-12 school districts in Umatilla, Morrow, Union and Baker counties for nearly 10 years. White-Zollman has a bachelor’s degree in journalism from the University of Portland and was an award-winning reporter for a daily newspaper before crossing over into public relations.

“We’re so excited to have Casey join our OCCA team,” said OCCA Executive Director Cam Preus. “Casey brings the background, skills and drive that we need to bring awareness to the value and importance of Oregon’s community colleges statewide.”

White-Zollman is a past president of the Oregon Community College Marketing & Public Relations professional organization, which she helped restart in 2018 after a 10-year organizational hiatus. In addition, she has served on the Executive Committee for District 7 of the National Council for Marketing & Public Relations, and on the OCCA’s marketing and legislative committees, and was a campus advocacy coordinator during the 2019 Legislative session. While in K-12, she served as president of the Oregon School Public Relations Association.

“I’m looking forward to the opportunity to continue working with community colleges statewide and help communities, policy makers and other stakeholders understand the important role Oregon’s community colleges will play in the state’s economic recovery,” White-Zollman said. “I’m feel honored to join the talented team at OCCA.”

White-Zollman joins the OCCA team remotely from Pendleton, Ore., where she lives with her husband and 4-year-old son. She serves on the Board of Directors for the Pendleton Round-Up & Happy Canyon Hall of Fame and is the co-chair of the Pendleton Round-Up’s Tough Enough To Wear Pink breast cancer awareness campaign.

*The OCCA represents the seventeen publicly chartered community colleges and their locally elected board members with the purpose of supporting the colleges before policy-makers and partners whose actions affect the well-being of community colleges across the state.*

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