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FOR IMMEDIATE RELEASE

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OCCA Communications Director named NCMPR District 7 Communicator of the Year

SALEM, Ore. – The Oregon Community College Association (OCCA) proudly announces that Communications Director Casey White-Zollman has been named the 2025 Communicator of the Year by District 7 of the National Council for Marketing & Public Relations (NCMPR), which includes the Pacific Northwest and western Canada.

This award honors exceptional leadership and impact in college communications. As the District 7 recipient, White-Zollman is now a finalist for NCMPR's national award, to be announced in March at the annual conference in Washington, D.C.

"I am deeply honored to be named Communicator of the Year by NCMPR for District 7," White-Zollman said. "To be recognized by my peers – fellow professionals who understand the challenges and impact of this work – makes this award especially meaningful. NCMPR plays a vital role in championing the value of communications in community colleges, and I'm proud to be part of such a dedicated and inspiring community."

Since joining OCCA in 2020, White-Zollman has helped lead statewide communications and advocacy, including creation of the award-winning Advocacy Toolkit, which has supported key policy and funding wins for Oregon's 17 community colleges.

"Casey's creativity, dedication, and care for community colleges shine through in everything she does," said Dr. Abby Lee, Executive Director of OCCA. "It's wonderful to see her work honored by her colleagues across our region."

White-Zollman's career spans journalism and education communications, with leadership roles at the InterMountain Education Service District and Blue Mountain Community College. She lives in Pendleton with her family and is active in local volunteer efforts.

NCMPR is the only organization that exclusively represents marketing, communications, and public relations professionals at community and technical colleges across the United States and Canada.

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The Oregon Community College Association (OCCA) represents the 17 publicly chartered community colleges and their locally elected board members in Oregon. Founded in 1962, OCCA's purpose is to support the colleges before policy-makers and partners whose actions affect the well-being of community colleges across the state.