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FOR IMMEDIATE RELEASE

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BMCC hires new Vice President, Public Relations

PENDLETON, Ore. – Blue Mountain Community College has selected Casey White-Zollman as its new Vice President, Public Relations. White-Zollman will begin her new role on Feb. 19.

The new position was created to help BMCC better promote its programs, events and student/staff success through communication and marketing planning, as well as improve internal communications and oversee communications related to BMCC's capital construction bond on the May 19 ballot. In addition, the position provides strategic direction for the BMCC Foundation.

White-Zollman is currently the Director of Communications at the InterMountain Education Service District in Pendleton, where she's been since 2006. She oversees the communications and printing department, which includes public and media relations, crisis communications, website development, graphic design, video production and printing. In addition, White-Zollman has worked on contract through IMESD with BMCC for the past year to provide communications assistance, including with the bond proposal.

"I'm very excited to be taking this next step in my career," White-Zollman said. "BMCC has a fantastic faculty, staff and student body, and I look forward to telling their stories and increasing community support."

BMCC President Cam Preus said White-Zollman's new role will help increase community awareness and visibility of BMCC, and enhance the recognition within the college district.

"We are very excited to have Casey join the BMCC team," Preus said. "Her communications and marketing experience, as well as her knowledge of educational partnerships within our district and across the state, are important attributes for the public relations position."

White-Zollman has a bachelor's of science degree in journalism from the University of Portland. She has served on the board of directors for the Oregon School Public Relations Association since 2011, including serving as president in 2013-2014, and is a member of the National School Public Relations Association. She and her husband live in Pendleton, where she is co-chair of the Pendleton Round-Up's Tough Enough To Wear Pink breast cancer campaign, as well as serves on the boards of directors for Tonya's House and the Education Foundation of Pendleton.

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