

CASE VII
Nominee for Communications Officer 2019-2021

Lori Bachand is associate vice president for university communications and marketing at California State University, East Bay. She has more than 20 years in strategic planning and program implementation for higher education, with expertise in marketing, stewardship, special events programming, and advancement and campaign communications.

Lori serves on the CASE District VII board of directors, has been involved in planning CASE District VII and national conferences, including serving as the chairperson for the 2019 Connect West conference. Lori is Accredited in Public Relations by PRSA and holds bachelor's and master's degrees in communications from CASE District VII member institution Cal State Fullerton.