



For Immediate Release
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Salus University Welcomes New Director of Institutional Advancement

Elkins Park, PA – Salus University recently welcomed Lawrence Green as director of Institutional Advancement.

In this role, Green will be responsible for assisting the vice president for Institutional Advancement, Dennis Washington, in leading and directing the overall fundraising strategy to support and advance the University’s mission and strategic plan including annual, major and planned gift cultivation and solicitation, corporate and foundational support, as well as comprehensive and capital campaigns.

“We look forward to working with Larry and believe that his experience will continue to bring Salus much success in institutional advancement,” said Dennis Washington, vice president for Institutional Advancement and Community Relations.

Previously, Green served as the director of Resource Development for Philadelphia Association of Community Development Corporations (PACDC) – an organization dedicated to advocacy, policy development and technical assistance to rebuild communities and revitalize neighborhoods.

Prior to that, Green held roles as interim vice president for Institutional Advancement and assistant vice president for University Advancement and External Relations at Cheyney University of Pennsylvania.

Green has a bachelor’s degree from Case Western Reserve University and a master’s degree in Television/Radio. He also is part of many professional affiliations including the Association of Fundraising Professionals, Greater Philadelphia Chapter; and the National Alliance of Community Economic Development Associations.

About Salus University

Salus University, founded as the Pennsylvania College of Optometry in 1919, today is a diversified, globally recognized professional academic center of learning that offers a wide range of degree programs in the professions of Optometry, Audiology, Physician Assistant, Public Health, Blindness and Low Vision Studies, Biomedicine, Occupational Therapy and Speech-Language Pathology. Salus operates four clinical facilities in Philadelphia and Montgomery counties that provide highly specialized vision, hearing and balance, and speech-language pathology services. The University has more than 1,200 students, and more than 14, 000 alumni worldwide. For more information, please visit www.salus.edu.