

## John Valva

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John Valva became the executive lead of Oregon State University’s alumni engagement programs in July, 2018. Prior to joining OSU, his career spanned the higher education, non-profit and professional services sectors with expertise in alumni, donor and constituent engagement, volunteer coordination, fundraising, board relations, business development, strategic planning, events, communications, marketing and cost management.

Under John’s leadership, the OSU Alumni Association is focusing on critical linkages between alumni activities and engagement in support of OSU’s highest priorities. Included are a renewed focus on professional connections and networks, alumni advocacy for university funding and initiatives, accelerated community-building among diverse alumni and those with affinities beyond their class years, and increasingly generous alumni philanthropy. As John puts it,

*We represent an active, fun, celebratory component of Oregon State, tasked with encouraging loyal Beavers to remain a vibrant part of their beloved alma mater. We also are here to ensure the many talents, connections and passions of our more than 200,000 alumni support OSU students of today and tomorrow, provide the university and students with wise counsel and valuable connections, and serve as examples of OSU’s impact throughout Oregon and the world. We love and are inspired by this work.*

Before arriving at OSU, John spent two decades leading alumni relations at the University of California at Berkeley, at San Diego, and at the UC system office. This includes eight years as executive director of alumni and constituent affairs at the University of California system, coordinating constituent engagement communications and alumni programs across the 10 University of California campuses. Over his career, he has served as a groundbreaking industry leader who was among the first to pilot digital alumni networks, alumni venture groups, and engagement-tracking models.

He earned his bachelor’s degree in political science and government at UC Berkeley and his master’s in management from the University of San Francisco. His wife Hanna is a native of Corvallis and a 1997 Oregon State graduate, now working in the financial services sector. The move to OSU has provided the Valvas the chance to live among family and friends in an area long dear to them.