

# Appointments

Spring 2004

**Eric J. Furda**, the longtime executive director of undergraduate admissions at Columbia, assumed the new position of vice president of alumni relations on April 1. In this role, Furda is responsible for coordinating undergraduate alumni relations programs, directing and strengthening University programs that serve all alumni, and providing support and leadership to alumni professionals around the University.

“The creation of this position reflects President Bollinger’s and my commitment to renew and reenergize Columbia’s connections to its alumni,” said Susan K. Feagin, executive vice president for development and alumni relations, who credits Deans Austin Quigley and Zvi Galil and Trustees William Campbell ’62CC and Richard Witten ’75CC with identifying Furda as the ideal candidate for the new post.

A 12-year Columbia veteran, Furda was instrumental in the successful merger of admissions processes for the College and The Fu Foundation School of Engineering and Applied Science. He has guided a historic rise in undergraduate admission at Columbia and in the quality of the enrolled classes for both schools.

In January, Columbia University Press welcomed James D. Jordan as its new president and director. He had been director of Johns Hopkins University Press since 1998.

“Columbia is very fortunate to have attracted Jim Jordan to head the press,” said Provost Alan Brinkley. “His diverse experience in many areas of publishing and his superb record of success make him the ideal person to lead the press into a future filled with both opportunities and challenges.”

Jordan began his publishing career at W.W. Norton, where he spent 21 years in editing, marketing, and executive positions. Before joining Johns Hopkins University Press, he was vice president and publisher of Island Press and co-owner of a publishing consulting firm.

Tony Award-winning producer and director Gregory Mosher is Columbia’s first director of University Arts Initiatives. The position, created by President Lee C.

Bollinger, will help the University explore innovative ways to link the visual and performing arts to the educational experience at Columbia.

“A great university should both integrate the arts into its intellectual and social life and contribute to the artistic creativity in the broader world,” said Bollinger in announcing Mosher’s appointment. “Gregory is the perfect individual to do just that.”

Mosher brings 30 years of theatrical experience to Columbia. He has directed and produced nearly 200 stage productions at Lincoln Center, on and off Broadway, and at Chicago’s Goodman Theater and London’s Royal National Theater. He is credited with the resurgence of the Lincoln Center Theater, where he was director from 1985 to 1992.



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