CASE Names Dwight Bachman, Eastern Public Relations Officer, Recipient of Major Award

By Ray Culbert, Class of 2006, Eastern Connecticut State University

CASE, the national Council for the Advancement and Support of Education, has named Dwight Bachman, public relations officer at Eastern Connecticut State University, as recipient of its Quarter Century Circle Award. CASE presented the award, one of its major awards, to Bachman at its Annual District One Conference on Jan. 27 at the Westin Copley Place Hotel and Resort.

The award recognizes advancement and communications professionals who have served for 25 years or more for higher education institutions and other educational nonprofits.

Former Eastern President and Connecticut State University System Chancellor David G. Carter hired Bachman at Eastern in 1990. He is responsible for helping to create and manage a comprehensive public relations plan to preserve and enhance the image of Eastern. He has written thousands of press releases and feature stories, and produced award-winning publications promoting the University, placed hundreds of Eastern’s students, faculty and staff on radio and television shows and established numerous mutually beneficial relationships between Eastern and the community.

Students are Bachman’s pride and joy. In May 2013, Nana Owusu-Agyemang, in her senior class address at Commencement, described Bachman as “a wonderful boss.” Kate Harmer, Eastern’s 2012 Barnard Scholar Award winner, described him as “one of the most influential people in her life during at Eastern,” based on all the fun she had “learning about public relations from Mr. Bachman.”

In 2014, Bachman participated in the White House Initiative on Africa. In 2013, he was a finalist as a “Special Person” for the Connecticut Department of Higher Education Distinguished Service to the Community Award. In 2012, Bachman was inducted into the East High School (Waterloo, IA) Hall of Fame for his accomplishments in the public relations profession.

In 2007, he was awarded Eastern’s prestigious Dr. Martin Luther King Jr. Distinguished Service Award. His internationally televised, 12-part television series, “Dr. Martin Luther King Jr: A Look Back,” has been described as “a gift for future generations.”

In 2002, Eastern returns, Eastern’s annual back-to-school comprehensive marketing tabloid on which Bachman served as managing editor, won the Inde...

continued to page 23

Dwight Bachman, center, is congratulated by Endia Cordova, left, dean of institutional advancement and community engagement at Manchester Community College, and Manchester Community College President Gina Glickman, winner of CASE’s Chief Executive Leadership Award.

During her acceptance speech as a winner of the Connecticut State Universities and Colleges System (CSUC) Barnard Scholar Award, Kate Harmer (‘12) described Bachman as “one of the most influential people in her life during her last three years at Eastern, as she changed her career goal of teaching English to public relations, based on what she ‘learned about the impact of public relations and all the fun she had learning public relations from Mr. Bachman.’

Nana Ovusua-Agyemang (‘13) concluded her Senior Class Address at Commencement saying, “And I want to thank Mr. Dwight Bachman for being such a wonderful boss!”

for researching, writing, and producing an eight-part series on the highly celebrated Allan Bakke affirmative action case.