

# Debra Osburn

**Vice President at University of Saskatchewan**

Edmonton, AB, CA

Debra Osburn leads institutional strategies to enhance reputation, build effective relationships, and accrue public resources.

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## Biography

Debra Pozega Osburn, PhD, was appointed Vice-President (University Relations) at the University of Alberta, on July 1, 2010. She leads a team of more than 80 professionals focused on reputation, relationships, and public resources at the U of A, which is one of the top 5 universities in Canada with an enrollment of 39,000 students from throughout Alberta and around the world. Debra is a recognized expert on post-secondary external relations, with particular expertise the ways that communication and community-building are tightly linked. Her research and practical experience, both in Canada and in the US, contribute to her firm belief that every act of communication is an opportunity to build community, and that every activity that engages community offers a critical change to build strong lines of communication. In particular, she has expertise in integrated stakeholder and communications programs that must be effective across institutional boundaries. She holds a doctorate in American Studies, and is a frequent presenter on best practices to professional organizations. Prior to coming to the U of A, she worked as a journalist; in university communications and public affairs at her alma mater, Michigan State University; and was a partner and executive in a communications consulting firm. Her responsibilities include strategic communications, media relations, creative direction, government relations, web development, internal communications, and community relations.

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## Industry Expertise

Public Relations and Communications, Education/Learning, Research

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## Areas of Expertise

Strategic Communications, Media Relations, Creative Direction, Government Relations, Web Development, Internal Communications, Community Relations

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## Education

**Michigan State University**  
Ph.D. American Studies

**Michigan State University**  
M.A. American Studies

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